

TRENCHLESS LIVE 2012



ROYAL MELBOURNE SHOWGROUNDS
MELBOURNE, VIC
23-24 OCTOBER 2012
WWW.TRENCHLESSLIVE.COM

The Greatest Show
IN *Earth*



EXHIBITOR AND
SPONSOR PROSPECTUS

Trenchless Live is an experience like no other.

A chance to see the latest and the best equipment and contractors in action,

And see how the experts use them.

Trenchless Live 2012 will take place from 23–24 October, 2012 at the Melbourne Showgrounds.

The live event for the Trenchless Technology industry in 2012 will take place over two exhibition show days and will begin with an opening cocktail party to kick off the event the Monday night before the show opens the next day.

This official ASTT event will feature an exciting, hands-on and truly live exhibition and demonstration of trenchless equipment.

In addition to the exhibition, Trenchless Live will also feature a range of training, both classroom and hands-on and keynote presentations, as well as relaxed social functions and networking opportunities.

Be there to

- See or display the latest equipment
- Keep up to date with what is happening in the industry
- Have a great time

BIGGER
EXHIBITION SPACE

MORE
LIVE DEMONSTRATIONS

CENTRAL
CAPITAL CITY LOCATION

Equipment on display is expected to include;

- Horizontal Directional Drilling
- Microtunnelling
- Boring
- Relining techniques
- Pipe cutting
- Mud machines
- Jacking pipe
- Vacuum Equipment
- Utility location
- Inspection and repair
- And more.

You can get on board as an exhibitor, or also take the opportunity to be a major sponsor.



Exhibit at Trenchless Live to give your customers the chance to see your products and services in action, or even to try them out.

About the venue

The venue includes a large outdoor area, with no weight, size or height restrictions, as well as the opportunity to dig in some areas. It is the perfect set-up to bring in all your gear and really show it off.

Additionally, for those who would like to exhibit without any large machinery, indoor space is available. Please note with indoor space that weight and size restrictions do apply.

All exhibitors get the opportunity for live demonstrations included free with their exhibition space, subject to the terms and conditions.

Who will visit?

Visiting the exhibition will be completely FREE

Additionally, budget delegate packages will also be available which include food, social functions and access to training

The event will attract a wide range of people, including

- Utility and council decision makers
- Contractors and machinery operators
- Plumbers, electricians and gas fitters.

A daily FREE keynote presentation will be a major drawcard.

Speakers are being sought on topics including;

- Government infrastructure spending
- Local government and utility asset management
- Training and standards
- Drilling projects.

Remember, visiting the exhibition is always completely FREE.



Trenchless LIVE 2010



UTILITIES LIVE 2012

Utilities Live 2012 is a conference and exhibition co-located with Trenchless Live and is for those involved in the provision of essential services including water, waste, energy and communication utilities and is particularly targeted at engineers and decision makers.

Utilities Live is an exciting addition to the Trenchless Live event that will draw more relevant delegates from outside the trenchless specific industry to attend the larger event and learn the benefits of Trenchless Technology.

The event will be completely free for all attendees, and will be focused on equipment and services used in the utility sector. The event will also feature case study presentations which highlight innovative solutions to difficult problems.

Utilities Live will build on the success of Trenchless Live and expand the reach of the Southern Hemisphere's premier live trenchless event.

For more information contact Elissa Duck on 03 9248 5173 or conferences@gs-press.com.au



WHY SPONSOR?

Sponsoring the Trenchless Live 2012 presents a unique opportunity for your company.

The benefits of partnering with this event include:

- Improve your brand recognition and image
- Generate leads by networking
- Create new partnerships and alliances
- Strengthen your position as a market leader within the industry
- Achieve industry recognition by being associated with this prestigious high profile and informative event
- Differentiate your company from others in the industry
- Show that you support the growth of the ASTT and the Trenchless Technology industry.

Preference will initially be given to companies selecting the largest value of options and then by first confirmed. Sponsorship can be tailored to the individual needs of your company to ensure you get the most out of the event, so please contact us if you have any specific questions or requests.

BASIC

SILVER

3 available

All sponsors of Trenchless Live 2012 will receive all of these basic sponsorship entitlements

- Recognition in *Trenchless Australasia* Conference Edition
- Recognition in *Trenchless Australasia* Conference Review feature
- Recognition in the Event Program
- Recognition on conference web page with hyperlink to your web page.

As well as the specific benefits of the sponsorship items you choose from the following pages.

Any sponsorship package of \$11,000 or more qualifies as Silver

Play a major role in the event by becoming a silver sponsor and you will receive;

A 9 square metre indoor exhibition space or an outdoor exhibition space of 25 square metres and all other Basic privileges. (Does not include delegate registrations)

- 3 complimentary full registrations and 3 complimentary booth workers, including exhibition space entitlements
- Recognition on promotional materials leading up to and during the conference as a major sponsor
- Logo on signs at the registration booth or entrance to the exhibition
- Overview of company on event website
- Exhibiting fee waived
- Recognition on sponsor signs at the registration booth or entrance to the Exhibition
- Opportunity to provide a Brochure/Promotional Item in the event tote bag
- PA announcements of your demonstrations
- Logos on materials
- Unlimited invitations and free passes.



SPONSORSHIP PACKAGES



GOLD

2 available

Any sponsorship package of \$16,500 or more qualifies as Gold

Show that you are a leader in the industry with this valuable opportunity which includes;

An outdoor exhibition space of 100 square metres and all other Basic and Silver privileges. (Does not include delegate registrations)

- 5 complimentary full registrations and 5 complimentary booth workers including exhibition space entitlements only
- Profile in the conference edition of *Trenchless Australasia*
- Opportunity to address attendees
- Logo on a wide variety of material associated with the event
- The opportunity to provide branded gifts to delegates
- Blocked out demonstration times.

PLATINUM

1 available

Any sponsorship package of \$27,500 or more qualifies as Platinum

This premium option is the ultimate way to demonstrate your leadership in the industry and provides ample opportunity to be involved in the strategic direction of the entire event.

A Platinum sponsor will receive an outdoor exhibition space of 100 square metres and all other Basic, Silver and Gold privileges. (Does not include delegate registrations)

- The opportunity to be involved in the strategic direction of the event
- 8 complimentary full registrations and 8 complimentary booth workers including exhibition space entitlements
- One complimentary table at the Gala Dinner
- Major profile in the conference edition of *Trenchless Australasia*
- Major signage around the venue
- Your company logo with the event logo, displayed on lecterns, as the projector backdrop, with the event proceedings and more
- Recognition in all promotional material
- Logo on home page of conference website
- The chance to follow up directly with delegates after the event, subject to privacy legislation
- The opportunity to include your own questions in the post-event survey
- First right of refusal of premier sponsorship options – Satchels and the Gala Dinner.

SPONSORSHIP ITEMS

Exhibition Opening Cocktail Party

\$9,900



Monday, 22 October,
5pm–7pm

Get in first by sponsoring the official conference opening in the exhibition area.

You will receive;

- The opportunity to brand the event with signage opportunities including the conference handbook, and pull up banners throughout the cocktail party venue.
- Promotion of this event will see you receive promotion through the website, e-marketing as well as pre and post event
- Be the first to address delegates
- Officially launch your own exhibition stand, along with the rest of the exhibition
- Your sponsorship includes major signage and the opportunity to address delegates.

Happy hour

**\$2,750 +
Bar tab**



By sponsoring this item you will receive,

- The opportunity to brand the happy hour area with signage
 - Further branding opportunities in the conference handbook
- Drinks and nibbles served close to your exhibition booth before the Gala Dinner on Tuesday 23
 - Announcement over the PA as to who is sponsoring the event.

Gala Dinner and Awards Evening

\$20,000



Tuesday, October 23,
7pm–11pm

A relaxed evening to celebrate the accomplishments of the Trenchless Technology Industry over the past year.

An always enjoyable event and the major highlight of the Event.

By sponsoring this function,

- You will have the opportunity to have your company incorporated into the theming of the night
- A chance to address the delegates.

- Signage entitlements will include branding of the menu, pull up banners on stage, company logo displayed on presentation screen.
- Promotion of your sponsorship will involve online acknowledgment on the trenchless website, e-marketing, conference handbook acknowledgements and pre, post and of course during the event.
- Reserved for Platinum sponsor.

Official After Party

**\$2,750
+ Bar tab**

This event brings the delegates together in an atmosphere where they can relax and unwind after the excitement of the Gala Dinner. By sponsoring the Official after Party you will be helping the celebrations of Trenchless Live 2012 continue – with this sponsorship you are sure to make a name for yourself!

You will receive:

- The opportunity to supply branded gifts to delegates
- The opportunity to supply pull up banners for signage around the after party venue
- The opportunity to place promotion brochures around the venue
- Acknowledgement at the event dinner
- Acknowledgement in the conference program.

Tote Bags (Attendee satchel)

\$8,800



Few sponsorship opportunities have quite the lasting presence as being the tote bag sponsor. The well-made bags will not only be in abundant supply during the event, but are likely to

be used by many delegates for considerable time after the event.

You will receive:

- Input into the type of tote bag
- Your logo on the bag
- A huge branding opportunity and lasting reminder of your company and its sponsorship
- The tote bags given to every attendee including trade visitors of Trenchless Live
- Reserved for Platinum Sponsor.

SPONSORSHIP ITEMS

Lunches **\$5,500 each**

Lunches will be served to all delegates and exhibitors in the exhibition area each day, giving you an excellent opportunity to take advantage of their gratitude for providing them with much needed nourishment.

You will receive:

- Basic signage around lunch buffet
- The opportunity to supply branded napkins
- The opportunity to supply pull up banners around the buffet
- The opportunity to supply branded gifts or promotional material around the buffet
- Announcement over the PA who is sponsoring the session and a 30 second description of your company.

Breaks **\$2,750 each**

Morning and afternoon tea will be served to all delegates and exhibitors in the exhibition area each day, and this well-earned break is also a great opportunity for promotion.

You will receive:

- Basic signage around the buffet
- The opportunity to supply branded napkins.
- Your company will also be able to supply pull up banners around the refreshment buffet
- An announcement over the PA as to who is sponsoring the break.

The All Day Marketing Blitz **\$11,000 (2 Available)**

Take over the event for one day with this innovative and exciting new sponsorship option. Have the opportunity to have your branding all over the event for one day.

You will receive:

- Sole rights to the morning and afternoon breaks, lunch break and the daily news
- Ability to place your logo within all of these sessions
- Receive one third page spread in daily news of the conference
- Background signage between presentations
- Announcement over the PA for morning and afternoon tea breaks
- Announcement over the PA including a 30 second description about the company.

Exhibition Map Sponsor **\$4,400**

Help direct people where they need to go; this sponsorship item will see your company logo branded on maps around the venue and the conference handbook.

You will receive;

- Two large 'you are here' signs branded with your company logo
- Your company logo branded on the conference handbook map
- A constant reminder of your company and its sponsorship.

Barista Coffee **\$7,700 + materials**



Have your own café set up with your company's name. Be the company that gives the delegates the much needed hit of caffeine to keep them going throughout the day. The coffee cart is certain to be a highlight of the event.

You will receive:

- A standard mobile coffee cart and professional barista
- High top tables and stools to keep delegates in your branded area
- The sole rights to supply branded coffee cups and paraphernalia
- High level of delegate traffic
- The sole rights to brand the cafe area
- Your company name as the café's name.
- Two of your own banners set up next to the station.

Ensure you are seen throughout the event with these essential items.

Program Sponsor **\$5,500**

As program sponsor you are an invaluable resource throughout the event. Every time a delegate pauses between sessions to check where they are heading next they will see your logo at the same time. Not only will your sponsorship include the pocket program which is given to all full registered delegates but your logo will also be on the program at a glance banners situated around the venue.

You will receive;

- Your logo in the program
- Your logo on pull up banners placed around the venue
- Your logo in the pocket program
- A constant reminder of your company and its sponsorship.

SPONSORSHIP ITEMS

Pens

**\$3,300 +
materials**



Said to be mightier than the sword and often never available when needed, we will ensure pens are circulated throughout the week and grateful delegates will have a regular reminder of who supplied them.

You will receive;

- Circulation of your pens throughout the conference during session and exhibition
- Pens inserted into delegate satchels
- A lasting reminder of your company and its sponsorship.

Notepad

**\$3,300 +
materials**

A vital, if overlooked tool, often never available when needed and in abundant supply when not, we will ensure notepads are circulated in appropriate volumes throughout the week.

You will receive:

- Circulation of your pads throughout the conference during session and exhibition
- Pads inserted into delegate satchels
- A lasting reminder of your company and its sponsorship.

Trenchless Live News

**\$2,750 each
– 2 available**

This popular newsletter will be published on the Tuesday and Wednesday of the event containing up-to-the-minute news and photos from the event. Sponsorship includes sole rights to include advertising in that issue, as well as a detailed profile. This is a great way to draw people to your stand or publicise anything that you are doing during the event.

Bus Sponsorship

\$4,400

Take advantage of this great opportunity to get delegates to remember your name! Shuttle buses branded with your company logo will be responsible for transporting delegates from the conference hotel to the Melbourne Showground's and to the Gala Dinner. Your assistance in their safe arrival to these events will prove you very popular.

You will receive:

- Major Signage on shuttle bus
- Your company will be able to supply pull up banners around the departure venue before the bus departs
- The opportunity to supply branded cards with bus departure times for the social events to delegates
- The opportunity to seat drop promotional material on the shuttle bus.

Water bottles

**\$2,750 +
materials**



The option of providing the most popular and practical satchel gift. For sponsoring this item you will receive:

- Your branded water bottle in every satchel at the conference
- A small station for extra distribution of your branded water bottles
- A lasting reminder of your company and its sponsorship.

Chill out zone

\$6,600

Everybody needs a little break away from it all every once and a while. Sponsor the area where delegates, exhibitors and trade passes go to relax and have a drink. This option gives you an opportunity to sponsor a central meeting point for attendees. Your company's logo spread out over the chill out zone, constantly around the delegates who are relaxing and networking.

You will receive:

- An area with marquee including tables and chairs
- A high level of exposure to delegates, trade visitors and exhibitors.
- Signage and branding around and within the chill out area
- Distribution of promotional material within the area.

Slushy beverage machine

\$3,300

Provide all attendees with a cold icy beverage to be situated in the Chill out area of the exhibition.

You will receive;

- The area around the slushy machine branded with your logo
- Basic signage around the machine
- The opportunity to provide branded cups and napkins
- The opportunity to provide two pull up banners around the refreshment buffet.

Lanyard & Nametag

**\$5,500 +
materials**



The name tags and lanyard will be a ubiquitous presence throughout the event. Every time a delegate stumbles upon a half-remembered colleague and struggles to recall their name they will see your logo at the same time.

You will receive;

- Your logo on the lanyard
- A constant reminder of your company and its sponsorship of the event

SPONSORSHIP ITEMS

Keynote Breakfast

\$6,600



A highlight from the Trenchless Live 2010 program brings exhibitors, delegates and trade visitors together for a free breakfast and address on current issues facing the

Trenchless industry. Sponsorship of both morning sessions will give you a fantastic opportunity to reach all attendees at the event.

You will receive;

- Basic signage around breakfast buffet
- The opportunity to supply branded napkins
- The opportunity to supply pull up banners around the buffet
- The opportunity to supply branded gifts or promotional material around the buffet
- Announcement over the PA who is sponsoring the session
- The opportunity to address the attendees.

Phone App

\$5500

The Trenchless Live phone app will be both a popular tool on event day for delegates and a popular tool for promoting your company. Delegates with SMART phones (iPhone or android) will be able to take advantage of this free app to make sure they do not miss a beat. With so much happening it's hard to keep track of time but with 'push notifications' and an online program, this app will make life easy for delegates. Furthermore your branding will be stored on everyone's phone as an app and if they are anything like us their phone will be glued to them, which means they will be constantly looking at your logo!

You will receive:

- Acknowledgement in the conference program
- Your company branding in the event app
- The ability to use one push notification per day to reach attendees
- Your company profile on the event app
- Acknowledgment on signage around the venue.

High Visibility Safety Vest

\$2,750 + materials

The option of providing a practical satchel gift branded with your branded logo which attendees will take away with them and no doubt use again and again when caught out requiring a safety vest.

You will receive:

- Your branded high visibility safety vest every satchel at the conference
- Handed out to all exhibitors during bump in
- A lasting reminder of your company and its sponsorship
- Recognition in conference program as a 'safety sponsor'.

Hats

\$2,750 + materials

The option of providing another practical satchel gift branded with your branded logo which attendees will take away with them and no doubt use again and again when caught out in the sun.

- Your branded hat in every satchel at the conference
- A lasting reminder of your company and its sponsorship
- Recognition in conference program as a 'safety sponsor'.

Satchel inserts

\$2,200

Leaflets/brochures

\$1,100

Gifts

Plus material costs.

The tote bags will be handed out to every attendee at Trenchless Live 2012. This is a great way to reach all attendees at the event even if you don't get a chance to meet with them.

To ensure that everyone gets the most out of this option, it will be limited to one of each kind of gift, so get in quick if you've got something in mind. This option will leave a lasting reminder of your company and its sponsorship.

Some suggestions include:

- Shirts
- USB keys
- Mini-footballs
- Bottle openers
- iPhone Cases
- Travel Coffee mugs
- MP3 Players
- Diary.

Please note this option is provided free to all major sponsors, but please confirm your item early to guarantee your satchel gift is available and exclusively yours.

EXHIBITION PRICES



Trenchless LIVE 2010

Exhibitor Registration includes:

Daily catering and a ticket to the Cocktail Party. Additional Exhibitor Registrations will be available.

Exhibitor registration DOES NOT include Gala Dinner or Conference Sessions.

Outdoor exhibition

ASTT base fee: \$3,170

Non-member base fee: \$3,530

ASTT space fee: \$990 per 25 sqm

Non-member space fee: \$1,320 per 25 sqm

Includes:

- The opportunity to demonstrate your equipment
- Promotion of your demonstration times before and during the event
- 25 sqm outside = 2 Exhibitor registrations
- 50 sqm = 3 Exhibitor Registrations
- 100 sqm = 4 Exhibitor registrations.

Power and amenities available to outdoor booths at a fee.

Excavation services available – contact organisers.

Ground penetration available in some booths, see map page 11. Contact organisers before booking.

Indoor exhibition

ASTT base fees		
Sqm	Raw Space	Shell Scheme
9	\$3,170	\$3,370
18	\$6,180	\$6,380
36	\$9,900	\$10,100

Non-member base fees		
Sqm	Raw Space	Shell Scheme
9	\$3,530	\$3,730
18	\$6,870	\$7,070
36	\$11,000	\$11,200

Includes: walls, fascia sign, two lights

Additional furniture, marquees and everything else you could want will all be available at very reasonable prices.

Exhibitor Registration:

- 9 sqm = 2 registrations
- 18 sqm = 3 registration
- 36 sqm = 4 registrations.

All prices in this brochure are in Australian dollars and include 10% GST

Call for Papers

There is no call for papers for this event, speaking is by invitation only. If you would like to make a request or proposal to speak, please contact conferences@gs-press.com.au



TRENCHLESSLIVE 2012 EXHIBITION SPACE BOOKING FORM

For sponsorship enquiries, please contact Great Southern Press
at conferences@gs-press.com.au or phone (03) 9248 5173 for more details on pricing and options.

Title _____ Professor / Dr / Mr / Mrs / Miss / Ms / Other _____
 First Name _____
 Last Name _____
 Company _____
 Position _____
 Address _____

 City _____ State _____
 Country _____ Postcode/Zip _____
 Phone _____ Fax _____
 Email _____

EXHIBITION COSTS All prices are in Australian Dollars.

Outdoor Space		Indoor Space	
ASTT base* Fee \$3,170 <input type="checkbox"/>	Booth number preference: 1 _____ 2 _____ 3 _____	ASTT base* Sqm Raw Space Shell Scheme 9 \$3,170 <input type="checkbox"/> \$3,370 <input type="checkbox"/> 18 \$6,180 <input type="checkbox"/> \$6,380 <input type="checkbox"/> 36 \$9,900 <input type="checkbox"/> \$10,100 <input type="checkbox"/>	Booth number preference: 1 _____ 2 _____ 3 _____
Non-member base Fee \$3,530 <input type="checkbox"/>		Non-member base Sqm Raw Space Shell Scheme 9 \$3,530 <input type="checkbox"/> \$3,730 <input type="checkbox"/> 18 \$6,870 <input type="checkbox"/> \$7,070 <input type="checkbox"/> 36 \$11,000 <input type="checkbox"/> \$11,200 <input type="checkbox"/>	
Space I would like to book <input type="checkbox"/> SQM at \$990 (ASTT members) or \$1320 (non-members) per 25 SQM.			

* ASTT Corporate Members only ** Tick this box to join the ASTT with your booking for an additional \$594 and get one year's full membership, plus immediate access to the discounted rate.

PAYMENT METHOD

Request an Invoice or Pay by Cheque. Payable to Great Southern Press Pty Ltd. or Credit card. Charges as per this form are to be debited to:
 Mastercard Visa American Express*

Cardholder's Name _____ Expiry date: _____ / _____

Credit card number

Cardholder's Signature _____ Total Payment AUD _____

Note: Payment must be made in Australian dollars.
 *American Express cards incur a 3% surcharge.

Please return completed application form to Great Southern Press:
 GPO Box 4967, Melbourne, Victoria 3001 Australia T: (03) 9248 5173 F: (03) 9602 2708 E: conferences@gs-press.com.au

TERMS AND CONDITIONS

Exhibition space and sponsorship includes the benefits outlined herein. A deposit of 50% of the total fee is required to secure your booking. The remainder must be paid by 30 June 2012. Default on this payment will be treated as a cancellation as of July 1 2012 and normal fees will apply. If your booking is cancelled prior to March 1, 2012 no fees will apply. If your booking is cancelled between March 2 and June 30, 2012, a \$250 administration fee will be charged. If your booking is cancelled after June 30 a fee of up to 50% may be charged to cover costs. If your booking is cancelled within 30 days of the event, a fee of up to 100% of your booking may be charged. Any cancellations or alterations to the above booking must be submitted in writing. Bump in will take place October 21-22, 2010. Limited access to the venue may be available on Saturday 20 October. No large or heavy machinery may be brought into the indoor exhibition area without prior permission. Outdoor and indoor exhibitions and demonstrations must have appropriate public liability insurance and comply with all safety requirements required by statute, by the venue or by the organisers when or howsoever requested. A bond may be required for some demonstrations and exhibitors will be liable for any damage or restitution. You will be responsible for insuring your equipment as well as providing the organisers a copy of your public liability insurance. The venue or government may from time to time impose restrictions and regulations relating to the sale or consumption of food or alcohol, health and safety, insurance or any other matter. All exhibitors must comply with any such restrictions and regulations at their own expense.