



SMART FUTURE CITIES 2015

*Energy, Transport & The Built Environment
Innovations for Future Cities*

NEWCASTLE, 1-3 OCTOBER



SPONSORSHIP & EXHIBITION PROSPECTUS

**1-3 OCTOBER
NEWCASTLE CITY HALL
NEWCASTLE, NSW, AUSTRALIA**



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2 *Welcome*



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On behalf of the University of Newcastle's Tom Farrell Institute, the NSW Office of Environment and Heritage and The City of Newcastle, we warmly invite you to participate as a sponsor or as an exhibitor in the Smart Future Cities 2015 conference, which is being held from 1 - 3 October 2015 at Newcastle City Hall.

Now in its second year, the Smart Future Cities 2015 conference will bring together international and national experts, researchers and businesses to present their latest findings on how to grow a Smart City (1 & 2 Oct.), combined with an Electric Vehicle Show and Clean Energy Expo (3 Oct.) to be held in Wheeler Place.

This 3-day conference will address the importance of renewable energy technologies with a focus on future transport, innovation and emerging technologies in the built environment, and electric vehicles and driverless cars. Networking events will include an informal 'welcome' dinner on Wednesday, 30 September, and a delegate and presenters cocktail function to be held Thursday, 1st October at the beautiful Newcastle City Hall.

The Conference will be attended by representatives from industry, the scientific community, commercial groups and government representatives, as well as members of the public. Our aim is to deliver a conference where these participants can hear from leading experts, and discuss and share valuable knowledge and experience.

As a sponsor you will be instrumental in making Smart Future Cities 2015 a success.

Sponsorship Benefits

A variety of sponsorship opportunities are available. In addition to the Sponsor Package benefits outlined on page 5 of this prospectus, your organisation will receive the following benefits:

- exposure to delegates before, during and after the event
- networking opportunities during the conference
- the opportunity to meet key decision makers

If you wish to discuss a tailored sponsorship package please contact Tim Roberts at the Tom Farrell Institute via tim.roberts@newcastle.edu.au or 02 49217037.

We look forward to hearing from you.

Yours sincerely,

SFC2015 Organising Committee



Organising Committee

Prof Tim Roberts, Director, The Tom Farrell Institute for the Environment

Nigel Stace, Project Manager, The Tom Farrell Institute for the Environment

Belinda McNab, Executive Officer, The Tom Farrell Institute for the Environment

Gordon Fraser, Regional Coordinator – Clean Energy - Hunter and Central Coast, Regional Operations Group NSW, Office of Environment and Heritage

Adam Clarke, Program Coordinator, Projects and Contracts, Infrastructure, The City of Newcastle

Desiree Sheehan, Program Coordinator, Projects and Contracts, Infrastructure, The City of Newcastle

Conference Partners



Office of
Environment
& Heritage



Conference Secretariat

The Tom Farrell Institute for the environment

Contact Belinda McNab

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University of Newcastle
University Drive
CALLAGHAN NSW 2308

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F: +61 2 49215033

E: belinda.mcnab@newcastle.edu.au

W: www.smartfuturecities.com.au

Conference Venue

Newcastle City Hall

290 King Street,
NEWCASTLE NSW 2300 Australia

P: +61 2 4974 2996

W: www.newcastlecityhall.com.au

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Presentations of broad importance and interest will be held during plenary sessions. Presentations with a focused interest will be held in one of the three strands described below:

- **Future Transport** focusing on the next wave of transportation innovations: incorporating electric vehicles, autonomous vehicles, connected cars and cities; smart energy solutions
- **Clean Energy Solutions** for individual households, cities and regions: renewable energy technologies and applications in all their guises
- **Innovation and Emerging Technologies in the Built Environment** will take a broad perspective on the trajectories of change enabled by diverse innovations in the built environment and what this means for communities, businesses and all levels of government.

Future Transport

We wish to bring together the brightest minds to tackle the challenge of building the social, technical, business, regulatory, legal, and design pathways to a vibrant shared autonomous vehicle transport sector. If you have been thinking and working in any of the above areas we would like to hear from you.

Some suggestions on topic areas:

- electric vehicles
- smart transport
- public transport
- regulatory and legal changes and challenges
- autonomous vehicles
- test bed sites
- road and infrastructure changes needed
- social response
- internet of things and transport
- effect of EV charging on grids
- effects on the urban layouts
- batteries.



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Clean Energy Solutions

Energy drives economies, supports lifestyles and empowers production, distribution and utilisation of goods and services. Energy is essential for a modern and efficient nation. This conference stream will explore a wide range of energy issues from policy, through technology to ownership, storage and distribution.

This conference stream will enhance the renewable energy sector and wider community's awareness of current and future energy challenges and opportunities.

We will reflect on solutions for renewable energy in all its forms including:

- biofuels
- wind
- water, and
- solar

We will also look into energy storage, new technologies and community-owned and managed energy developments.



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Innovation and Emerging Technologies in the Built Environment

As the urbanisation of the world's population increases, cities everywhere are being forced to face up to the challenges posed by increasing demand for resources and services, while managing economic and environmental sustainability. Smart cities are grappling with the integration of these transformative opportunities within their built environments and economies.

This stream will explore the convergence of the Internet of Things (IoT), big data analytics, and the emerging materials and technologies that are enabling rapid innovation in the built environment. We invite papers that engage with these many social-technological transitions and their social and urban-liveability impacts, which together are defining the context of the future smart city. Papers on the following topics are encouraged:

- IoT platforms and innovations
- M2M technologies shaping urban infrastructures
- smart city applications (case studies of success & failure)
- big data analytics
- funding and financing a smart city
- privacy and security in a smart world
- digital economy policy and strategy
- open data models, process and platforms
- IoT/smart city ecologies and economic development
- smart and innovative design and building products.

Comparison Schedule

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	NFP/ Community
Exhibition Space 3 x 3m (table and 2 chairs only - you must supply all banners, tablecloths and any other display equipment)	3 days (2 days of conference + EV Show and Clean Energy Expo)	2 days (conference only)	2 days (conference only)	2 days (conference only)
Your company logo on conference website supporters page with hyperlink to your site	☑	☑	☑	☑
Your company logo on audio visual at commencement of conference	☑	☑	☑	☑
An advertisement in conference handbook (all print ready artwork supplied by your company)	Full Page	Half Page	Quarter Page	Small (1/8 page)
Plenary Session Sponsorship (logo branding in conference handbook, acknowledgement at session opening + 5 minute speaking slot at session opening)	☑			
Session Sponsorship (logo branding in conference handbook and acknowledgement at session opening)		☑		
Social Media mentions	on all			
Promotional items placed in delegate bag	up to 6	up to 3	1 item	1 item
Profile on conference website	500 words + images	100 words		
Company profile in conference handbook	Half Page	Quarter Page	2 Paragraphs one link	1 Paragraph one link
Conference registrations included in package	4	2	2	2
Tickets to cocktail evening	4	2	1	1
TOTAL COST	\$5,000	\$2,500	\$1,250	\$495
TOTAL VALUE OF PACKAGE	\$6,880	\$3,940	\$1,900	\$1,100

6 Other Sponsorship & Exhibitor Packages

OTHER SPONSORSHIPS

SESSION SPONSOR PACKAGE * Plenary Sessions are run at the beginning and end of the day for approx 1.5hrs * Normal Sessions run between breaks - approx 1.5-2hrs	Day 1	Day 2	Session Sponsor Benefits: * Banners on stage during your session (these are to be erected by your company representative and removed at the end of the session) * A verbal mention at the Conference Opening for the day
Plenary Session Morning or Afternoon (one only)	\$1000	\$1000	
Conference Session (per session)	\$500	\$500	
Poster Session (run during breaks)	\$250	\$250	
Break Session Sponsor - one break only	\$500	\$500	

COCKTAIL EVENING SPONSOR	\$10000
<i>Or why not collaborate with your like-minded colleagues at other firms to sponsor through a joint effort? (up to 3 per joint venture)</i>	

CONFERENCE BADGE SPONSOR	\$2500
<i>All attendees must register and wear a name badge at all times while in the exhibition. Why not put your company logo on the badges as a roving advertisement?</i>	

CONFERENCE MULTIMEDIA SPONSOR	\$10000
<i>Price includes booking of Poll Everywhere, Twitter feeds and updates on Facebook pages as well as uploads to web following conference</i>	

INSERTS IN DELEGATE BAGS	
1 Item	\$200
2 Items	\$250
3 Items	\$300

CONFERENCE DELEGATE BAG SPONSOR	\$5000
<i>Why not supply all delegates with a bag that they can carry with them long after the conference concludes? You can either supply your own ready to go bags, or we can organise paper/recycled bags with your company's logo on them</i>	

EXHIBITOR ONLY PACKAGES

EXHIBITOR ONLY PACKAGES - 1-2 OCTOBER * Only 10 Spaces available during the conference	1 day	2 days	3 days
3 x 3 exhibition space with table and two chairs only	\$500	\$750	\$1000
3 x 3 exhibition space with table and two chairs only + power	\$600	\$850	\$1100

EV FEST/RENEWABLE ENERGY EXHIBITOR ONLY PACKAGES 3 OCTOBER	Commercial	Not For Profit	Add Power to Site
3 x 3 exhibition space outdoors for Saturday Only	\$500	\$300	\$50
3 x 3 exhibition space as above with provision of hired gazebo for shelter	\$800	\$500	\$50

Allocation of Sponsorship Packages and Exhibition Sites

The Organising Committee will allocate positions after taking into account each organisation's sponsorship, the date of booking, preferences, proximity to competitors and other relevant matters.

Smart Future Cities 2015

Sponsorship Policy

The Organising Committee's overall approach to our sponsors is to build long-term, mutually beneficial relationships.

Applications and allocation

Applications for sponsorship should be made online at www.smartfuturecities.com.au. We reserve the right to accept or reject any sponsorship application at our discretion. Sponsorships are limited in number, and are generally allocated on a "first come, first served" basis.

Fees and Payment

All costs include GST and are in AUD\$. The University of Newcastle will issue you with a "receipt/tax invoice" following the successful processing of your online payment. Payment must be received before the event.

All payments will be online at <http://bit.ly/1PmoBLq>

You and Your Staff

All your staff attending the event need to be registered either via the complimentary registration (link will be provided) or by purchasing additional registrations.

Artwork for Program Booklet

Finished artwork is to be supplied for all advertisements. All artwork should be a minimum of 300dpi, and in PDF, PSD, EPS, AI, or jpg format. Preferred format is AI or PDF.

Delegate Bag Inserts

Delegate bag inserts, other than brochures, must be approved by the Conference Organisers and supplied to the Conference Secretariat no later than 21 September 2015 for inclusion in the delegate bags.

Event Set-up

You are responsible for the set-up and removal of your display materials and banners before and after the conference. All signage should be your own pull-up banners unless confirmed with the Conference Organisers.

If you need to cancel

You must notify us in writing if you need to cancel. The following charges for cancellations will apply:

1. If the cancellation is received up to two months before the event, an administration fee of 20% of the total sponsorship fee is payable.
2. If the cancellation is received within two months, no refund is applicable.

The University of Newcastle's maximum liability shall not exceed the amount paid by you in connection with the sponsorship agreement.

Event alterations and cancellation

We reserve the right to make alterations to the event program, venue and timings at any time. In the unlikely event of the conference or EV Show and Clean Energy Expo being cancelled, a full refund will be made.

We reserve the right to create additional sponsorship packages for events.

Confidentiality

The terms of your sponsorship agreement are confidential and must not be disclosed to any third party.

Insurance

You are responsible for arranging appropriate insurance cover. All exhibitors must supply us with a current certificate of currency with a minimum of \$10million in public liability insurance. Certificates of currency should be forwarded to belinda.mcnab@newcastle.edu.au. We cannot be held liable for any loss, liability or damage to personal property.

Delegate List

The delegate list **can not** be distributed to any company or individual due to privacy laws.

Indemnity and disclaimer

To the extent permitted by law, the management of the venue, the Organising Committee (and their respective organisations), and any official contractor are not liable for, and you release them from, any loss or damage sustained or occasioned by any cause whatsoever.

You agree to indemnify and hold The Organising Committee (and their respective organisations) harmless against any and all loss, liability damage, costs, expense, claims, proceedings and actions arising out of any negligent act or omission of your employees, including any breach of these terms and conditions.



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