



**RTAA RAIL
INDUSTRY
FIELD DAY**

2019

3 & 4 APRIL 2019, CHULLORA

GET ON BOARD

SPONSORSHIP & EXHIBITION PROSPECTUS

RTAA Rail Industry Field Day, co-hosted with Sydney Trains, will be back in 2019 at a new venue at Chullora Rail Yards. The exciting new venue will provide ample space for over 50 private and public sector exhibitors and with more than 30 demonstrations of plant and equipment, it is an event not to be missed.

As in previous years Fettle's Shed will showcase a two day program of insightful industry presentations. With free entry, fantastic complimentary food and refreshments throughout the day, parking available and shuttle buses running every 10 minutes this really is the best outdoor event on the Australasian rail calendar!

*THE BIGGEST,
BEST AND MOST
DIVERSE OUTDOOR
RAIL EVENT IN THE
SOUTHERN
HEMISPHERE*

50+
Exhibitors



1000+
Visitors



13+
Presentations



30+
Demonstrations



SPONSORSHIP OPPORTUNITIES

FIELD DAY NETWORKING DINNER - 3 APRIL

The Field Day Networking Dinner will take place on the first evening on the Field Day. RTAA members and rail colleagues are invited to unwind at this informal industry evening. This is a great opportunity for guests to consolidate their Field Day networking efforts, reaffirm business relationships and enjoy good food, great wine and outstanding company.

PLATINUM

\$16,000 (Excluding GST) - Exclusive

ACKNOWLEDGEMENT

- Logo and/or PowerPoint advertisement looped throughout the dinner
- Logo and hyperlink on the Field Day page of the RTAA website)

ATTENDANCE

- One table of 10 at the dinner, located in prime position
- Opportunity to purchase additional tickets at a discounted rate
- One complimentary exhibitor booth

PROMOTION

- An opportunity to advertise on the large screens in the dinner room
- Two small promotional banners with company logo to be displayed at Field Day Dinner
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers
- Opportunity to submit an article for the Engauge Newsletter (distributed to over 1,500)

SPONSORSHIP OPPORTUNITIES

FIELD DAY NETWORKING DINNER - 3 APRIL

GOLD

\$10,000 (Excluding GST) - 2 Available

ACKNOWLEDGEMENT

- Logo and/or PowerPoint advertisement looped throughout the dinner
- Logo and hyperlink on the Field Day page of the RTAA website

ATTENDANCE

- 5 tickets to the RTAA Field Day Dinner
- 1 complimentary exhibitor booth for both of the field day dates

PROMOTION

- Promotion of Field Day event in RTAA advertising and website, in other leading industry publications and Dinner invitation to ensure maximum attendance numbers.

SILVER

\$7,000 (Excluding GST) - 5 Available

ACKNOWLEDGEMENT

- Logo and/or PowerPoint advertisement looped throughout the dinner
- Logo and hyperlink on the Field Day page of the RTAA website

ATTENDANCE

- 2 tickets to the RTAA Field Day Dinner
- 1 complimentary exhibitor booth for both of the field day dates

PROMOTION

- Promotion of Field Day event in RTAA advertising and website, in other leading industry publications and Dinner invitation to ensure maximum attendance numbers.

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

Sponsorship and exhibition at the Field Days offers a great return on your investment allowing you to achieve several business at one event. Engage with key decision makers and demonstrate your products in a unique "in-situ" environment while maximising opportunities to network, connect with new client bases and build industry contacts.

With a diverse number of branding sponsorship opportunities available the 2019 Field Day has something for every business.

PLATINUM: BRANDED LANYARDS

\$16,000 (Excluding GST) - Exclusive

Maximise your branding exposure with the Platinum branded lanyard package. Attendees will be exposed to your logo continuously over the course of the two day event

ACKNOWLEDGEMENT

- Acknowledgement as a Platinum Sponsor on all RTAA Field day marketing material
- Acknowledgement as a Platinum Sponsor on the Field Day page of the RTAA website

ATTENDANCE

- One table of 10 at the Field Day Dinner
- One complimentary exhibitor booth for both of the field day dates

PROMOTION

- Your logo printed on one side of the lanyards
The Committee reserves the right to select the lanyard style
- Full page advertisement in the Field Day program handbook
- Opportunity to advertise at the Field Day
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

GOLD: BRANDED SHOWBAGS

\$11,000 (Excluding GST) - Exclusive

Increase the longevity of your brand! Bags are kept and reused long after the event has finished

ATTENDANCE

- 50% discount on the price of exhibitor booths for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of two booths can be purchased at the discounted rate
- 2 tickets to the RTAA Field Day Dinner

PROMOTION

- Company logo printed in a single colour in one position on the Field Day show bags
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

GOLD: BRANDED CAPS

\$11,000 (Excluding GST) - Exclusive

Increase the longevity of your brand! worn for years after the event has finished

ATTENDANCE

- 50% discount on the price of exhibitor booths for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of two booths can be purchased at the discounted rate
- 2 tickets to the RTAA Field Day Dinner

PROMOTION

- Your logo printed in one position on the caps
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

SILVER: BRANDED UMBRELLAS

\$7,000 (Excluding GST) - Exclusive

ATTENDANCE

- 25% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate
- 2 tickets to the RTAA Field Day Dinner

PROMOTION

- Your logo printed on one panel of the Field Day umbrellas offered to delegates
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SILVER: BRANDED DISPOSABLE WATER BOTTLES

\$7,000 (Excluding GST) - Exclusive

ATTENDANCE

- 25% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate
- 2 tickets to the RTAA Field Day Dinner

PROMOTION

- Your logo printed on the water bottles available to delegates at the Field Day
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

SILVER: FETTLER'S SHED

\$7,000 (Excluding GST) - Exclusive

ATTENDANCE

- 25% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Your logo displayed in the Fettler's Shed area
- Two small promotional banners with company logo to be displayed in Fettler's Shed
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

BRONZE: MILLING AREA

\$3,500 (Excluding GST) - Exclusive

ATTENDANCE

- 15% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Two small promotional banners with company logo to be displayed in the Milling Area
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

BRONZE: TRANSIT CAFE

\$3,500 (Excluding GST) - Exclusive

ATTENDANCE

- 15% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Your logo displayed on the Fettle's Shed area
- Two small promotional banners with company logo to be displayed in Transit Cafe
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

BRONZE: TURNOUT GRINDING

\$3,500 (Excluding GST) - Exclusive

ATTENDANCE

- 15% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Two small promotional banners with company logo to be displayed in the Turnout Grinding area
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

BRONZE: WELDING AREA

\$3,500 (Excluding GST) - Exclusive

ATTENDANCE

- 15% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Two small promotional banners with company logo to be displayed in the Welding Area
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

BRONZE: TAMPING AREA

\$3,500 (Excluding GST) - Exclusive

ATTENDANCE

- 15% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Two small promotional banners with company logo to be displayed in the Tamping Area
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

BRONZE: MAINTENANCE & EQUIPMENT AREA

\$3,500 (Excluding GST) - Exclusive

ATTENDANCE

- 15% discount on the price of an exhibitor booth for both of the field day dates
Discount applies to applicable member/non-member exhibitor rate
A limit of one booth can be purchased at the discounted rate

PROMOTION

- Two small promotional banners with company logo to be displayed in the Maintenance & Equipment Area
Banners to be provided by RTAA
- Promotion of Field Day event in RTAA advertising and website and in other leading industry publications to ensure maximum attendance numbers

SPONSORSHIP OPPORTUNITIES

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Boost your presence at the RTAA Field Day and reach your audience with one of these additional promotional opportunities. Available as a stand alone promotional opportunity or in addition to a sponsorship package.

Field Day Program Handbook Advertisement
\$2,000 (Excluding GST) - 2 Available

Field Day Show Bag Insertion
\$1,000 (Excluding GST)

Discounts available on any combined package of Dinner and Field Day sponsorship. Let us tailor a package that meets your marketing objectives and budget.

BOOK HERE

CONTACT

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READY TO GET ON BOARD?



EXHIBITOR PRICING

RAIL INDUSTRY FIELD DAY - 3 & 4 APRIL

In recognition of our loyal RTAA members, the 2019 Field Day event again offers significant discounts to RTAA corporate members exhibiting at the Field Day. It's our way of thanking our members for their continued support over the years.

Exhibitor rates entitle exhibitors to a single 3 x 3m display booth within the Chullora structure. Multiple booths and raw space are also available upon request on a "first in" basis

**EXHIBITOR
BOOKINGS
CAN BE
MADE HERE**

Booths include:

- Indoor booths will be positioned under an existing structure at the Chullora site (not a marquee as in previous years)
- Partitions for display materials
- Flooring
- Lighting
- Single 240-volt power outlet for computers for AV displays (except outdoor booths)
- Trestle table, two chairs and a tablecloth

EXHIBITOR: MEMBER > 2 Years

\$2,800 (Excluding GST)

EXHIBITOR: MEMBER 1- 2 Years

\$4,200 (Excluding GST)

EXHIBITOR: MEMBER 0 - 1 Years

\$5,600 (Excluding GST)

EXHIBITOR: NON MEMBER

\$7,000 (Excluding GST)