



20TH AfPA INTERNATIONAL CONFERENCE  
**FUTURE  
READY ROADS**  
ADELAIDE 28-30 OCTOBER 2025

# SPONSORSHIP PROSPECTUS







## Welcome to **FUTURE READY ROADS!**

We are excited to invite you to partner with the **Australian Flexible Pavement Association (AfPA)** as we host our **20th International Flexible Pavements Conference**, taking place in **October 2025 in Adelaide, South Australia** at the Adelaide Convention Centre.

Under the theme “**Future Ready Roads**”, this landmark event will bring together global leaders, innovators, and decision-makers in the flexible pavements and road infrastructure sector to explore the future of sustainable, smart, and resilient transport systems.

As a valued industry leaders, your partnership would not only demonstrate your commitment to shaping the future of road infrastructure but also provide a unique platform to:

- **Showcase your innovations** and solutions to a targeted audience of national and international delegates
- **Strengthen brand visibility** across our comprehensive marketing and communications campaign
- **Connect with government officials, industry experts, researchers, and clients** from across the transport infrastructure ecosystem
- **Collaborate on advancing sustainable and future-ready roads**

We offer a range of **customisable sponsorship and partnership opportunities**, designed to align with your strategic goals and deliver measurable value before, during, and after the event.

We would welcome the opportunity to discuss how we can work together to create a lasting impact for the industry and your organisation.

Please find the partnership prospectus attached. For more information or to express interest, contact us at [enquiries@afpa.asn.au](mailto:enquiries@afpa.asn.au)

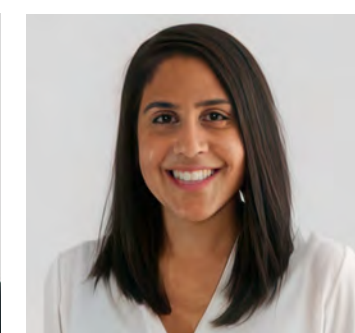
Let's shape the future of roads—together.



**Tony Alosio,**  
Interim CEO



**Melissa Ekberg,**  
Executive Director  
SA/WA – AfPA  
Conference  
Convenor



**Melissa Lyons,**  
National Technical  
Director – AfPA  
Conference Program  
Chair



# Adelaide: A Destination to Inspire



## Vibrant City

Adelaide, the cosmopolitan capital of South Australia, offers the perfect backdrop for this world-class conference.

## Arts Scene

Known for its vibrant arts scene, Adelaide provides an exceptional experience for delegates and their partners alike.

## World-Class Wineries

Adelaide's award-winning wineries offer stunning natural landscapes and exquisite tastings.



# Why Sponsor?



## Brand Visibility

Enhance your presence among an international audience of industry leaders and stakeholders

## Networking Opportunities

Connect with key decision-makers, government representatives, and industry experts

## Thought Leadership

Share your vision and innovations through speaking opportunities and exhibition spaces

## Recognition

Receive acknowledgment across all event marketing materials and platforms

Sponsoring **Future Ready Roads** positions your brand as a leader in innovation, sustainability, and road infrastructure. Your support demonstrates commitment to advancing the industry while delivering tangible benefits for your organisation.

# Conference Highlights



## Welcome Reception

A networking evening to kick off the conference in style, fostering connections and collaborations.



## Keynote Speakers

World-renowned experts sharing insights on cutting-edge topics.



## Plenary Sessions

Engaging discussions addressing global challenges and opportunities in the road infrastructure sector.



## Partner Program

Exclusive events and activities tailored for partners and spouses of attendees, showcasing the best of Adelaide.



## Gala Dinner

A prestigious evening celebrating industry achievements and providing high-level networking.



# Diamond Sponsor



## Diamond Sponsor | One Available (SOLD)

### Exclusive Branding

Exclusive branding as a Diamond Sponsor

### Gala Dinner Sponsorship

Major Sponsor of the National Gala Awards Dinner

### Logo Visibility

Logo featured on all conference materials, website, and marketing campaigns

### Speaking Opportunities

Keynote speaking opportunity. Speaking opportunity to welcome delegates to the Gala Dinner

### VIP Invitations

VIP invitations to networking events. Exclusive invitation to AfPA Board Dinner for two delegates

### Complimentary Registrations

Complimentary registrations including Gala Dinner (up to ten representatives)

### Prime Exhibition Space

Prime exhibition space in the conference hall

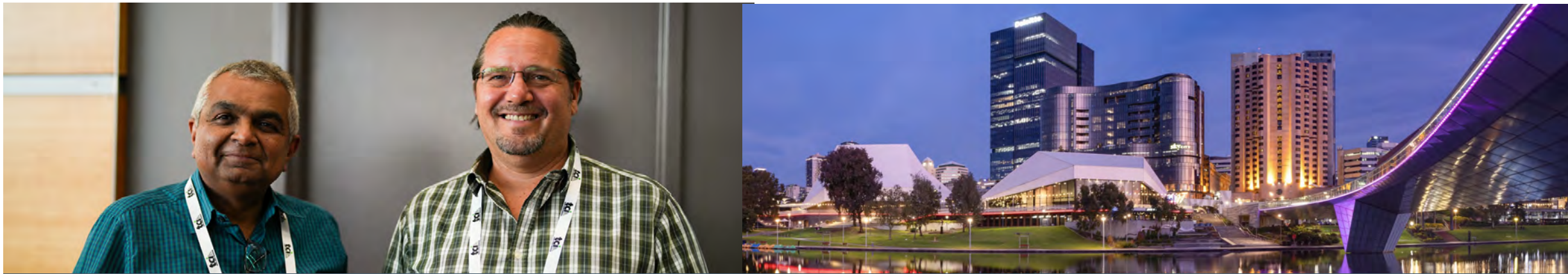
### Delegate List

List of delegates names and contact details (subject to opt in on registration by delegate)

### Advertisement

Full page advertisement in the conference program

# Platinum Sponsor



## Platinum Sponsor | Two Available

### Naming Rights for Networking Events

Naming rights for the Welcome Reception or Day  
Two Networking Event

### Exhibition Space

Premium Exhibition space

### Logo Visibility

Logo on promotional materials and digital platforms

### Advertisement

Half-page advertisement in the conference  
program

### Speaking Opportunity

Opportunity to introduce your brand and introduce  
keynote speaker (max 5mins)

### Event Invitations

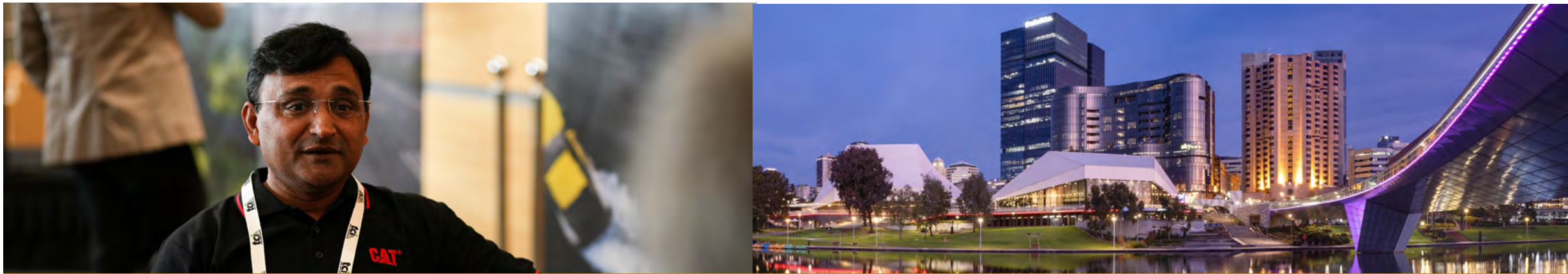
Invitations to Gala Dinner and Networking Events

### Complimentary Registrations

Seven complimentary registrationsincluding Gala  
Dinner



# Gold Sponsor



Gold Sponsor | Four Available (ONE SOLD)

**Showcase your product**

Present your product during a session break in the exhibition hall

**Exhibition Space**

Premium Exhibition space

**Logo Visibility**

Logo on promotional materials and digital platforms

**Advertisement**

Half-page advertisement in the conference program

**Speaking Opportunity**

Opportunity to facilitate a session by introducing your brand and also introduce speakers or facilitating a panel.

**Event Invitations**

Invitations to Gala Dinner and Networking Events

**Complimentary Registrations**

Seven complimentary registrations including Gala Dinner



# Silver Sponsor



## Silver Sponsor

### Naming Rights

Naming rights for one plenary session

### Complimentary Registrations

Five complimentary registrations including Gala Dinner

### Exhibition Space

Standard exhibition space

### Advertisement

Quarter-page advertisement in the conference program

### Logo Visibility

Logo on promotional materials and digital platforms

### Event Invitations

Invitations to Gala Dinner and Networking Events



# Bronze Sponsor



## Bronze Sponsor

### Exhibition Space

Standard exhibition space

### Complimentary Registrations

Two complimentary registrations including Gala Dinner

### Logo Visibility

Logo on promotional materials and digital platforms

### Event Invitations

Invitations to Gala Dinner and Networking Events

### Program Acknowledgement

Acknowledgment in the conference program



# Other Sponsorship Opportunities



## 1. Exhibition Only

Showcase your products and services in a 3m x 3m exhibition booth in the conference trade area. Brand exposure will include your logo on digital platforms and a listing in the program, plus one complimentary conference registration. Opportunities also exist to exhibit with a custom build and or machinery.

## 2. Coffee Sponsor

Being the exclusive coffee sponsor means your logo will be branded across coffee stations throughout the conference venue and printed on both coffee cups and napkins. Logo recognition will also be in the conference program, and digital platforms with two complimentary conference registrations.

## 3. Scholarship Sponsor

Be part of the future with funding support for eight delegates in a scholarship program. Your business will be recognised as a sponsor in the scholarship announcement and program with your logo on promotional materials and digital platforms. Entitlements also includes two complimentary registrations.

## 4. Partner Program Sponsor

Our thoughtfully curated Partner Program offers sponsors the chance to extend their impact beyond the conference. Activities include private tours of Adelaide's world-class wineries, exclusive cultural experiences, and networking events designed to build lasting connections.



# Sponsorship



Sponsorship Level	Branding & Visibility	Speaking & Thought Leadership	Exhibition & Advertising	Networking & Hospitality	Complimentary Registrations	Pricing (excl. GST)
Diamond Sponsor (One Available - SOLD)	Exclusive branding, logo on all materials	Keynote speaking opportunity, Gala Dinner welcome speech	Prime exhibition space, full-page ad in program	VIP invitations, delegate list access	Ten registrations (incl. Gala Dinner)	\$90,000.00
Platinum Sponsor (Two Available)	Naming rights for networking events, logo on promotional materials	Plenary session speaking opportunity (brand intro + keynote speaker intro, max 5 mins)	Premium exhibition space, half-page ad in program	Event invitations	Seven registrations (incl. Gala Dinner)	\$60,000.00
Gold Sponsor (Four Available)	Logo on promotional materials & digital platforms	Session facilitation (introducing brand & speakers/panel)	Premium exhibition space, half-page ad in program	Event invitations	Seven registrations (incl. Gala Dinner)	\$50,000.00
Silver Sponsor	Naming rights for one plenary session, logo on promotional materials	No dedicated speaking role	Standard exhibition space, quarter-page ad in program	Event invitations	Five registrations (incl. Gala Dinner)	\$25,000.00
Bronze Sponsor	Logo on promotional materials & digital platforms	No dedicated speaking role	Standard exhibition space	Event invitations	Two registrations (incl. Gala Dinner)	\$15,000.00
Other Sponsorships	Logo placement varies by package	No dedicated speaking role	Varies by package (exhibition, branding on coffee stations, digital presence)	Event invitations	Varies by package (One-Two registrations)	Exhibitor Booth \$5,000 Coffee Sponsor \$10,000 Scholarships \$15,000 Morning Tea \$5,000 Lunch \$10,000 Afternoon Tea \$5,000



# Secure Your Sponsorship Today



Don't miss this opportunity to align your brand with innovation and excellence in the road infrastructure sector. Sponsorship packages are limited and in high demand.

**Contact us now to discuss how we can tailor a package to meet your objectives.**



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## Contact Information



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