



2022 Australasian Fleet Conference & Exhibition

MAY 3-4
AND FLEET AWARDS

ROSEHILL GARDENS
RACECOURSE SYDNEY



Sponsor & Exhibitor Packages

The Association

The Australasian Fleet Management Association (AfMA) is the largest network of fleet management professionals in Australasia. Our Members, who represent all industry groups and levels of government, are responsible for the management of an estimated 800,000 vehicles. Our charter is to enhance fleet management as a profession in its own right, to provide knowledge, information and resources to our Members and to lobby and advocate on behalf of the industry.

The Audience

The audience is made up of influential decision makers from the fleet industry, ranging from Fleet Managers to CEOs. Delegates come from all Australian states and territories, New Zealand and beyond. They represent all levels of government, all industry groups across both the private and not-for-profit sectors. Substantial time is set aside to network, ensuring exhibitors have the chance to speak with delegates throughout the event. Delegates will also receive a conference bag upon arrival that includes a Conference & Exhibition brochure highlighting Exhibitor participation.

The Event

The 2022 Australasian Fleet Conference & Exhibition is the premier Fleet Management event in Australasia. It brings together fleet industry professionals and decision makers from private and government organisations across all industries in an open and professional environment. The exhibition provides a unique opportunity to network and create lasting relationships with current and potential clients. The theme for 2022 is yet to be locked down. However, it will feature a strong focus on safety in the mobile workplace, electric / hybrid vehicles and technology more broadly.

Expanding the knowledge

WHS/OHS, Sustainability, Procurement, Finance & Human Resources Managers will be invited to attend the Fleet Conference & Exhibition for the special price of \$650.00 + GST (excludes dinner), provided they are accompanying a delegate from their organisation who purchased a 2-day conference pass.

Thank you to our Corporate Partners



Our conference, qualifications, development forums, content and resources wouldn't be possible without our Corporate Partners



The Conference Venue

First-class space overlooking the lush green of the racetrack, providing a unique experience.

The Grand Pavilion is a space to behold, expansive in its size offering up a blank canvas to transform the 2022 Fleet Conference & Exhibition into an unforgettable event.

Located at the northern end of the racecourse with an abundance of floor space and floor-to-ceiling glass which ensures a wealth of natural light, it is ideal for creating those motivating moments. You will enjoy a private large alfresco area that adds extra space for your enjoyment.



AUSTRALIAN TURF CLUB

Conference Dinner

The Venue

Impressive in size and elegant in nature, Level 2 of the Grand Pavilion boasts a rare feature in event spaces of this size, unobstructed views with the entire area pillar-free.

A grand sense of arrival, contemporary décor and high ceilings with floor-to-ceiling windows full of natural light are just some of the unique features that makes this the perfect location for large Gala dinners

The adjoining wrap around balcony opens out to an undercover seating deck and an open terrace with views of the racetrack and Sydney CBD skyline which is perfect for pre-dinner cocktails. A truly unique space not seen elsewhere in Sydney's west.

Dinner Format

Following the success of the 2021 conference dinner sponsored by Toyota Fleet Management and Toyota Fleet we're again hosting a networking dinner at the end of day 1 (Tuesday 3 May).

This networking dinner will be the social highlight of the conference as delegates unwind after a day of professional development and relax amongst their peers. The dinner will commence with welcome refreshments and canapés followed by a 3-course meal, entertainment and awards presentation to highlight industry excellence.

The networking dinner is FREE for delegates, sponsors and exhibitors who purchased or received a 2-day conference pass as part of their package.

FREE for delegates, sponsors & exhibitors who purchased a 2 Day Conference Pass.





HIGHLIGHTS FROM THE 2021 AUSTRALASIAN FLEET CONFERENCE & EXHIBITION

[DELEGATE TESTIMONIALS](#)
[FLEET AWARDS](#)

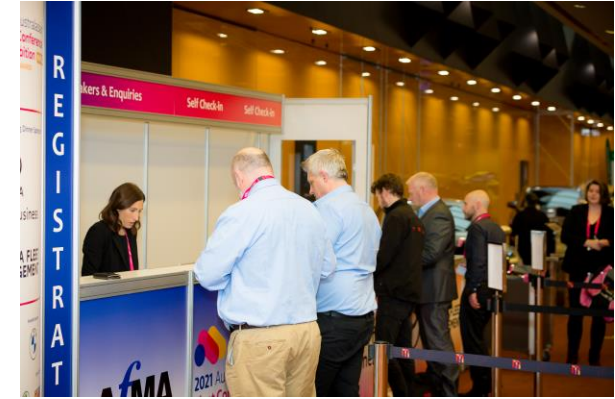
For more videos visit our [YouTube](#) page

2021 Conference Numbers and Resources

482 Delegates & Guests



71 Sponsors & Exhibitors



30 Speakers

18 Educational Sessions





What's New in 2022?

We're moving to Sydney!

For the first time in 15 years, the Australasian Fleet Conference and Exhibition will be hosted in Sydney! The conference will be held at Rosehill Gardens Racecourse, Grand Pavilion.

NEW BENEFIT for Sponsor & Exhibitor Packages

All packages include of 2 x Full Conference passes & Networking dinner for your customers Fleet Delegates^ valued up to \$4,040,

Conditions apply. ^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.



The tickets can be offered to your customers meeting the above-mentioned criteria or you can offer them as part of a Conference Scholarship Program.

The Exhibition Hall is significantly different to MCEC, so please contact us if you need clarification.





Your Conference Scholarship Program

Designed for:

- You to promote the need for on going professional development
- Your eligible customers only
- Judged by AfMA committee based on merits of application

How Does it work?

- Only sponsors and exhibitors can participate
- Sponsors/exhibitors can offer the Fleet Delegate[^] tickets purchased as part of their sponsor and exhibitor packages to their customers
- Sponsors/exhibitors promote their conference scholarship to their customers
- Eligible customers complete a simple scholarship application
- AfMA committee judges the scholarship applications and notifies the winners, unsuccessful applicants and the sponsor/exhibitor



AfMA acknowledges the need for scholarship winners to remain independent of suppliers of and therefore AfMA decides the scholarship winners based on the merits of their application. Sponsors/exhibitors will not be involved in selecting the scholarship winner.

[^]A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.





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Sponsor Opportunities



2022 Australasian
**Fleet Conference
& Exhibition**

MAY 3-4

AND FLEET AWARDS

ROSEHILL GARDENS
RACECOURSE SYDNEY

SOLD

Event Partner

Price on Application

As the premier fleet management event for Australia, New Zealand, Asia Pacific and beyond, the Conference brings together fleet industry professionals and decision makers from both private and government organisations across all industries and segments. It provides a unique and integral opportunity to grow one's prospects, network and create lasting relationships with current and potential clients, businesses and experts. This is an opportunity to plot a course and steer the good ship.

Your exclusive involvement as our Event Partner offers you:

Leadership: Join AFMA as we inform, empower and celebrate fleet management at its biggest event

Reach: Access a wide, captive and influential audience of fleet management professionals

Edge: Get ahead of the competition by supporting national leaders from a broad range of organisations

Exposure: Effective branding via extensive campaign marketing before, during and post-event

Relationships: Build rapport meeting face-to-face with national experts and fleet heavyweights

Presence: Introduce your product and market services to hundreds of leading fleet organisations and companies

Note: As Event Partner you have an OBLIGATION TO PROMOTE THE EVENT

Benefits & Inclusions

1. Five complimentary full Conference registrations (including dinner) for your staff valued at \$10,100
2. Option to display of up to 2 standard vehicles, or equivalent floor space, in the Exhibition or Pre-Function Area (the Event Partner will have first choice of location)
3. Conference opening 10-minute address on May 3 and closing comments on May 4
4. Promotional 30 to 60 second video played during the opening address – start of day one and start of day 2 (to be provided by sponsor)
5. Branded pens and note pages in the Conference brochure
6. Use of the AFMA logo and your Event Partner status in your organisation's promotional material
7. Display of logo with recognition as Event Partner on:
 - Pre-event promotion including communications with Members, AFMA Events, the AFMA website and external print and online media advertising and LinkedIn
 - Conference brochure (print and digital)
 - Promotional pages on the AFMA website and exclusive banner on the conference website
 - Conference venue signage (50% dedicated signage)
 - Plenary session slides
 - Delegate bag (exclusive)
8. Recognition as a sponsor on the day via MC announcements, logo, signage etc.
9. Ongoing recognition via all event marketing initiatives, including event highlights video, AFMA State based Professional Development Forums images, articles, etc.
10. Advertising in print and digital conference brochures (full page)
11. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
12. Opportunity to distribute items of your organisations literature and gifts/giveaways as part of the delegate bag
13. Opportunity to present two door prizes (one per day)

Work Health & Safety Sponsor

SOLD

Deliver a Workshop
(subject to agreed scope)

Member	\$12,835 +GST
Non-Member	\$14,119 +GST

Is SAFETY a core value for your organisation?

Is improving work related road safety one of your key objectives?

Do you provide products and services such as telematics, vehicle equipment, fleet management systems etc intended to improve safety in the mobile workplace?

If the answer is YES to any of these, this sponsorship is for you!

Promote and show leadership on this important topic!

Benefits include:

1. 4 x Two Day Sponsor Conference Passes (including dinner) valued over \$8,080
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates[^]) valued up to \$4,040, conditions apply. [^]A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.
3. Your brand will be used in videos promoting future Conferences
4. You are entitled to provide appropriate free-standing banners in a nominated area
5. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
6. Your company's logo will be displayed on print and digital brochures including the AfMA website
7. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
8. Advertising in print and digital brochures (half page)
9. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Education Sponsor

Full Conference	Member	\$8,000 +GST
	Non-Member	\$9,000 +GST

Help Shape Tomorrow's Leaders!

AfMA is delighted to provide a unique opportunity for your organisation to invite 10 of your most valuable clients for 2 Full Days of intense professional development and networking.

Across AfMA's 2022 Fleet Conference delegates will hear from more than 30 industry speakers, connect with over 40 exhibitors and engage in 20+ educational sessions.

This is a chance for your clients to network with over 400 like-minded industry professionals and to develop skills that will guide their career pathway in the years to come.

Please Note: These passes are strictly limited to individuals that have not attended the 2021 Conference. Check with our office before invitations are distributed.

Benefits include:

1. 10 x Two Day Conference Passes (excluding Dinner) valued over \$20,200
2. Your brand will be used in videos promoting future Conferences
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and digital brochures including the AfMA website
5. Advertising in print and digital brochures (half page)
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
7. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Breakfast Sponsor

Breakfast	Wednesday 4 May	Member	\$25,750 +GST
		Non-Member	\$28,325 +GST

A fantastic opportunity to promote your business during a plated breakfast service in the main Plenary room. As the breakfast sponsor, you will be provided with an opportunity to address the audience. This 10-minute slot will allow you to introduce your business and welcome the delegates to the breakfast (5 to 10 minutes maximum)

Benefits Include:

1. 4 x Two Day Conference Passes (including dinner) valued over \$8,080
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates[^]) valued up to \$4,040, conditions apply. *^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.*
3. Option to display 1 vehicles for the full duration of the conference
4. Your brand will be used in videos promoting future Conferences
5. You are entitled to provide appropriate free-standing banners within the Plenary room during the breakfast service.
6. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
7. Advertising in print and digital brochures (half page)
8. Your company's logo will be displayed on print and digital brochures, including the AfMA website
9. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
10. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Coffee Cart Sponsor (2 carts)

SOLD

Coffee Cart Sponsor	Member	\$12,310 +GST
Tue. 3 May & Wed. 4 May	Non-Member	\$13,541 +GST

A fantastic opportunity to be recognised as the 2022 Coffee Cart Sponsor. The coffee carts (x 2) were introduced for the first time during the 2017 Conference & Exhibition, and these turned out to be extremely popular and provided a great place for networking. As a coffee cart sponsor your brand will be associated with all barista coffee served during the 2 days. A unique opportunity to meet and greet delegates while waiting for their coffees!

Benefits include:

1. 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates[^]) valued up to \$4,040, conditions apply. *^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.*
3. Named as sponsor of a Coffee Cart in the Conference Program and proceedings
4. You are entitled to provide appropriate freestanding banners in the area where the coffee carts are placed
5. Acknowledgement at the opening and closing of the conference
6. Advertising in print and digital brochures (quarter page)
7. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
8. Option to brand coffee cups with your logo/promotional artwork (at the sponsors expense)
9. Your company's logo will be display on print and digital brochures, including the AfMA website
10. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Networking Dinner Sponsor

SOLD

Conference Networking Dinner

Price on Application

The Conference Networking Dinner is the social highlight of the conference and is sure to create lasting memories. This sponsorship provides a great opportunity to promote your brand as delegates unwind after a day of professional development and relax amongst their peers. The dinner will be free for delegates, sponsors and exhibitors who purchased a 2-day conference pass to ensure maximum attendance.

Benefits Included:

1. 5 x Two Day Conference Passes (including dinner) valued over \$10,100
2. Option to display 2 standard vehicles for the full duration of the conference
3. Sponsor Welcome – a brief audience address from the Sponsor (5min)
4. Your brand will be used in videos promoting future Conferences
5. You are entitled to provide appropriate freestanding banners within the Conference Dinner area for the duration of the Conference Dinner
6. Use of the AfMA logo and your Conference Networking Dinner status in your organisations promotional material
7. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
8. Advertising in print and digital brochures (half page)
9. Your company's logo will be displayed on print and digital brochures, including the AfMA website
10. Opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
11. Option to present a door prize
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
13. Opportunity to theme tables with branded signage or provide branded giveaways. Cost for branded theming and or giveaways is in addition to sponsorship fee.

Lunch Sponsor

SOLD

Lunch, Tue. 3 May
Lunch, Wed. 4 May

Member \$16,636 +GST SOLD Non-Member
Member \$16,636 +GST SOLD Non-Member

Sponsoring Lunch is one of the best ways to showcase your brand and foster networking amongst delegates. The standard of food is highly regarded and these two course stand-up lunches provide a relaxed environment to promote your brand.

Benefits Include:

1. 4 x Two Day Conference Passes (including dinner) valued over \$8,080
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates[^]) valued up to \$4,040, conditions apply. *^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.*
3. Option to display a vehicle for the full duration of the conference
4. Your brand will be used in videos promoting future Conferences
5. You are entitled to provide appropriate free-standing banners within the lunch area for the duration of the sponsored lunch
6. Recognition as a sponsor on the day via MC announcements ,logo ,signs, etc
7. Advertising in print and digital brochures (half page)
8. Your company's logo will be displayed on print and digital brochures, including the AfMA website
9. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
10. Option to present a door prize
11. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Morning or Afternoon Tea Sponsor

SOLD

Morning Tea, Tue. 3 May	Member \$14,463 +GST	Non-Member \$15,909 +GST
Afternoon Tea, Tue. 3 May	Member \$14,463 +GST	Non-Member \$15,909 +GST
Morning Tea, Wed. 4 May	Member \$14,463 +GST	Non-Member \$15,909 +GST
Afternoon Tea, Wed. 4 May	Member \$14,463 +GST	Non-Member \$15,909 +GST

A fantastic opportunity to promote your brand in a relaxed environment, with barristers serving coffee during the breaks.

Benefits Include:

1. 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates^)^ valued up to \$4,040, conditions apply. ^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.
3. Option to display a vehicle for the full duration of the conference
4. Your brand will be used in videos promoting future Conferences
5. You are entitled to provide appropriate freestanding banners in the dedicated area for the duration of the sponsored morning or afternoon tea
6. Recognition as a sponsor on the day via MC announcements, logo & signs
7. Advertising in print and digital brochures (quarter page)
8. Your company's logo will be displayed on print and digital brochures, including the AfMA website
9. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
10. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Keynote Sponsor

Keynote, Tue. 3 May	Member \$9,055 +GST	Non-Member \$9,961 +GST
Keynote, Wed. 3 May	Member \$9,055 +GST	Non-Member \$9,961 +GST

All delegates will be attending the Keynote Addresses, so sponsoring our high profile and much sought-after Keynote Speakers will guarantee your organisation a unique and expansive method of promotion.

Benefits include:

1. 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates^)^ valued up to \$4,040, conditions apply. ^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.
3. Named as sponsor of a Keynote Speaker in the Conference Program and proceedings
4. You are entitled to provide appropriate freestanding banners in the dedicated area for the duration of the sponsored session
5. Acknowledgement at the opening and closing of the session involving the Keynote Speaker
6. Advertising in print and digital brochures (quarter page)
7. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
8. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
9. Recognition as a sponsor on the day via MC announcements, logo & signs
10. Your company's logo will be displayed on print and digital brochures, including the AfMA website

Plenary Session Sponsor

Plenary Session Various Member \$8,089 +GST Non-Member \$8,898 +GST

The plenary sessions are panel discussions on major issues facing the fleet industry. Your brand is promoted to the largest audience possible, with all conference delegates and exhibitors in attendance.

Please note: Plenary sessions are opportunities to promote knowledge and are not intended as a direct sales pitch. The sponsors are not necessarily the presenters for the sponsored sessions.

Benefits Include :

1. Plenary sponsor receive 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates[^]) valued up to \$4,040, conditions apply. *^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.*
3. You are entitled to display appropriate freestanding banners for the duration of the sponsored sessions
4. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
5. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
6. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
7. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag

Conference App Sponsor

SOLD

Full Conference Member \$9,711 +GST Non-Member \$10,682 +GST

A Conference App provides great value to all conference attendees, on any device: with all of the event information right at their fingertips, before, during, and after the event. Your logo will appear on the Conference App header, splash advertisement displayed when the App is downloaded and on opening and there are scrolling banner footer advertisements with a dedicated sponsor icon on the App home page.

As the Conference App Sponsor, you have a unique opportunity to get your product/brand in front of all attendees prior, during and after the conference as they plan, take notes and access conference presentations.

Benefits Include :

1. Conference App sponsor receive 2 x Two Day Conference Passes (including dinner) valued over \$4,040
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates[^]) valued up to \$4,040, conditions apply. *^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.*
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
5. Your logo will appear on the Conference App header, splash advertisement displayed when the App is downloaded and on opening. Further there are scrolling banner footer advertisements and a dedicated sponsor icon on the App home page
6. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
7. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag

LinkedIn Photo Booth Sponsor

SOLD

LinkedIn Booth Member \$8,089 +GST

Non-Member \$8,898 +GST

Sponsoring the LinkedIn Photo Booth is a great way to highlight your company.

Benefits Include :

1. 2 x Two Day Conference Passes (including dinner) valued over \$4,040
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates^*) valued up to \$4,040, conditions apply. ^A Fleet Delegate is defined as an individual responsible for the administration of an organisation's fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.
3. Your company name will appear on the LinkedIn Photo Booth
4. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
5. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
6. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
7. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag

Mobile Phone Charge Towers

Full Conference

Member \$5,800 +GST Non-Member \$6,380 +GST

The sponsorship provides a unique opportunity to have your brand displayed on two large mobile phone charging towers. During the 2021 Fleet Conference & Exhibition each tower was used on average 70 times.

The tower provides a safe locker for delegates to leave their phone while on charge.

Benefits Include:

1. 1 x Two Day Conference Passes (including dinner) valued over \$2,020
2. **NEW BENEFIT:** 2 x Full Conference passes including dinner for your customers (Fleet Delegates^*) valued up to \$4,040, conditions apply. ^A Fleet Delegate is defined as an individual responsible for the administration of an organisation's fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.
3. Opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
4. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Breakout Session Sponsor

Breakout Session Various Member \$3,780 +GST Non-Member \$4,158 +GST

The breakout sessions are discussions/workshops on key issues facing the fleet industry.

As a breakout session sponsor you will be offered a unique opportunity to address the audience for 5 minutes, introduce your company – what you do and who are your clients, explain why you have decided to sponsor the session – the importance of the topic covered to your organisation.

Benefits Include :

1. Breakout Session sponsors receive 2 x Two Day Conference Pass (including dinner) valued up to \$4,040
2. You are entitled to display appropriate freestanding banners for the duration of the sponsored sessions
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
5. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Delegate Bag Item

Full Conference Member \$2,814 +GST Non-Member \$3,095 +GST

The sponsorship of Conference delegate bags provides an opportunity to include a branded item into the delegate bags which are distributed to conference attendees.

Benefits Include:

1. 1 x Two Day Conference Passes (including dinner) valued over \$2,020
2. Opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag.
3. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

SUMMARY OF SPONSORSHIP BENEFITS

Sponsorship Level	Guest ^Fleet Delegate Passes (Fleet Customer)	Sponsor/Exhibitor Registration & Dinner (full access both days)	Option to display a vehicle	Vehicle Bay Allocation	Banners on Display *must be freestanding	Recognition as a sponsor on the day (MC, Logo on venue signage, etc)	Delegate Bag: Logo printed on bag	Delegate Bag: Branded Item Insert	Logo included on print and digital brochure website	Advertising in print and digital brochure	Logo printed on pens and writing pages in Conference Program	Option to participate in the Sponsor & Exhibitor E-brochure
Event Partner	0	5	YES (2 included)	TBC	Throughout Conference and Exhibition Floor (6)	YES	YES	YES	YES	(Full Page)	YES	YES
Work Health & Safety Sponsor	2	4	NO	N/A	During Agreed Sessions	YES	NO	YES	YES	½ page	NO	YES
Education Sponsor	10	0	NO	N/A	N/A	YES	NO	YES	YES	½ page	NO	YES
Breakfast Sponsor	2	4	Yes (1 included)	TBC	During Service	YES	NO	YES	YES	½ page	NO	YES
Coffee Cart Sponsor	2	3	NO	N/A	Near Coffee Carts	YES	NO	YES	YES	¼ page	NO	YES
Conference Dinner Sponsor	0	5	YES (2 included)	TBC	During Opening Dinner	YES	NO	YES	YES	½ page	NO	YES
Lunch Sponsor	2	4	YES (1 included)	TBC	During Sponsored Break	YES	NO	YES	YES	½ page	NO	YES
Morning & Afternoon Tea Sponsor	2	3	YES (1 included)	TBC	During Sponsored Break	YES	NO	YES	YES	¼ page	NO	YES
Keynote Sponsor	2	3	NO	N/A	Keynote Address	YES	NO	YES	YES	¼ page	NO	YES
Plenary Sponsor	2	3	NO	N/A	During Sponsored Session	YES	NO	YES	YES	NO	NO	YES
Breakout Sponsor	0	2	NO	N/A	During Sponsored Session	YES	NO	YES	YES	NO	NO	YES
Delegate Bag	0	1	NO	N/A	NO	NO	NO	YES	NO	NO	NO	YES
LinkedIn Photo Booth Sponsor	2	2	NO	N/A	NO	YES	NO	YES	YES	NO	NO	YES
Conference App	2	2	NO	N/A	NO	YES	NO	YES	YES	NO	NO	YES

^A Fleet Delegate is defined as an individual responsible for the administration of an organisations fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.



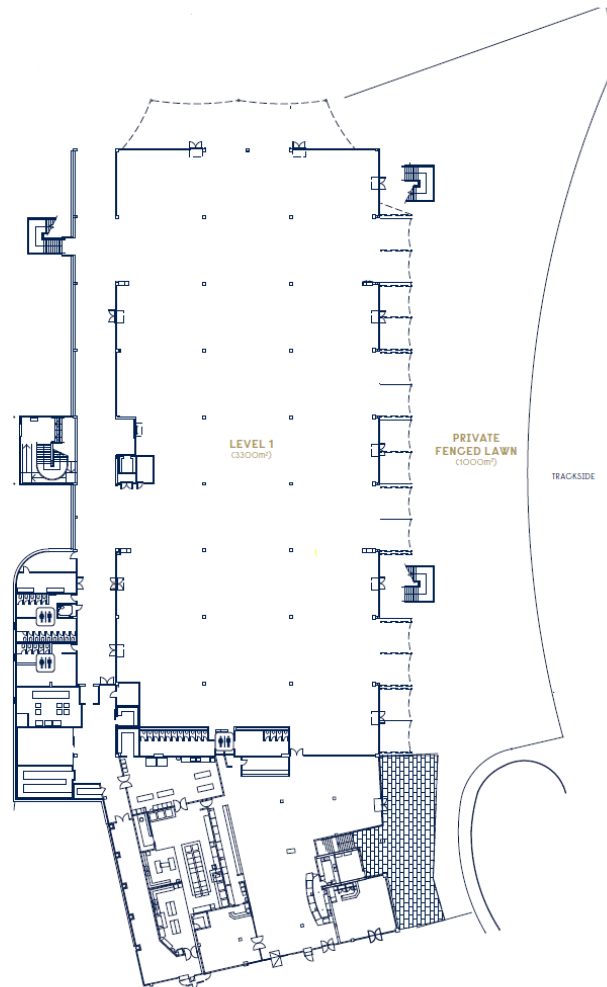
2022 Australasian Fleet Conference & Exhibition

AND FLEET AWARDS

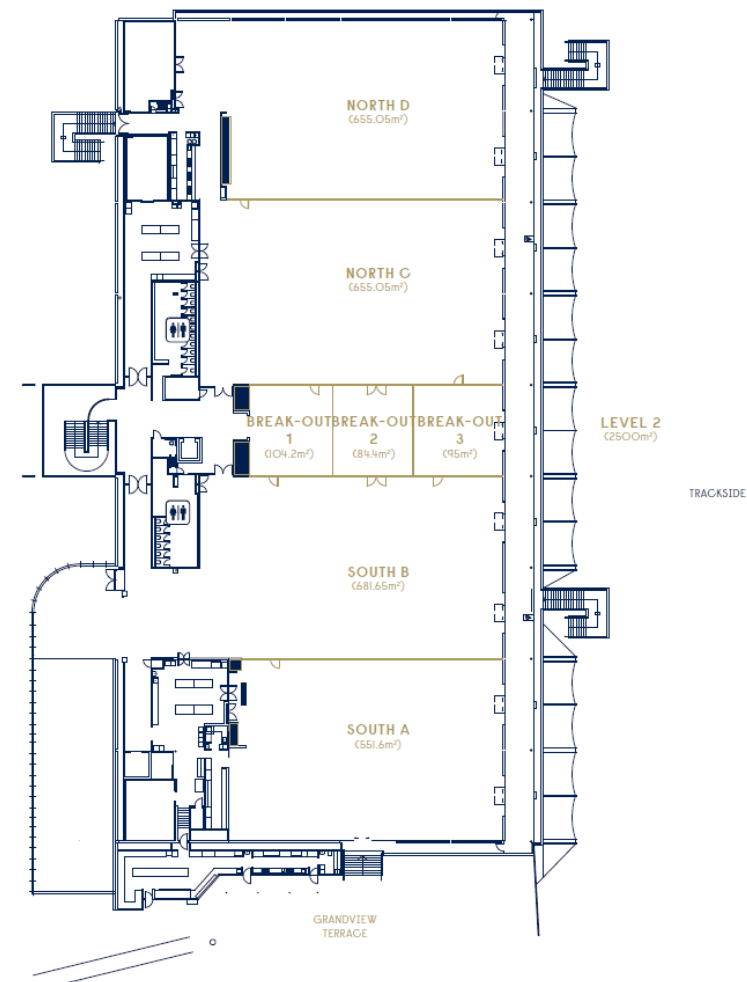
MAY 3-4

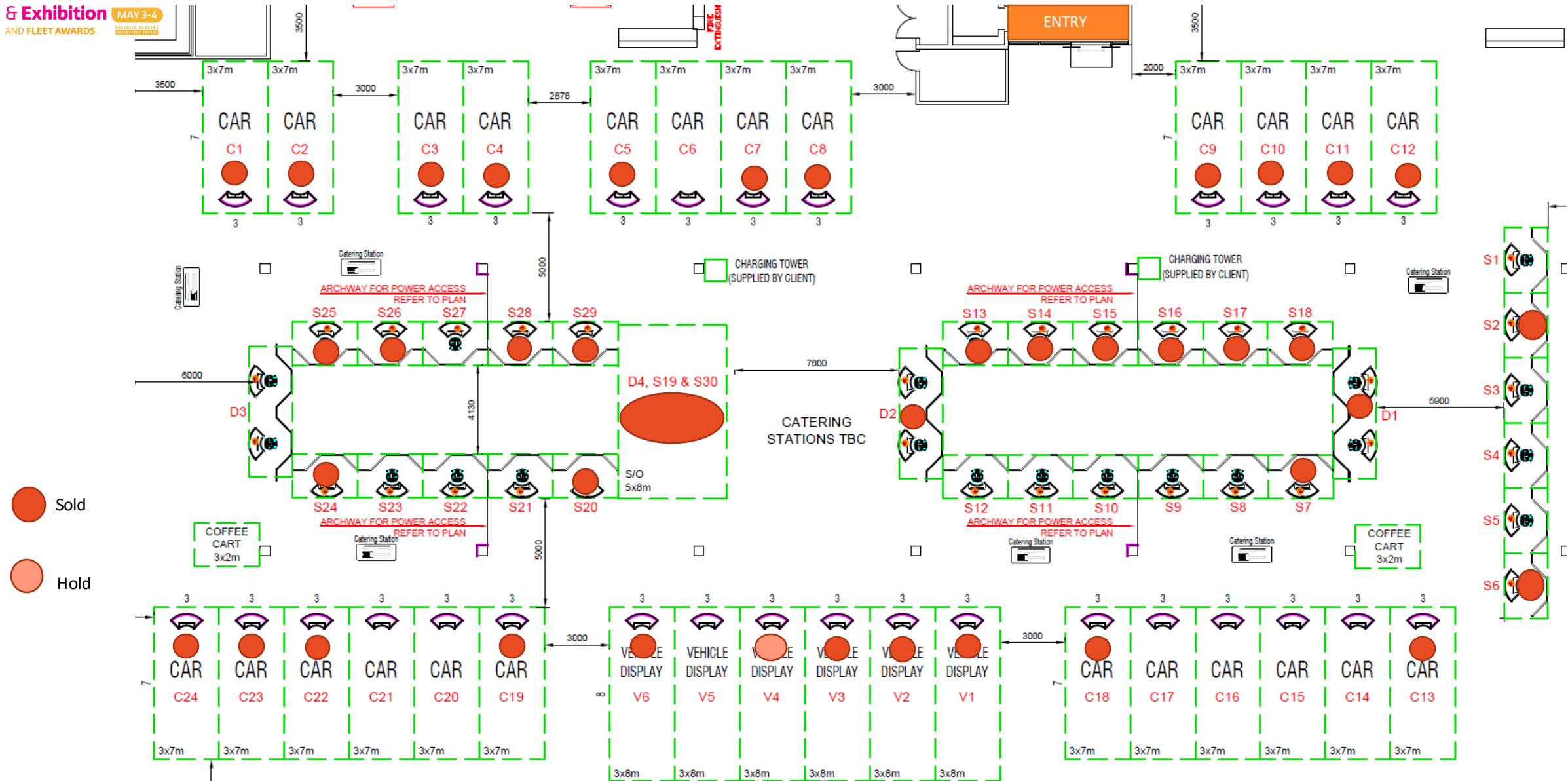
ROSEHILL GARDENS
RACECOURSE SYDNEY

Exhibition Hall



Conference Rooms & Gala Dinner





Please note: Floor Plan is subject to change based on current density venue quotient & other WHS requirements.

Sponsor Booking Form



Please indicate your preferred Sponsor Package/s, you will be contacted within two business days to confirm your package and an invoice will be sent for a 40% non-refundable deposit or full price, based on your preference. **For more information, please call Monalisa Marin on +61 3 9866 6056 or monalisa.marin@afma.org.au Final Amount due 31 March 2022.**

Conference Sponsorship Opportunities (Excl. GST)

	Member Price	Non-Member Price	
Event Partner	Price on Application	Price on Application	SOLD
Conference Dinner Sponsor	Price on Application	Price on Application	SOLD
Breakfast Sponsor (Day 2)	\$25,750	\$28,325	
Coffee Cart Sponsor (Day 1 & Day 2)	\$12,310	\$13,541	SOLD
Education Sponsor (New)	\$8,000	\$9,000	
Work Health & Safety Sponsor	\$12,835	\$14,119	SOLD
Lunch Sponsor (Day 1)	\$16,636	\$18,300	SOLD
Lunch Sponsor (Day 2)	\$16,636	\$18,300	SOLD
Morning Tea (Day 1)	\$14,463	\$15,909	SOLD
Morning Tea (Day 2)	\$14,463	\$15,909	SOLD
Afternoon Tea (Day 1)	\$14,463	\$15,909	SOLD
Afternoon Tea (Day 2)	\$14,463	\$15,909	SOLD
Keynote Address (Day 1)	\$9,055	\$9,961	
Keynote Address (Day 2)	\$9,055	\$9,961	
Plenary Session Sponsor, Morning (Day 1)	\$8,089	\$8,898	SOLD
Plenary Session Sponsor, Morning (Day 2)	\$8,089	\$8,898	SOLD
Plenary Session Sponsor, Afternoon (Day 1)	\$8,089	\$8,898	
Plenary Session Sponsor, Afternoon (Day 2)	\$8,089	\$8,898	
LinkedIn Booth Sponsor (Day 1 & Day 2)	\$8,089	\$8,898	SOLD
Mobile Phone Charge Towers Sponsor	\$5,800	\$6,380	
Conference App Sponsor	\$9,711	\$10,682	SOLD
Breakout Sessions Sponsor (Day 1 or Day 2)	\$3,780	\$4,370	
Delegate Bag Item Sponsor (Day 1 & Day 2)	\$2,814	\$3,095	

Acknowledgement of Terms & Conditions

I, _____ hereby acknowledge and understand the full terms and conditions for the Australasian Fleet Conference and Exhibition to be held on 3rd and 4th May 2022.

Signature: _____

Date: _____

Sponsor Details

Name:	
Title:	
Organisation:	
Mailing Address:	
Email:	
Mobile:	Land Line:

Additional Delegate Options (SPONSOR'S EMPLOYEES ONLY)

		No. of tickets required
Full Conference & Exhibition Access – 2 Days Attendance	\$650 per person plus GST	
Full Conference & Exhibition Access – 2 Day Attendance including Dinner	\$850 per person plus GST	



FLEET EXCELLENCE AWARDS

2022 Award Sponsor Opportunities

Annual Fleet Awards

Fleet Operators and Organisations can apply for:



Fleet Safety Award

Amplifying the importance of driver, vehicle and operational safety industrywide by delivering on strategies passionately focused on operating the safest fleet possible.



Fleet Manager of the Year Award

Demonstrating the highest level of excellence in delivering safety, efficiency, effectiveness and overall proficiency in managing their fleet.



Fleet Environment Award

Ensuring an achievable environmental trajectory underpins the organisation's footprint reduction, waste minimisation and overall vehicle and driver efficiency increase.

Past Award Winners



Fleet Safety Award

2021	Spotless/Downer
2020	UEM Edgenta
2018/19	New Zealand Racing Board
2017	Tourism Holdings Australia
2016	DHL Supply Chain
2015	Country Fire Authority – Victoria
2014	Bureau of Meteorology
2013	Visionstream Pty Ltd
2012	Coca Cola Amatil New Zealand
2011	Redland City Council



Fleet Manager of the Year

2021	Steve Ellis (Telstra)
2020	Paul Sor (Red Cross)
2018/19	John Barlow (NSW Department of Industry)
2017	Peter Armour (Life Without Barriers)
2016	Catherine Parker (CSIRO)
2015	David Stevenson (RCR Limited Tomlinson)
2014	Kevin McEwan (Melbourne Health)
2013	Michael Giardullo (Commonwealth Bank of Australia)
2012	Mark Stephens (Uniting Care Qld)
2011	Lauren O'Rourke (PPG Industries)



Fleet Environment Award

2021	ACT Government
2020	Moreland City Council
2018/19	Meridian Energy
2017	Churches of Christ in Queensland
2016	Austin Health
2015	Deakin University
2014	City of Melbourne
2013	Tas Department of Health & Human Services
2012	City of Sydney Council
2011	Lake Macquarie City Council



SOLD

Fleet Manager of the Year Award Sponsor

The Australasian Fleet Management Association supports innovation and excellence in Fleet Management. AFMA Fleet Excellence Awards seek to identify advances in best practice in Fleet Management and to bring these to the attention of its members and the industry.

Now in their 27th year, the awards have recognised new approaches and applications that have produced substantial reductions in costs, lowered emissions and improved safety outcomes.

Drawing attention to advances in fleet management techniques, the application of technology, fleet safety and raising awareness of the fleets' impact on the environment, the Awards have inspired many to begin their own voyage towards best practice.

Here are the Awards Sponsor Opportunities:

2022 Fleet Manager of the Year Award Sponsor

SOLD

2022 Fleet Manager of the Year Award Sponsor

SOLD

To be considered for the Fleet Manager of the Year Award, the **individual** must demonstrate:

- ❖ Innovative and creative Fleet Management strategy
- ❖ Improvements to efficiency and/or financial performance
- ❖ Measurable outcomes from implementation with supporting data

Sponsorship Benefits

1. 4 x Two Day Conference Passes valued over \$8,080
2. Reserved table of 10 at the Conference Networking Dinner, valued at \$2,750
3. Alignment with peak industry body and these prestigious Awards
4. Supporting an Award that aligns with your organisation's goals
5. Assisting the transfer of fleet excellence
6. Presentation of the Award by your executive at the Awards presentation dinner
7. Your banner can be displayed during the Award presentation (sponsor to provide)
8. Company Brand included on:
 - Website pages relating to the Awards
 - Communications promoting the Awards
 - Award Trophy
9. Post event press releases and articles produced to highlight the achievements of the winner post Awards night
10. Post event videos highlighting the Award winner
11. Post event case studies to assist knowledge transfer
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2022.



\$15,000 +GST

GEOTAB
management by measurement

Fleet Safety Award Sponsor

SOLD

2022 Fleet Safety Award Sponsor **SOLD**

2022 Fleet Safety Award Sponsor **SOLD**



To be considered for the Fleet Safety Award, the **organisation** must demonstrate:

- ❖ Innovative and creative Fleet Management strategy for improving fleet safety outcomes
- ❖ Reduction in the number of crashes/injuries/insurance claims/etc.
- ❖ Measurable outcomes from implementation with supporting data
- ❖ Positive financial outcomes for the organisation from improvement of fleet safety policy
- ❖ Future planning strategies

Sponsorship Benefits

1. 3 x Two Day Conference Passes valued up to \$6,060
2. Reserved table of 10 at the Conference Networking Dinner, valued at \$2,750
3. Alignment with peak industry body and these prestigious Awards
4. Supporting an Award that aligns with your organisation's goals
5. Assisting the transfer of fleet excellence
6. Presentation of the Award by your executive at the Awards presentation dinner
7. Your banner can be displayed during the Award presentation (sponsor to provide)
8. Company Brand included on:
 - Website pages relating to the Awards
 - Communications promoting the Awards
 - Award Trophy
9. Post event press releases and articles produced to highlight the achievements of the winner post Awards night
10. Post event videos highlighting the Award winner
11. Post event case studies to assist knowledge transfer
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Fleet Environment Award Sponsor

SOLD

2022 Fleet Environment Award Sponsor

\$12,500 +GST

2022 Fleet Environment Award Sponsor

\$12,500 +GST

To be considered for the Fleet Environment Award, the **organisation** must demonstrate:

- ❖ Innovative and creative Fleet Management strategy for improving environmental performance and reducing carbon footprint
- ❖ Reductions in emissions and environmental impact and/or financial performance
- ❖ Measurable outcomes from implementation with supporting data
- ❖ Future planning strategies

Sponsorship Benefits

1. 3 x Two Day Conference Passes valued up to \$6,600
2. Reserved table of 10 at the Conference Networking Dinner, valued at \$2,750
3. Alignment with peak industry body and these prestigious Awards
4. Supporting an Award that aligns with your organisation's goals
5. Assisting the transfer of fleet excellence
6. Presentation of the Award by your executive at the Awards presentation dinner
7. Your banner can be displayed during the at Award presentation (sponsor to provide)
8. Company Brand included on:
 - Website pages relating to the Awards
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9. Post event press releases and articles produced to highlight the achievements of the winner post Awards night
10. Post event videos highlighting the Award winner
11. Post event case studies to assist with the knowledge transfer
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Awards Sponsor Booking Form

Please indicate your preferred Sponsor Package/s, you will be contacted within two business days to confirm your choice. Your choice will be sent for a 40% non-refundable deposit or full price, based on your preference. **For more information, please call Monalisa Marin on +61 3 9866 6056 or monalisa.marin@australianfleet.com.au by the due date 31 March 2022.**

SOLD OUT

Awards Sponsorship Opportunities (Excl. GST)

Fleet Manager of The Year Award Sponsor	\$15,000	SOLD
Fleet Manager of The Year Award Sponsor	\$15,000	SOLD
Fleet Safety Award Sponsor	\$12,500	SOLD
Fleet Safety Award Sponsor	\$12,500	SOLD
Fleet Environment Award Sponsor	\$12,500	SOLD
Fleet Environment Award Sponsor	\$12,500	SOLD

Additional Delegate Options (SPONSOR'S EMPLOYEES ONLY)

Additional Delegate Options (SPONSOR'S EMPLOYEES ONLY)		No. of tickets required
Full Conference & Exhibition Access – 2 Days Attendance	\$650 per person plus GST	
Full Conference & Exhibition Access – 2 Day Attendance including Dinner	\$850 per person plus GST	

Acknowledgement of Terms & Conditions

I, _____ hereby acknowledge and understand the full terms and conditions for the Australasian Fleet Conference and Exhibition to be held on 3rd and 4th May 2022.

Signature: _____

Date: _____

Sponsor Details

Name:	
Title:	
Organisation:	
Mailing Address:	
Email:	
Mobile:	Land Line:



Exhibitor
Opportunities



**2022 Australasian
Fleet Conference
& Exhibition**

MAY 3-4

AND FLEET AWARDS

ROSEHILL GARDENS
RACECOURSE SYDNEY

The Exhibition Program

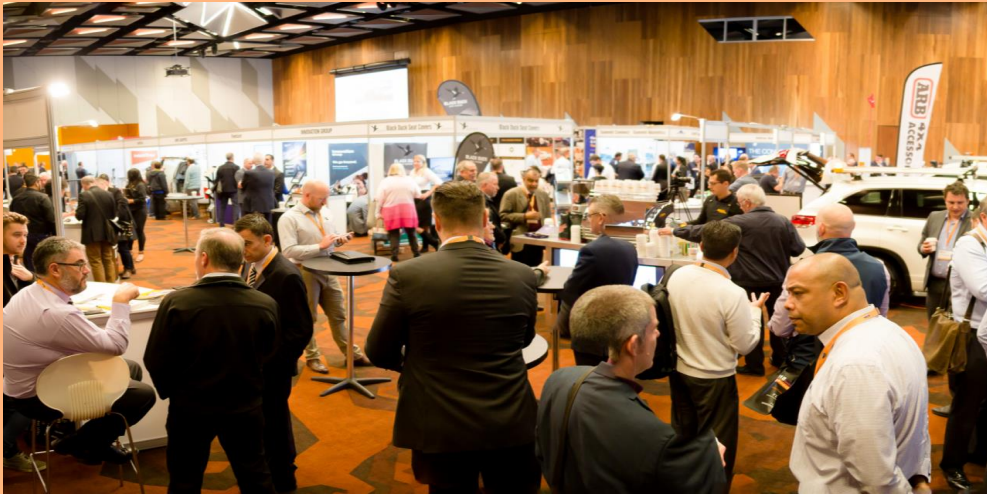
All Sponsors and Exhibitors are required to attend the President Welcome and 1st Plenary Session.

Barista coffee and tea will be served in the exhibition hall.

The 2022 conference will deliver a comprehensive program of plenary sessions, workshops and discussion groups over a two-day period. We strongly encourage all exhibitors to join the sessions and contribute to the discussions.

In previous years, we held several speed dating sessions. These sessions were well attended and provided the catalyst for many conversations in the exhibition hall. In 2022, we will run the speed dating session once again. Potential Topics: Telematics, Fleet Management Organisations, Fuel Cards, Vehicle Equipment & Body fit-out, Fleet Management Systems, Vehicle Remarketing.

Note: Participation in speed dating is only open to sponsors & exhibitors and will be selected at random prior to the event.



Maximise Your Exposure

Fitting Out Your Booth

All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the venue immediately at the expense of the Exhibitor.

Bump-In and Bump-Out times and regulations must be strictly adhered to. This is an OHS requirements of the venue and there will be no exceptions.

Attracting delegates to your booth is the best way to ensure a return on your investment.

To do this, make sure your booth stands out by having your best people implement something fun, interesting or quirky which draws potential customers into your space.

To help you make the most of your experience, we have negotiated modern furniture and flooring packages with our Exhibition supplier Moreton Hire.

Furniture comes in a range of colours and styles and Moreton is offering an early bird discount for all orders received and paid before 1 February 2022. Once your booth is confirmed a representative from Moreton will contact you to discuss your specific needs.

Further, we understand some exhibitors have existing relationships with other suppliers such as Harry the Hirer, Exponet, etc. and whilst Moreton have been contracted to build the Exhibition you can contract with another supplier to provide the furniture and/or equipment you need.

Exhibitor Lead Generation Scanning

Touchpoint will continue as our provider for data capture & lead generation tool. All exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).

What to do:

1 – Download the app (pre-show); 2– Scan the delegate nametag; 3 - Access your leads

Delegate Prize Draw

To encourage delegate participation we're holding a Delegate Prize Draw where the first scan from each exhibitor goes into the draw for the prizes (if they scan 3 exhibitors, they'll have 3 entries into the prize draw). The three prizes are \$1,500, \$1,000 or \$500 in Flight Centre travel vouchers or converted to a donation to a charity of the winner's choice.

Dedicated Exhibitor E-Brochure

AfMA will create and distribute an e-Mag to all AfMA members, contacts and LinkedIn connections prior to the Conference & Exhibition. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.

Select the images below to view 2017, 2018 and/or 2019, 2021 Sponsor & Exhibitor e-Mags



Introducing Exhibitor Lead Management Solution

Lead Management is the process by which exhibitors scan the bar code or QR code on an attendee's name badge when they visit the exhibitor's stand.

In addition to being able to scan a bar code or QR code on an attendee's badge to capture their demographic details, Exhibitor Lead Management also offers:

Complimentary to ALL
Exhibitors
at the 2022 Fleet
Conference &
Exhibition

Custom profile or marketing questions that can be asked during the lead collection process. Every exhibitor can write and use their own custom profile questions

Automated thank you emails that are sent to the attendee immediately after they visit the exhibitor's stand

PDF or other document attachments that are included in the thank you email – perfect for show special offers or other marketing materials

Alert emails containing the attendee details that were just collected are sent automatically to one or more assigned parties

Geographic lead distribution displays in a graphical world map (Exhibitor Portal)

Lead details export to a spreadsheet for use in a CRM or other sales follow up process (Exhibitor Portal)

Exhibition Hall Opening Hours

2 May (Monday)

Exhibitor Bump-In. Exact time will be confirmed closer to the event

3 May (Tuesday)

Exhibition Hall will be officially open for both Exhibitors & Delegates and remain open until 5.30pm.

4 May (Wednesday)

Exhibition Hall will be open from 7.30am until Bump Out. bump out time will be confirmed closer to the event.

*Subject to change closer to the event. Vehicle exhibitors will be provided with custom bump in and bump out times.

Bump-In and Bump-Out times and regulations must be strictly adhered to. This is an OHS requirement and there will be no exceptions.



Standard Booth Information

Standard Booth	3m x 2m	Member \$7,115 Non-Member \$7,800
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BOOTH INCLUSIONS & OPTIONS

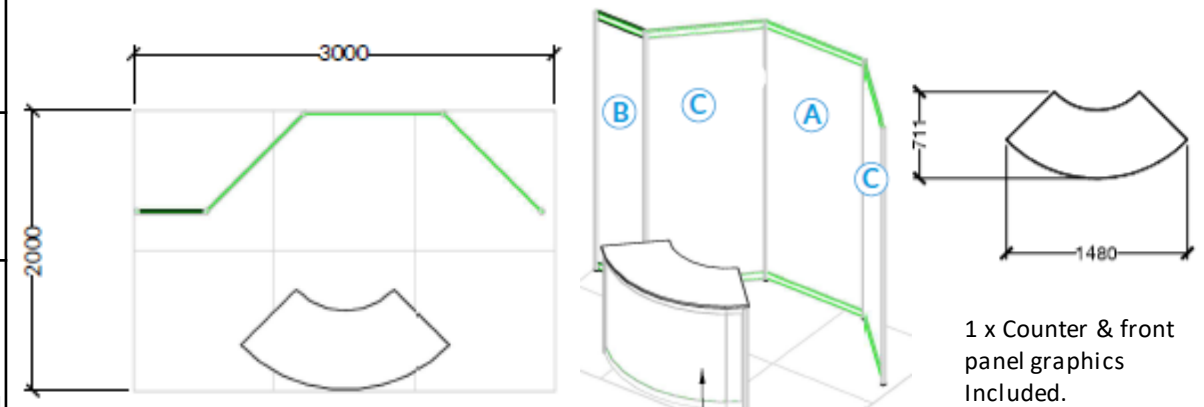
Back WALL Only (3 Panels & 1 Facia Panel)	Included White wall 3m long x 2.5m high.
FASCIA Graphic	Included 1x Graphic printer vertical fascia sign (panel B)
COUNTER Graphic	Included Graphic printed counter front included.
POWER	Included 1 x 4 amp power point
FURNITURE	Included x1 PolyVogue Stool per exhibitor (as illustrated) Included 1x Small Curved Counter (as illustrated)
FLOORING	Venue Floor Only - No other flooring included
WALL PANEL Graphics	The wall is made out of 3 back panels and a facia- the middle panel (A) graphic is included in your package (the side panel (C) graphics can be purchased at the additional cost)
DATA CAPTURE & LEAD GENERATION TOOL	Exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
ACCESS: 3 Exhibitors & 2 Guest Fleet Delegates	Full access to the Conference & Exhibition and Dinner for 3 x employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form) NEW BENEFIT: 2 x Full Conference passes including dinner for your customers (Fleet Delegates^*) valued up to \$4,040, conditions apply. ^A Fleet Delegate is defined as an individual responsible for the administration of an organisation's fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.



1 x Standard Booth



1 x PolyVogue Stool Included.
*Colour may vary



1 x Counter & front panel graphics Included.

Please note: Graphics included panel A and facia panel B

Double Booth Information

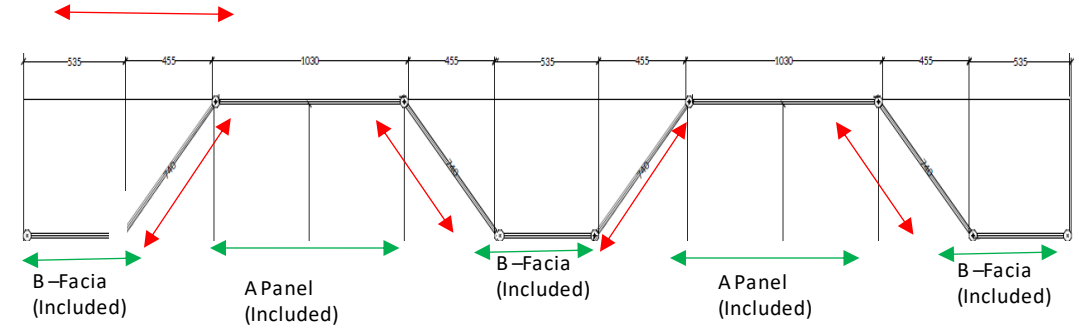
Double Booth	6m x 2m	Member \$11,655 Non-Member \$12,820
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BOOTH INCLUSIONS & OPTIONS

Back WALL Only (6 Panels & 3 Facia Panel)	Included White wall 6m long x 2.5m high.
FASCIA Graphic	Included 3 x Graphic printed vertical fascia sign.
COUNTER Graphic	Included 1 x Graphic printed counter front included.
POWER	Included 1 x 4 amp power point
FURNITURE	Included x1 Poly Vogue Stool per exhibitor Included 1x Small Curved Counter
FLOORING	Venue Carpet Only - No other flooring included
WALL PANEL Graphics	The wall is made out of 6 wall panels and 3 facia panels – the 2x middle wall panel graphics are included in your package Graphics for the remaining 4 side panels can be purchased for an additional fee
DATA CAPTURE & LEAD GENERATION TOOL	Exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
ACCESS: 3 Exhibitors & 2 Guest Fleet Delegates	Full access to the Conference & Exhibition and Dinner for 3 x employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form) NEW BENEFIT: 2 x Full Conference passes including dinner for your customers (Fleet Delegates [^]) valued up to \$4,040, conditions apply. [^] A Fleet Delegate is defined as an individual responsible for the administration of an organisation's fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.

One Left!

Red Arrow represents C Panels – Graphics for these panels are not included



1 x Double Booth (6m x 2m)

*Furniture & graphics illustrated not included.

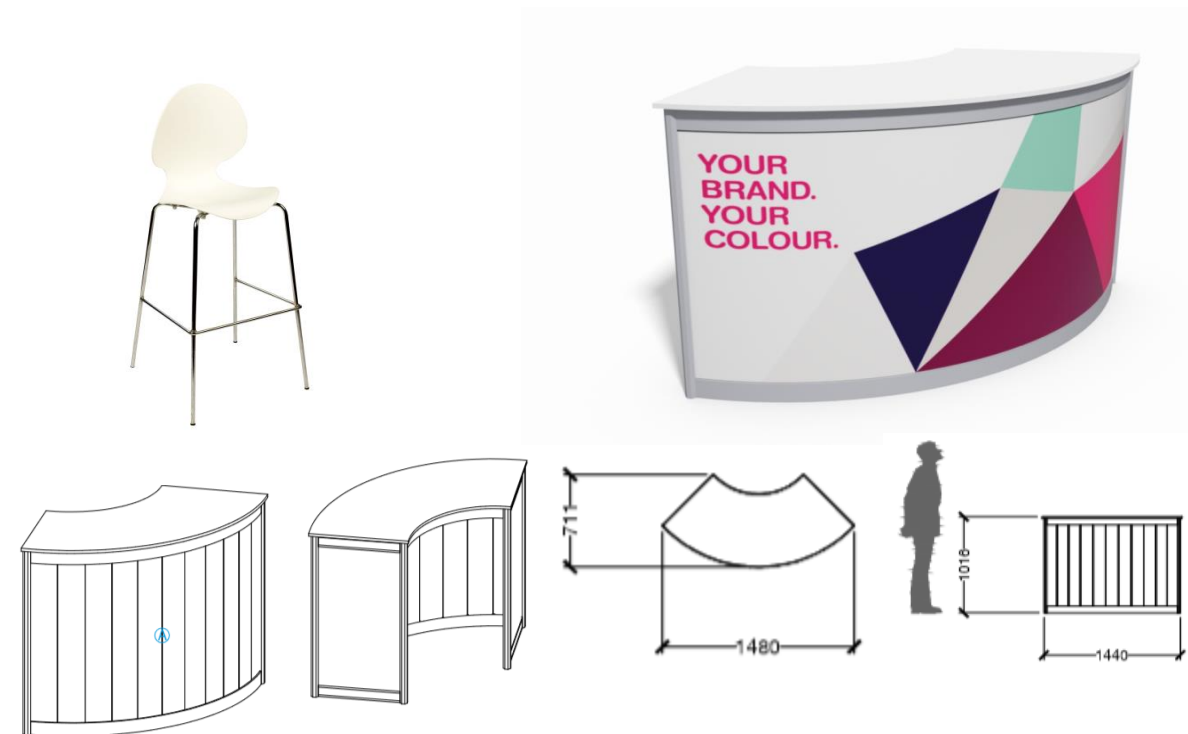
Standard Car Display Information

Standard Car Pod	DIMENSIONS	Member \$11,865
	7m x 3m	Non-Member \$13,050

DISPLAY STAND/CAR POD INCLUSIONS

SIZE	7m X 3m (Car & Counter)
COUNTER	Small curved counter (1.4m x 0.7m)
SIGN	full digital print graphic panel into the front of the car pods
POWER	1 x 4 amp power point
Furniture	1 PolyVogue Stool per exhibitor
DATA CAPTURE & LEAD GENERATION TOOL	Exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
ACCESS: 3 Exhibitors & 2 Guest Fleet Delegates	Full access to the Conference & Exhibition and Dinner for three employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form) NEW BENEFIT: 2 x Full Conference passes including dinner for your customers (Fleet Delegates^*) valued up to \$4,040, conditions apply. ^* A Fleet Delegate is defined as an individual responsible for the administration of an organisation's fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.

Suitable for vehicles below 2.5 tone such as Passenger Vehicles, Compact Truck or SUV, Midsize Truck or SUV



All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the venue immediately at the expense of the Exhibitor.

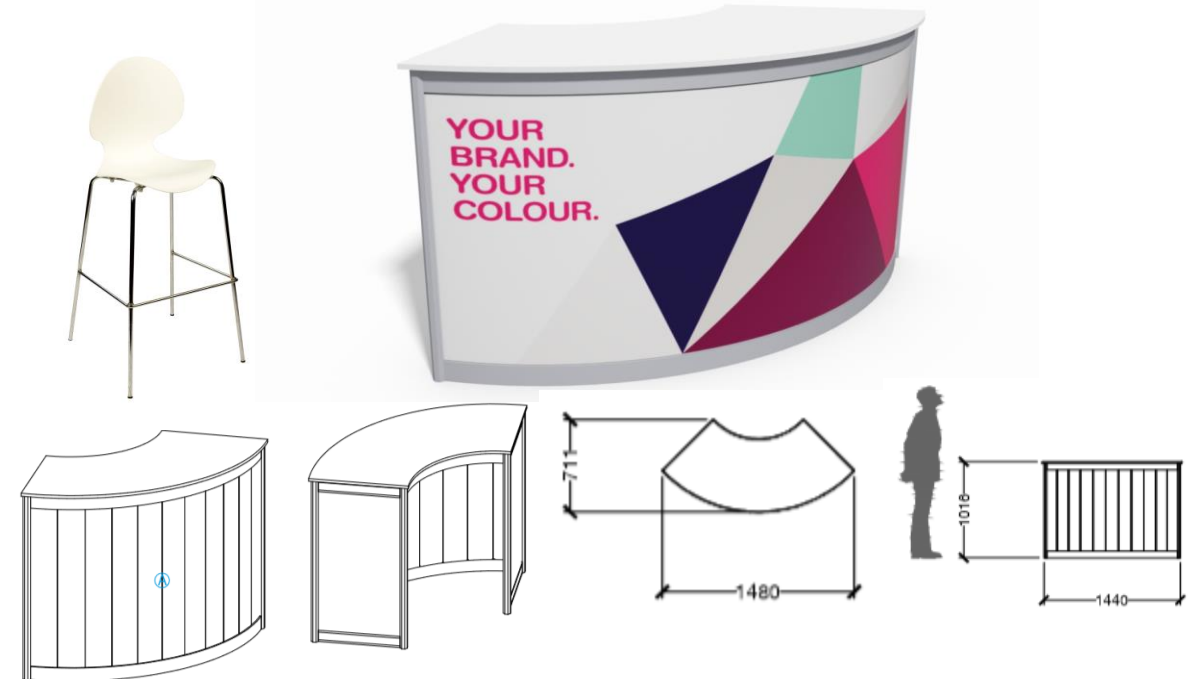
Larger Car Display Information

Large Car Pod (Total Space)	DIMENSIONS	Member \$13,755
	8m x 3m	Non-Member \$15,130

DISPLAY STAND/CAR POD INCLUSIONS

SIZE	8m X 3m Total (Car & Counter)
COUNTER	Small curved counter (1.4m x 0.7m)
SIGN	full digital print graphic panel into the front of the car pods
POWER	1 x 4 amp power point
Furniture	1 PolyVogue Stool per exhibitor
DATA CAPTURE & LEAD GENERATION TOOL	Exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
ACCESS: 3 Exhibitors & 2 Guest Fleet Delegates	Full access to the Conference & Exhibition and Dinner for three employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form) NEW BENEFIT: 2 x Full Conference passes including dinner for your customers (Fleet Delegates^*) valued up to \$4,040, conditions apply. ^*A Fleet Delegate is defined as an individual responsible for the administration of an organisation's fleet of vehicles owned or leased. Conditions, the Fleet Delegate must NOT have attended AfMA's 2021 Conference & Exhibition, the Fleet Delegate must be an employee of the organisation whose fleet they are responsible for.

Suitable for vehicles below 3.5 tone such as Large Trucks or SUV. If you are planning to display a large vehicle such a bus or Truck over 3.5 tone, please contact the office to discuss. Venue approval will be required.



All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the venue immediately at the expense of the Exhibitor.

Exhibitor Booking Form

Please indicate your preferred Exhibition Package/s, you will be contacted within two business days to confirm your package and an invoice will be sent for a 40% non-refundable deposit or full price, based on your preference. **For more information, please call Monalisa Marin on +61 3 9866 6056 or monalisa.marin@afma.org.au**

Final Amount due 31 March 2022.

Preferred Stand Location	1st Preference	2nd Preference	3rd Preference
(Please refer to the Floor plan on page 21)			

Stand Pricing & Registration Options				
Option	Space allocated	Member Price (Exc. GST)	Non-Member Price (Exc. GST)	Indicate Price Below
Standard Booth	3m x 2m	\$7,115	\$7,800	
Double Booth	6m x 2m	\$11,655	\$12,820	
Standard Vehicle Display	3m x 7m	\$11,865	\$13,050	
Large Vehicle Display	3m x 8m	\$13,755	\$15,130	

Additional Delegate Options (EXHIBITOR'S EMPLOYEES ONLY)		No. of tickets required
Full Conference & Exhibition Access – 2 Days Attendance	\$650 per person plus GST	
Full Conference & Exhibition Access – 2 Day Attendance including Dinner	\$850 per person plus GST	

Acknowledgement of Terms & Conditions

I, _____ hereby acknowledge and understand the full terms and conditions for the Australasian Fleet Conference and Exhibition to be held on 3rd and 4th May 2022.

Signature: _____

Date: _____

Exhibitor Details

Name:	
Title:	
Organisation:	
Mailing Address:	
Email:	
Mobile:	Land Line:

Terms & Conditions



PAYMENT AND ALLOCATION

- Stands & Sponsorships will be allocated in order of receipt of signed emailed booking forms. When making your booking, please provide your three preferred stand locations. Once your form has been received, you will be contacted within two working days to confirm your exhibitor stand.
- On confirmation, a non-refundable 40% deposit is required within 30 days. If this payment is not received by the due date, your reservation will be cancelled.
- Cancellations received after this date will not be accepted and the exhibiting organisation will be responsible for the full amount of the stand package.
- Full payment is required by **31 March 2022**. If payment is not received by this date, AfMA reserves the right to resell the stand and cancel all entitlements included in the package.

MARKETING AND PROMOTION

- All uses of the AfMA logo and conference artwork in your promotional material or in any other form is subject to approval by AfMA prior to publication.
- Exhibitor logos must be provided as EPS files immediately in colour and black & white versions for use in print and online media. Any restrictions on the use of logos should be included with artwork files. Every attempt will be made to gain approval of artwork prior to publication, however non-response will be treated as acceptance of artwork.
- Inclusion of Exhibitor/Sponsor logos on printed materials is subject to receipt of logos prior to print deadlines. Online materials will be updated by AfMA in a timely manner.
- In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2022.
- Delegate Bag Item must be a branded inclusion and be delivered to the nominated address no later than the **1 May 2021**.
- Videos of the 2022 C&E will feature 2021 sponsors until such time as 2022 sponsorship have been allocated.

STAND AREA AND VEHICLE DISPLAY

- All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the venue immediately at the expense of the Exhibitor.

- The floor plan is subject to change. Should that occur, previous bookings will be given first option to change their booking. Loading & weight restrictions as dictated by the venue may affect vehicle positioning within the venue.
- AfMA assumes no responsibility for damage or injury which happens as a result of vehicle display. Exhibitors displaying vehicles will be required to sign a waiver prior to the vehicles being accepted by the venue.
- Bump-In and Bump-Out times and regulations must be strictly adhered to. The Bump-In and Bump-Out fee for vehicle displays charged by the venue and is INCLUDED in the Exhibitor & Sponsorship packages.

COMPETITIONS AND DOOR PRIZES

- Door Prizes are permitted on the Exhibitor stand. If you choose to offer a door prize it is suggested, you consider a choice of a donation to a charity as many government employees are unable to accept prizes/gifts. It is the sole responsibility of the Exhibitor to promote, collect entries and locate the winner.
- The Conference program will provide an opportunity for all Sponsors and Exhibitors to announce winners at the end of the final plenary on each day. This is not a draw but merely an announcement. It is also suggested winners are contacted personally.
- All door prizes are able to be stored within the AfMA Organisers Office at the venue.
- Competition Entries for **Prizes are STRICTLY Conference Delegates Only**. No Sponsor, Exhibitor or Supplier can enter any competition or door prize throughout the Exhibition, any such entry shall be removed.

COVID-19 Conference Alternative

AfMA is confident the 2022 conference will proceed as planned given current and projected vaccination rates, combined with state and federal ambitions and the necessity for all states and territories to be open for business.

Whilst confident, it's prudent to have developed an alternative should COVID prevent a Face to Face conference. Our alternative will be to host a Virtual conference and exhibition over a 4 day period.

Factors that Could lead to Cancellation of our Face to Face Conference: -

- Government imposed community quarantine and/or event density quotient that will result in attendance being restricted to 350 delegates or less
- Border closures in Melbourne and/or QLD (inability for interstate delegates to attend)
- Government advice limiting attendees to Fully Vaccinated individuals only, where vaccinated rates nationally is below 75% and has the potential to limit delegates to 350 or less

The exact format of the Virtual conference is still being refined but it will certainly include a larger audience providing improved reach for sponsors. The exhibition space will be supported by a number of events and prizes to drive participation.

The sponsor and exhibitor cost for participating in the alternative Virtual conference is 40% of the face to face conference which is equal to the non refundable deposit of your conference booking.

Where sponsors/exhibitors have fully paid for their sponsorship or exhibition participation, they will have the option for an immediate refund of 60% or they can advise AfMA to transfer those monies to AfMA's 2023 conference.

Where possible sponsor and exhibitors benefits will reflect the Face to Face event however certain benefits will need to change hence the reduction in cost to participate.

As a virtual Sponsor & Exhibitor your benefits will be recrafted. This may include but not limited to: -

- 30 seconds promotional/introductory video that will be played pre, during and post, delivery of educational sessions
- 5-10 second sponsor welcome
- Key sponsors will continue to be recognised on screen throughout the four day event
- All Sponsors & Exhibitors will be provided with a full page advert in the Virtual Conference Program
- Sponsors and Exhibitor will be encouraged to offer online delegate prizes (format will depend on the technology available, currently under review)
- A dedicated Virtual conference website will replace the eMag. This website will be designed to drive traffic to sponsors and exhibitors

It is AfMA's intention to host a Face to Face Conference and Exhibition. The Virtual Conference and Exhibition is a backup plan to ensure we can deliver the educational elements of the conference inclusive of plenary, breakout sessions, workshops and exhibitor technology exchange.

Linking people and knowledge, creating outcomes!