

CONNECT • SUPPORT • PROMOTE • EDUCATE • NETWORK • DEVELOP • LEARN

Dear Colleagues

On behalf of the Asset Management Council I'd like to invite you to our 2015 AMPEAK Asset Management Conference in Sydney, Australia. To be conducted in May 2015 at the Sydney Showground, the AMPEAK conference will be a milestone event in next year's calendar. We will be delivering our renowned, world-class technical program, with a focus on the current and emerging themes of people and culture, data and analytics, risk and governance, and regulation and standards. Technical papers and short form presentations will be invited on these themes and related aspects of asset management. We will also be introducing some innovative exhibition and presentation forums, including options for exhibitors and speakers to demonstrate and crowd source product ideas or hypotheses in specially allocated spaces.

As is usual at AMPEAK, innovation and modern best practice will command a prominent role in conference proceeding not only in paper content but also in the Exhibition Hall. Whether you are involved in any one aspect of asset management or across the full "cradle to grave" cycle, attendance at AMPEAK 2015 will give you a unique opportunity to listen to distinguished world-class speakers, industry leaders and case studies from best practice practitioners outlining current challenges and their vision for asset management in the 21st Century.

Sydney offers a unique conference experience for AMPEAK attendees. One of the world's most attractive cities, Sydney is blessed with beaches, scenery and attractions that are sure to be popular with our conference participants.

We look forward to meeting up with you in Sydney in May 2015.



Greg Williams Conference Chair







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AMPEAK ASSET MANAGEMENT

PROGRAM OVERVIEW

AMPEAK Asset Management Conference, Sydney Showground, Sydney Olympic Park, NSW.

24 - 28 MAY 2015

AMPEAK presents a myriad of options for organisations to make their mark during the three days of great Keynote speakers, concurrent sessions and social networking events.

From the Welcome Function on Sunday 24th and Trade Exhibition opening on Monday 25th until the Farewell Drinks and Exhibition close on Wednesday 27th, over 300 delegates will be your captive audience.

The program outline is as follows:

SUNDAY 24TH MAY

Registration Opens
Welcome Drinks and BBQ Reception

MONDAY 25TH MAY

Exhibition Set Up, Welcome and Opening Keynote Sessions Exhibition Innovator's Platform YAMP Networking Evening

TUESDAY 26TH MAY

Sessions Exhibition Innovator's Platform Annual Dinner and Awards Night (off site)

WEDNESDAY 27TH MAY

Sessions Exhibition Innovator's Platform Farewell Function and Exhibition Close

THURSDAY 28TH MAY

Workshops and Site Visits

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WHY PARTICIPATE IN 2015?

Over the three days of the exhibition, AMPEAK gives you access to a broad range of industries and decision makers. Our audience of 300-plus is comprised of individuals from organisations who manage assets across the planning, acquisition, operate & maintain and disposal phases of the asset lifecycle, whether in infrastructure, finance, mining, oil & gas, defence, water, risk & reliability, Occupation Health & Safety (to name a few).

During AMPEAK 2015 you can provide the decision-makers with the solutions they are looking for, from tools to training to technology.

Particular benefits of participating in AMPEAK are:

AMPEAK connects you and your products and services to over 300 key asset management and maintenance professionals from across Australia and around the globe.

AMPEAK aligns your products and services with industry thought leaders that present the latest research on asset management advancements and practical case studies.

AMPEAK connects you and your products and services to key asset management and maintenance decision makers supporting your need to share and engage with your key audiences.

AMPEAK broadens your engagement with delegates via the Innovator's Platform. (Please contact us or more details)

SPONSORSHIP

Branding and hosting packages have been designed to suit a variety of commitment levels, enabling companies of any size exposure to their target audience from the very start. For maximum visibility your participation will be celebrated from the outset via various AMPEAK brochures and announcements, including our website and the Asset Journal. Our delegates will be ready to meet your organisation and build relationships beyond AMPEAK.

EXHIBITION BOOTHS

The Exhibition Hall will be the main thoroughfare for the duration of AMPEAK.

To maximise your contact with delegates, all social functions and breaks will be conducted in the Exhibition Hall, amongst the exhibition stands. *Talk to us about having an additional Demo booth – new options available!*

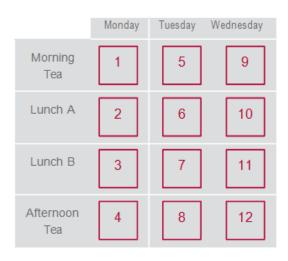
INNOVATOR'S PLATFORM

This purpose-built space within the Exhibition Hall sets the stage for further delegate engagement. The use of this space is complimentary to sponsors and exhibitors.

Sponsors and exhibitors are encouraged to demonstrate their innovations and creative solutions, capturing the imaginations of their audience. The space is intended to extend the knowledge sharing and dynamic thought leadership reflected throughout AMPEAK program.

THERE ARE ONLY TWELVE SLOTS AVAILABLE SO PLACES ARE LIMITED.

Innovator's Platform Timetable: Available 15 min slots



Your complimentary 15 minute time-slot can be reserved at the time of booking your chosen package/s. The slots are confirmed according to order of receipt until the timetable has been filled.

We can explore the possibility of extending timeslots. Should this be of interest to you, please contact the Event Assistant.

AMPEAK@amcouncil.com.au

The Innovator's Platform schedule will be displayed on the AMPEAK web page, and printed in the final AMPEAK program. Each demonstration will be announced in the Session Announcements as well as the timetable being accessible via the conference Mobile Site and communication board.

Those participating in the Innovator's Platform are encouraged to provide details of their demonstration as soon as possible to ensure maximum promotion.

A company banner can be displayed during your demonstration.

COMPLIMENTARY REGISTRATIONS

Some sponsorship and exhibition opportunities include complimentary function tickets or full conference registration. Where applicable, full conference registration entitlements include: access to AMPEAK presentations during the three days; a USB of AMPEAK proceedings; delegates' satchel and contents; social functions including our Welcome Function, YAMP Networking Evening, Annual Dinner and Awards Night and Farewell Drinks.

BRANDING SPONSORSHIPS

Individual items given to the delegates will be branded with an organisation's logo, offering coverage long after AMPEAK has ended. All branding packages are exclusive opportunities.

Upon receiving your booking, we will confirm the details of your chosen package/s and provide you with your Sponsorship Kit which will outline key dates and important logistical information.

DELEGATE SATCHELS

SPONSORED BY RIVA MODELING SYSTEMS

Distributed to each delegate at registration, satchels are used beyond the event, serving as an ongoing reminder of your organisation's participation.

- Your logo printed on the outside of the satchel, accompanied by the Asset Management Council logo and conference year
- Novelty item and company brochure (A4 and up to 8 pages) for inclusion in each satchel
- One complimentary full conference registration
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures and Conference Navigator booklet
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)



WRITING PAD & PEN

\$4015

An essential item for any discerning conference delegate; Pads and pens are given to each delegate in their AMPEAK satchel.

Pads and pens are to be provided by the sponsor. This enables logos to be printed to your specification and products to meet your requirements.



Entitlements:

- Your logo printed on both the pens and the pads accompanied by the Asset Management Council logo.
 - One complimentary full conference registration
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures and Conference Navigator booklet
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

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USB OF PROCEEDINGS

The USB contains AMPEAK Proceedings; Full Papers, Extended Abstracts, Sponsor and Exhibitor brochures and is the must-have item for each delegate. The USB's are given to each conference delegate with a full AMPEAK registration.

\$3600



USBs are provided by the sponsor in consultation with the AM Council ensuring final printing of logos and the product meets requirements.

- Your logo printed on the USB accompanied by the Asset Management Council logo and conference year
- 150 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)
- One complimentary full conference registration
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures.



WATER BOTTLES

SPONSORED BY LYCOPODIUM ASSET MANAGEMENT

Every delegate needs to keep hydrated during AMPEAK and beyond! A great give-away for everyday use, each delegate with a full conference registration receives a water bottle in their satchel.

Water bottles are provided by the sponsor in consultation with the AM Council ensuring final printing of logos and the product meets requirements.



Entitlements:

- Your logo printed on the water bottles accompanied by the Asset Management Council logo and conference year
- One complimentary full conference registration
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

ASSET MANAGEMENT



PROMOTE EDUCATE ASSIST KNOWLEDGE

CONFERENCE LOUNGE

SPONSORED BY IBM

The conference lounge will be prominently situated in the Exhibition Hall for easy access. This Wi Fi Zone will allow delegates to access not just their email and the internet, but their conference registration profile. Keep the delegates connected and heighten your organisation's presence from the Welcome Function to the Farewell drinks.

Entitlements:

- Wireless name as your company name@AMPEAK
- Your logo on the signage and screensavers of Laptops available, accompanied by the Asset Management Council logo
- Company website as homepage on all three computers, available for public use.
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures and Conference Navigator booklet
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

MORE EXCITING SPONSORSHIP OPPORTUNITIES!

Contact us to learn more on what exciting new opportunities are now available!

- Coffee Cart Sponsorship
- Sponsorship of our communication wall.
- Water refill station

CONTACT

Any questions regarding the details in this brochure or the conference please contact:

Eva Wispereit, *Events Assistant* Email: AMPEAK@amcouncil.com.au

Tel: 03 98192515 Fax: 03 98192615

HOSTING SPONSORSHIPS

Hosting opportunities give organisations a chance to increase awareness amongst the delegates of your position in the asset management domain. Hosting one or more of the many networking opportunities and social events can elevate your visibility, either enhancing your organisation's presence if already represented at AMPEAK or highlighting your organisation's connection to the asset management arena.

Upon receiving your booking, we will confirm the details of your chosen package/s and provide you with your Sponsorship Kit which will outline key dates and important logistical information.

ANNUAL DINNER AND AWARDS NIGHT Exclusive Opportunity! \$8545 - currently under offer

With entertainment, fine wines and delicious food the annual dinner on the Tuesday night is the social highlight of AMPEAK which plays host to the awards ceremony. Attended by delegates, organisations participating in the Awards process and their guests, the dinner is a great way to show your support for the importance of asset management and enhance your organisation's position amongst industry peers.

- Brief company presentation at dinner (5 minutes)
- Logo recognition on dinner menu
- Sponsor supplied banner prominently displayed during event
- One complimentary full conference registration
- One guest at the Annual Dinner and Awards Night
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)



WELCOME FUNCTION Exclusive Opportunity! \$3315

This two-hour informal BBQ officially opens AMPEAK 2015 on the Sunday evening, welcoming delegates to Sydney and the start of their three-day conference. Be in the forefront of delegate's minds and make that first impression count.

Entitlements:

- Brief company presentation at reception (5 minutes)
- Sponsor supplied banner prominently displayed during event
- Two Complimentary Welcome Function tickets
- Recognition announcements prior and post function
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

YAMP NETWORKING EVENING Exclusive Opportunity! \$3350

This one-hour social event on the Monday night is great exposure for those organisations championing graduate programs within their organisations. The evening offers Young Asset Management Practitioners (YAMPS)- whether university students or company graduates- an opportunity to network with key professionals in the asset management field, making a positive impact on their careers and imaginations.

- Brief company presentation to open the evening (5 minutes)
- Sponsor supplied banner prominently displayed during event
- A complimentary full conference registration for a Graduate
- Two complimentary YAMP Networking Evening tickets
- Recognition announcements prior and post function
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures



• 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

Farewell Drinks Exclusive Opportunity!

\$2660

A one-hour cocktail reception to thank delegates for their participation, announce Exhibitor prize giveaways, the winner of the People's Choice Best Presentation and the next AMPEAK Asset Management Conference Adelaide 2016, as well as thanking AMPEAK organisers for the current year. Delegates will have your company's name in mind as they leave the event.

- Brief company presentation to open the evening (5 minutes)
- Sponsor supplied banner prominently displayed during event
- Two Complimentary Farewell Drinks tickets
- Recognition announcements prior and post function
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

SESSION SPONSOR (MULTIPLE OPPORTUNITIES)

Align your organisation's ethos with one of the presentations which will form the conference program. Chairing a session which supports your area of expertise will emphasise your organisation's commitment to the asset management process. The Event Coordinator will work with the sponsor to align the session/s with their organisation as the program takes shape. Please note, sessions do not include Keynote Sessions.

Entitlements:

- Company representative to chair the session
- Sponsor supplied banner prominently displayed during event
- A Complimentary full conference registration
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

Networking Lunches \$995 (THREE OPPORTUNITIES)

This sponsorship package offers exposure during the 1hour 30minute buffet lunches served each day in the Exhibition Hall, enhancing your organisation's presence amongst your industry peers and promoting your support within the asset management realm.

Entitlements:

- Recognition announcements prior and post the sponsored lunch
- Sponsor supplied banner prominently displayed during lunch
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

Please contact the Event Assistant if you wish to package the day catering sponsorship to include a morning and afternoon tea.

AMPEAK@amcouncil.com.au

Morning & Afternoon Teas \$495 (SIX OPPORTUNITIES)

These opportunities are available all three days of AMPEAK. Each tea break lasts for 30 minutes on Monday, Tuesday and Wednesday in both morning and afternoon.

Entitlements:

- Recognition announcements prior and post the sponsored tea
- Sponsor supplied banner prominently displayed during tea break
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on AMPEAK web pages
- · Company profile and logo listed in the final Conference Program published in The Asset Journal
- Company name in all preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)

Please contact the Event Assistant if you wish to package the day catering sponsorship to include lunch as well as morning and afternoon tea.

AMPEAK@amcouncil.com.au

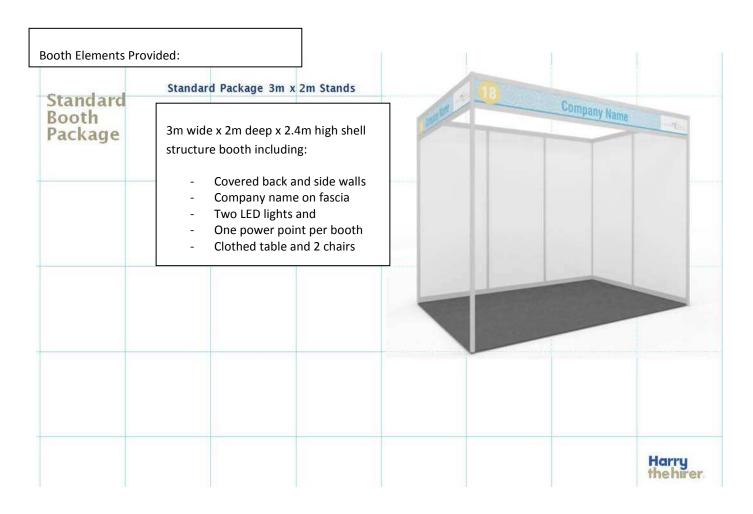


TRADE EXHIBITION

VENUE

The trade exhibition for the time of AMPEAK 2015 will be located in Hall 5 of Sydney Showground Sydney Olympic Park.

Delegates will spend a significant amount in this area as the Exhibition Hall will serve as the main access route for the plenary sessions and the main hub for the catering; morning teas, lunches, afternoon teas and evening social functions.



Additional entitlements:

- One Booth Attendee Pass (includes daytime catering and social functions, excluding annual dinner and awards night)
- One complimentary full conference registration
- Company profile and logo listed in the final Conference Program published in The Asset Journal
- Booth location and company name shown on the floor plan printed in the final Conference Program
- Company logo, name and web link on AMPEAK web pages
- Booth location and company name shown on the floor plan in preliminary AMPEAK brochures
- 10 MB of company promotional material for inclusion in the Conference USB (PDF or flash content to be supplied)
- Company brochure inserted into delegate satchels (A4 and up to 8 pages)
- An electronic copy of the permissions based delegate list

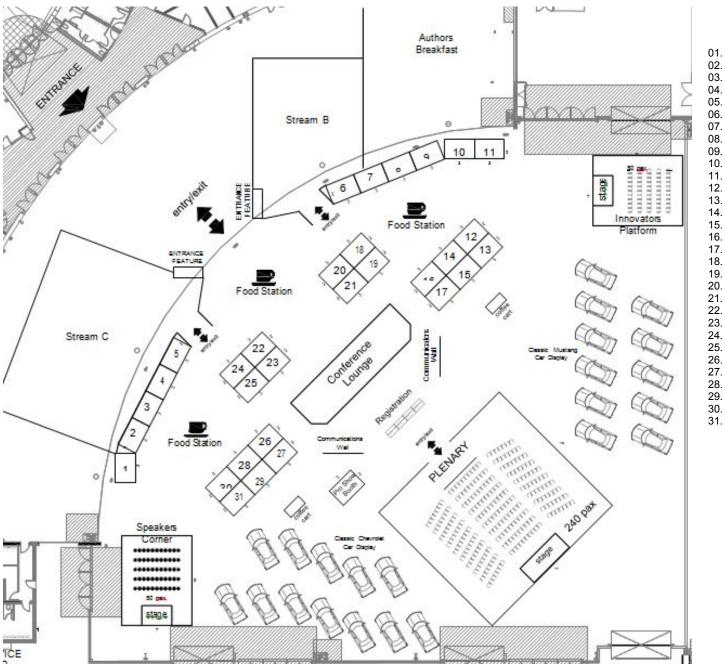
You are able to register a Second Booth Attendee Pass at the special rate of \$810. Registration includes daytime catering and social functions, *excluding* the annual Dinner and Awards night.

Having received your booking, we will confirm the details of your package and provide you with your Exhibitor Kit which will outline key dates and important logistical information.

CUSTOMISATION OF BOOTHS

Those exhibitors wishing to customise their booths are welcome to do so. The suppliers of your standard package, Harry the Hirer will make contact with those organisations expressing an interest in customisation. Please confirm with the Events Assistant AMPEAK@amcouncil.com.au





Exhibitors

02. 03. 04. 05. 06. 07. 08. 09. 10. 11. 12. 13. 14. 15. 16. Capability Partners 17. IBM 18. 19. 20. Transfield Services 21. Transfield Services 22. SAP 23. SAP 24. RIVA Modeling Systems 25. 26. Covaris 27. Covaris 28. 29. 30. 31.

YOUR SPHERE OF INFLUENCE AT AMPEAK 2015

PREVIOUS DELEGATES HAVE INCLUDED REPRESENTATIVES FROM THE FOLLOWING COMPANIES:

ABeam Consulting ActewAGL

ActewAGL Distribution Activa Pty Limited Acuitas Reliability Pty

Ltd Airservices Australia

AJF Professional Services Ajilon

Al Ain Distribution Company ALS Industrial

AMCL

Amvec ANSTO

ARMS Reliability ARTC

ASC Pty Ltd Assetivity Pty Ltd Assetsman ATTAR

Ausgrid

Australian Munitions BCON Services BHP Billiton

BHP Billiton Iron Ore Bombardier

Brazilian Maintenance Society ABRAMAN

Brisbane City Council Broadcast Australia Capability Partners

Cardno (QLD) Pty Ltd CBH Group

CH2M HILL CIEAM

CitiPower and Powercor Australia City of Ballarat

City of Melbourne Clough AMEC JV Colin A Carringon Copperleaf

Covaris Pty Ltd

CSI Global Services Curtin University
Defence Material Organisation

- Land Engineering Agency Degremont Pty Ltd Department of

Defence Department of Public Works and Highways

Diesel Now P/L

Duque de Caxias Refinery/ Petrobras ElectraNet Pty Limited Endeavour

Energy

Engineering Information Transfer

Engineers Australia

ERWAT

Fujitsu Australia

Geomatic Technologies

GHD Pty Ltd Going For It

GP Allied GWM Water Hardcat Pty Ltd

Hastings Deering HMAS Cerberus Hobart City Council

I & E Systems Pty Ltd IBM

IFRAMI

Imperium Systems IMPower Technologies Indonesian Port

Corporation INFOR

INFOR Global Solutions Pty Ltd Institute of Asset Management

Institute of Quality Asset Management

Interlogis Consulting International Council for Machinery

Lubrication ITSR

Jabatan Kerja Raya Malaysia. Jana Tanmia (M) Sdn Bhd Japan

Institute of Plant Maintenance

Jemena

K2 Technology Pty Ltd Knorr Bremse

KPMG

Leighton Contractors Lend Lease Infrastructure Services

Logsys Power Services Lycopodium Asset Management MACE Consulting (Aust) Pty Ltd Maintenance & Project Engineering

Melbourne Water Meridium
Metro Trains Melbourne MFB

MFS

Mighty River Power Ministry Of Works Malaysia Mulgrave

Engineers

Navy

Networks New South Wales Nova Systems

NRG Gladstone

Operating Services Pty Ltd NRX Global Inc

OMCS International Onesteel-Wire

Opus International Consultants

ORACLE

Oyster Consulting

Pacific Hydro

Parsons Brinckerhoff

PEMAC

Petrofac

Port of Melbourne Corporation

PriceWaterhouseCoopers Public Transport Authority QENOS

Queensland University of Technology

RailCorp

Reddaway Enterprise Pty Ltd RMIT University

Royal Haskoning DHV (Pty) Ltd SA Power Networks

Sakhalin Energy Santos

Santos GLNG SAP

Saudi Aramco Maintenance Council

Saudi Electricity Company School of Mech. Engineering Sinclair

Knight Merz (SKM) SKILLTV.net

SP AusNet

State Water Corporation Strategic Asset Management Inc.

Sunflower Sytems

SVT Engineering

Sydney Catchment Authority Sydney Water Corporation Teak Yew

Tenaga Nasional Berhad Thales Australia Limited The Asset

Partnership The De Courtnay Group The Online Workshop Thiess

Services Pty Ltd TOLERRO Pty Ltd Townsville City Council

Transend Networks Pty Ltd Transfield Services Transfield Worley

Transport for NSW TRUenergy

UGL Limited Uhde Shedden Ultum

United Energy

University of South Australia University of Wollongong V/Line Pty $\,$

Ltd

Veolia Water Australia Viziya

Wannon Water Water Corporation

Windsor Business Solutions

Yarra Trams



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| | USB of Proceedings | \$3,600 | YAMP Networking Evening | \$3,35 | _ | M | lorning & Aftern | oon Teas | \$495 |
| | Water Bottles | \$2,595 | Farewell Drinks | \$2,66 | _ | | please indi
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Cancellation Policy: A full refund less

the non-refundable \$580 booking fee

refund will granted after this date.

For Branding Sponsorships requiring logo

No refund will be granted after this date.

will be given to cancellations received in prior to March 9th, 2015. A full refund less the

writing prior to March 23rd 2015. No non-refundable \$580 booking fee will be given.

printing on items cancellation must be received

Payment Terms:

2015.

A payment of 50% of the sponsorship

package and/or Exhibition fee must ac-

company your completed booking form.

The balance is to be paid by March 23rd