



‘27 INTERNATIONAL CONFERENCE ON TRAVEL BEHAVIOUR RESEARCH

18TH INTERNATIONAL CONFERENCE ON TRAVEL BEHAVIOUR RESEARCH



Sponsorship Prospectus

13-17 December 2027 | Sydney, Australia | Hosted by UNSW Sydney

Invitation to Partner

Dear Valued Sponsor,

On behalf of the Organising Committee, we take great pleasure in inviting you to support the 18th International Conference on Travel Behaviour Research (IATBR 2027). The Conference will be held from 13-17 December 2027, hosted by UNSW Sydney, Australia.

This prospectus outlines the sponsorship and exhibition opportunities available at the Conference. Please take some time to review the packages and determine the best fit for your promotion requirements. Please contact us if any further clarification is needed.

Get ahead of your industry partners and start planning now!

We look forward to sharing this unique event and welcoming you as a valued Sponsor and Exhibitor to Sydney in 2027.

Professor Taha Hossein Rashidi

Conference Co-Chair, IATBR 2027 – UNSW Sydney (rCITI)

Associate Professor Jennifer Kent

Conference Co-Chair, IATBR 2027 – The University of Sydney

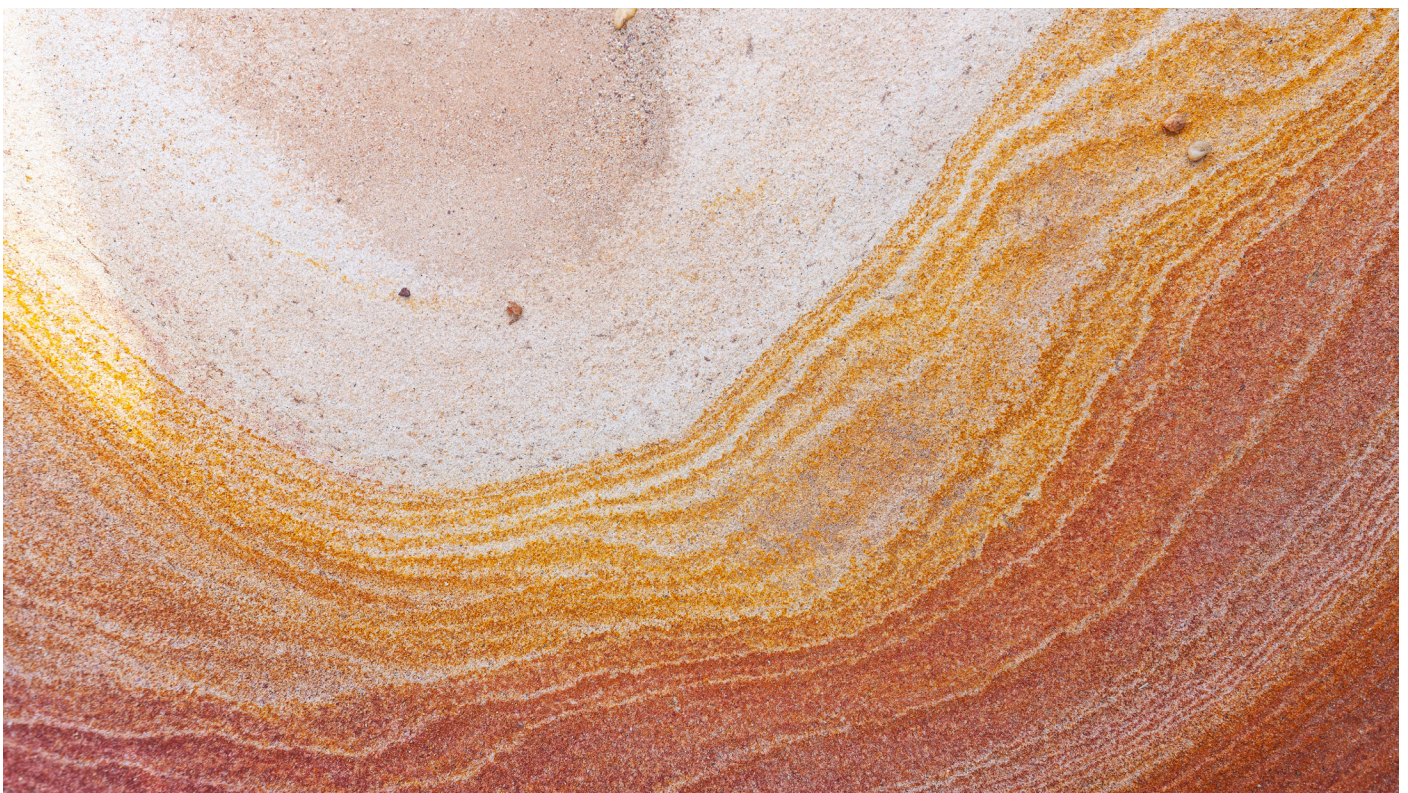
Sponsorship Liaison:

Nihal Fernandez

Sponsorship and Exhibition Manager on behalf of the IATBR 2027 Organising Committee

The Conference Company

Email: iatbr@theconferencecompany.com Telephone: 1800 193 405



About the Conference

IATBR 2027 brings together the world's leading academic scientists, researchers and research scholars in travel behaviour research, alongside practitioners, educators and policymakers shaping the future of transport.

Hosted for the first time in Sydney by UNSW Sydney's Research Centre for Integrated Transport Innovation (rCITI), IATBR 2027 will explore travel behaviour research across a wide range of thematic areas – including active mobility, life-stages and quality of life, and the adoption, adaptation and impacts of new technologies on how people move.

The Conference will feature keynote speakers, thematic and breakout sessions, an exhibition showcasing current research and technology from across the sector, and extensive networking opportunities for delegates from around the world.

Showcasing research excellence

Leading universities and research institutes will present the latest work in travel behaviour research, giving sponsors visibility with the academics and research scholars driving the field forward.

Technology and innovation

The Conference will spotlight the adoption of new technologies in transport and travel behaviour, providing a platform for organisations developing tools, data and mobility solutions to engage directly with researchers and practitioners.

Global collaboration

IATBR 2027 brings together delegates from across the world, with post-conference special issues planned across major transportation and policy journals – extending the Conference's reach well beyond the week itself.

Programme & Venue

Programme

IATBR 2027 runs across five days, from Monday 13 to Friday 17 December 2027. A detailed session-by-session programme, including breakout themes and the exhibition schedule, will be published on the Conference website closer to the event.

Venue

IATBR 2027 is hosted by UNSW Sydney, home to the Research Centre for Integrated Transport Innovation (rCITI). The specific venue, room configuration and floor plans will be confirmed and shared with sponsors once finalised.

Confirmed keynote speakers — see page 4.

Keynote Speakers

IATBR 2027 is proud to welcome two internationally renowned keynote speakers, whose work is shaping how the world understands mobility, technology and society. Their sessions will be among the most anticipated of the Conference – and a standout opportunity for sponsors to align with thought leadership in the field.

MB

KEYNOTE SPEAKER

Professor Michel Bierlaire

Director, Transport and Mobility Laboratory – EPFL, Switzerland

Michel Bierlaire is Professor of Operations Research at EPFL in Lausanne, where he directs the Transport and Mobility Laboratory. A world authority on discrete choice modelling and transportation systems, he leads the development of Biogeme, the widely used open-source software for estimating discrete choice models, and was the founding president of the European Association for Research in Transportation (hEART).

AM

KEYNOTE SPEAKER

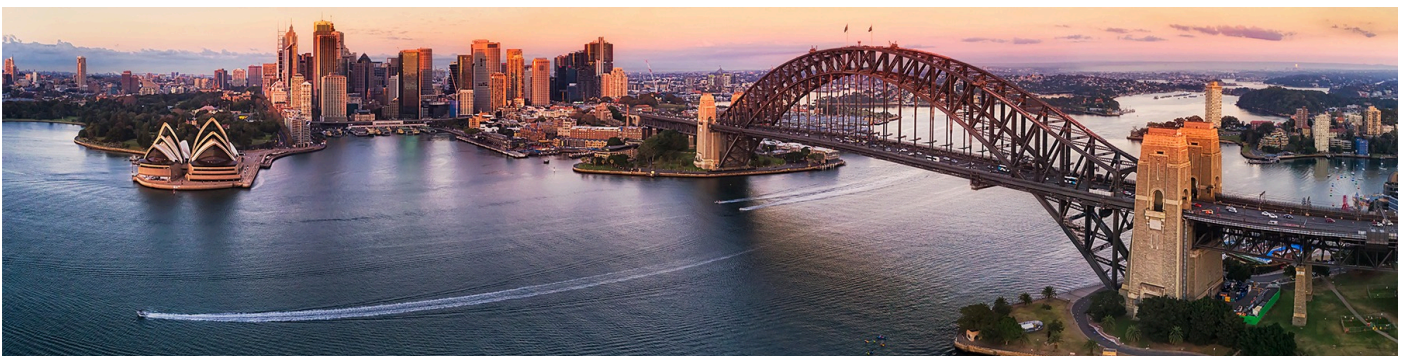
Professor Andrew Maynard

Director, Risk Innovation Lab – Arizona State University, USA

Andrew Maynard directs the Risk Innovation Lab at Arizona State University's School for the Future of Innovation in Society. A physicist by training, he is internationally recognised for his work on emerging technologies, responsible innovation and risk, has published more than 150 scholarly papers and books, and has testified before the U.S. Congress on the safe development of new technologies.

Align your brand with our keynotes

The Speaker Sponsor package (AU\$7,000 + GST) offers logo association with a supported speaker's sessions and company endorsement at the start of the session. See Program and Education on page 11 for details.



About the Hosts

IATBR 2027 is hosted by UNSW Sydney through its Research Centre for Integrated Transport Innovation (rCITI), and is co-chaired by leading transport researchers from UNSW Sydney and The University of Sydney.

UNSW Sydney

Founded in 1949 and based in Kensington, Sydney, UNSW is one of Australia's leading research and teaching universities and a member of the Group of Eight, Universitas 21 and the PLuS Alliance. UNSW is ranked 1st in Australia and 19th in the world in the QS World University Rankings 2027, and 7th globally for sustainability.

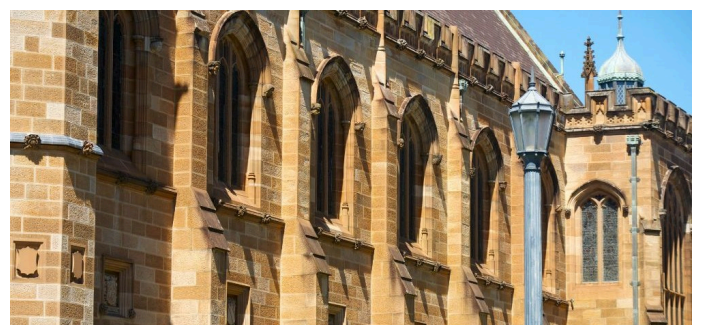
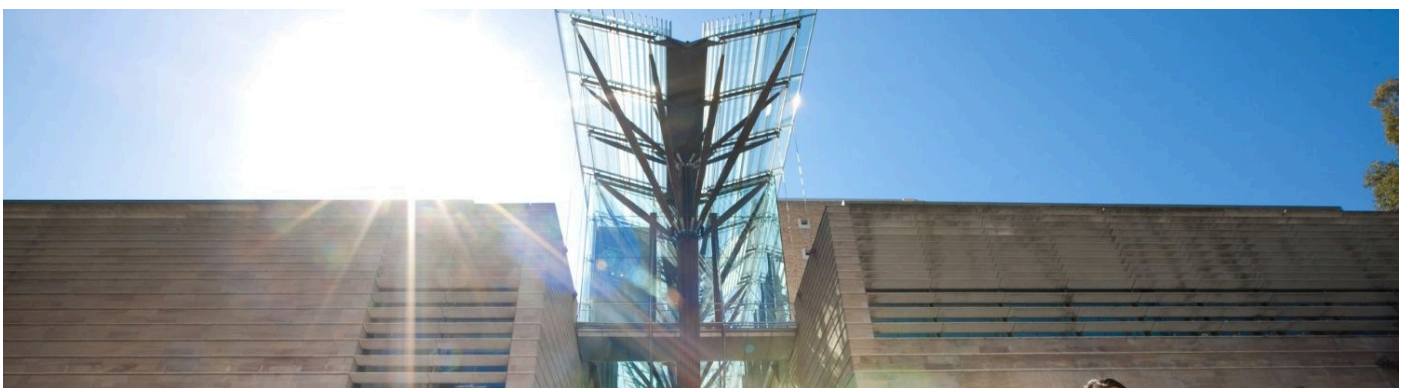
Research Centre for Integrated Transport Innovation (rCITI)

Based in UNSW's School of Civil and Environmental Engineering, rCITI is dedicated to delivering world-leading interdisciplinary transport research and development. Working in close partnership with industry and government, its research spans connected mobility services; data, digitisation and decision-making; smart cities and logistics; human-centred and automated systems design; and integrated infrastructure strategic planning. The centre is directed by Conference Co-Chair Professor Taha Hossein Rashidi.

The University of Sydney

Founded in 1850, The University of Sydney is Australia's first university. Conference Co-Chair Associate Professor Jennifer Kent is based in the Sydney School of Architecture, Design and Planning, where her research sits at the intersection of urban planning, transport and human health.

Conference Venues



About the Delegates

IATBR 2027 provides the platform for a broad, multidisciplinary community to meet, network and collaborate on the research and technologies shaping the future of travel behaviour.

These key stakeholder groups include:

- Academic researchers and research scholars
- Transport planners and engineers
- Government and transport agency representatives
- Policy makers and regulators
- Technology and mobility solution providers
- Postgraduate students and early-career researchers
- Industry practitioners and consultants
- Educators

Social Program

To complement the programme, social activities will take place during the Conference, giving sponsors and exhibitors opportunities to network with delegates in a relaxed atmosphere. A detailed social calendar will be published closer to the Conference.



Why your presence is essential at IATBR 2027

We understand how important it is for all of our sponsors and exhibitors to feel that your investment is wisely placed.

The Benefits of Participating as a Sponsor

- Maximum exposure at the premier conference devoted to international travel behaviour research.
- The opportunity for you to interact with the most influential figures in the fields of travel behaviour research, transport policy and planning.
- The opportunity to participate in the excellent social program allowing you to network with colleagues, renew old friendships and foster new relationships.
- High visibility on the Conference website and throughout official marketing material.
- The opportunity to deliver a clear message that you have a genuine commitment to advancing travel behaviour research.
- Build new relationships and strengthen existing ones.
- Acquire highly qualified leads and increase brand awareness.
- Meet the decision makers and gain instant market feedback.
- Delegate list to assist with marketing and return on investment pre and post-conference.

Why Exhibit at IATBR 2027?

1. You can show your full product range in real life rather than a catalogue – live events provide an optimised interactive marketing platform
2. You can develop a personal and direct relationship with your clients.
3. You will receive immediate feedback on your product range and purchasers can gain a full appreciation of your product.
4. You will raise your profile in the travel behaviour research field and add value to your brands.
5. You can extend the scope of your promotions to a genuinely international audience of researchers, policymakers and practitioners
6. You could launch a new product and thereby generate media interest.

To summarise; the benefits of your investment are exceptional exposure, creative networking spaces and opportunities, direct connections, ability to build new relationships, strengthen existing ones, display commitment and transact excellent business.

IATBR 2027 Sponsorship Opportunities

Overview	Gold AU\$15,000 + GST	Silver AU\$10,000 + GST	Exhibitor AU\$6,000 + GST
Complimentary delegate registrations (including sessions, morning tea, afternoon tea on all applicable days, lunches, and the Welcome Reception)	4	2	1
Complimentary exhibitor staff passes (including morning tea, afternoon tea, lunches and the Welcome Reception)	3	2	1
Exhibition Space	12 sqm (6m x 2m)	6 sqm (3m x 2m)	6 sqm (3m x 2m)
Opportunity to sponsor / align with a session in the program (subject to committee and speaker approval. Sponsor will have no input into the session)	✓	-	-
Verbal acknowledgement of your sponsorship during the opening and closing sessions	✓	-	-
Company logo on the Conference Website	Linked to company website	Linked to company website	Name only
Company logo and profile on the Conference App with contact details	100 words	50 words	Only name and contact details
Company logo and profile in the Conference Handbook with contact details	✓	✓	Only name and contact details
Company logo on Conference Signage	✓	✓	-
Opportunity to place a printed product information document on the Sponsor Information table next to the Registration desk	✓	✓	-
Applicable discount when purchasing additional Sponsorship opportunities	50%	30%	15%
Copy of delegate list (name, organisation, state, country, email). Names are limited to those who have agreed to name disclosure.	2 weeks prior, 1 week prior, and at the Conference	At the Conference	At the Conference

IATBR 2027 Sponsorship Opportunities

GOLD SPONSOR

AU15,000+GST(AU16,500 incl GST) – You will be recognised as a Premier sponsor of the Conference.

Registration

- Four (4) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.
- Three (3) exhibitor staff passes (morning coffee, afternoon coffee, lunch and the Welcome Reception).

Exhibition Space

- 12 sqm space (6m x 2m) in the Exhibition area.

High value association

- Opportunity to sponsor / align with a session in the program (subject to committee and speaker approval. Sponsor will have no input into the session).

Profile

- Verbal acknowledgement as a Gold Sponsor at the Opening and Closing sessions.
- Company logo included on website with a hyperlink to your nominated website.
- Company logo on Conference signage where applicable.
- Company logo included within the Conference App along with contact details and 100 word profile.
- Opportunity to send a targeted email/content pack to all confirmed delegates two (2) months prior to the Conference (content to be approved by the Committee).
- Opportunity to place a standard roll up banner next to the registration desk.
- Access to delegate list (provided 2 weeks prior to the Conference and updates 1 week prior to the Conference and immediately after the Conference; Name of only those who have agreed to name disclosure will be shared).

IATBR 2027 Sponsorship Opportunities

SILVER SPONSOR

AU10,000+GST(AU11,000 incl GST)

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.
- Two (2) exhibitor staff passes (morning coffee, afternoon coffee, lunch and the Welcome Reception).

Exhibition Space

- 6 sqm prime space (3m x 2m) in the Exhibition area.

Profile

- Company logo on website with a hyperlink to your nominated website.
- Company logo on Conference signage where applicable.
- Company logo on the Conference App along with contact details and 50 word profile.
- Access to the delegate list (Names of only those who have agreed to name disclosure will be shared)

EXHIBITOR

AU6,000+GST(AU6,600 incl GST)

Registration

- One (1) delegate registration including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.
- One (1) exhibitor staff pass (morning coffee, afternoon coffee, lunch and the Festival of Food Welcome Reception).

Exhibition Space

- 6 sqm space/stand (3m x 2m) in the Exhibition area.

Profile

- Company name on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.
- Access to the delegate list (Names of only those who have agreed to name disclosure will be shared).

Innovative Enhancements (Additional Opportunities)

Networking and Food

WELCOME RECEPTION SPONSOR

AU8,000+GST(AU8,800 incl GST) – EXCLUSIVE OPPORTUNITY

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.

Profile

- Four (4) tickets to the Welcome Reception for customers and prospects.
- Naming rights to the Welcome Reception.
- Verbal acknowledgement at the Welcome Reception.
- Opportunity to address the dinner guests (up to 2 minutes) at the Welcome Reception.
- Opportunity to display a free standing banner (or other static display) at the Welcome Reception.
- Company logo on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.
- Access to delegate list (provided 2 weeks prior to the Conference and updates 1 week prior to the Conference and immediately after the Conference: Name of only those who have agreed to name disclosure will be shared).

Program and Education

SPEAKER SPONSOR

AU7,000+GST(AU7,700 incl GST) – Selection of the speaker and content of the presentation will be determined by the Organising Committee and subject to approval from the selected speaker. Sponsor to align through logo association on all the speaker's sessions

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.

Profile

- Company endorsement at the start of the supported speaker session.
- Company logo on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.
- Access to delegate list (provided 2 weeks prior to the Conference and updates 1 week prior to the Conference and immediately after the Conference: Name of only those who have agreed to name disclosure will be shared).

Innovative Enhancements (Additional Opportunities)

Technology

CONFERENCE APP SPONSOR

AU8,000+GST(AU8,800 incl GST) – EXCLUSIVE OPPORTUNITY – Opportunity to be promoted as The Conference App Sponsor. The Conference App will provide attendees up-to-the-minute information on the program, exhibition and details.

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.

Profile

- Exclusive logo presence on the Front 'splash' page of the App, highlighting the conference – this will be hyperlinked to the company website and will appear every time anyone opens the App.
- Exclusive logo presence on every navigation page (bottom lower half of App page dedicated to the sponsor). This will also be hyperlinked to the company website.
- Logo presence on the App sponsorship page - this page will also contain other sponsor logos, details and links (Sponsor to provide logo in the specific format within required deadlines).
- Promoted as the exclusive App Sponsor for the Conference on the website.
- Company logo on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.
- Access to delegate list (provided 2 weeks prior to the Conference and updates 1 week prior to the Conference and immediately after the Conference: Name of only those who have agreed to name disclosure will be shared).

POLLING SPONSOR

AU5,000+GST(AU5,500 incl GST) – EXCLUSIVE OPPORTUNITY – IATBR 2027 will facilitate questions for polls throughout the Conference program. The questions and options will appear on a static slide with the Sponsor logo at the end of the session prior to the corresponding break. After the break finishes, and the attendees reconvene, the result of the poll will be shown on the static slide with the Sponsor logo. This double visibility platform will be across each of the Conference catering breaks.

Registration

- One (1) Conference registration including sessions, morning coffee, afternoon coffee and the Welcome Reception.

Profile

- Naming rights to the polling platform.
- Static company logo will appear before, during, and after each time polling platform is used during the Conference.
- Company logo on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.
- Access to delegate list (provided 2 weeks prior to the Conference and updates 1 week prior to the Conference and immediately after the Conference: Name of only those who have agreed to name disclosure will be shared).

Innovative Enhancements (Additional Opportunities)

Branding

CONFERENCE LOUNGE SPONSOR

AU8,000+GST(AU8,800 incl GST) – EXCLUSIVE OPPORTUNITY – An area will be allocated within the exhibition to provide delegates with an area in which to relax and re-energise. The Conference Lounge provides the perfect setting and level of comfort from a busy program schedule.

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.

High value association

- The Conference Lounge will be located in a prominent location in the exhibition area with 10 sqm allocated to the sponsor to theme the space as required. (Theming costs for the area will be borne by the sponsor including furniture and internet. Power will be supplied by the Conference).
- Opportunity to display a freestanding banner (maximum size 2m high and 1m wide) in the Conference Lounge (Banners to be provided by the sponsor).

Profile

- Company logo on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.
- Access to delegate list (provided 2 weeks prior to the Conference and updates 1 week prior to the Conference and immediately after the Conference: Name of only those who have agreed to name disclosure will be shared).

LANYARD SPONSOR

AU5,000+GST(AU5,500 incl GST) – EXCLUSIVE OPPORTUNITY – Opportunity to be visible on the Lanyard being provided to all the attendees of the Conference (Lanyard to be provided by the Sponsor and approved by Committee before printing).

Registration

- One (1) delegate registration including sessions, morning coffee, afternoon coffee, lunch and the Welcome Reception.

Profile

- Company logo on website with a hyperlink to your nominated website.
- Company name on the Conference App along with contact details.

EXHIBITOR STAFF PASSES

Includes

- Attendance at the Exhibition.
- Attendance at the Welcome Reception.
- Morning and afternoon teas.
- Lunches.

Application for Sponsorship IATBR 2027

Please complete the form below.

We, _____ (company name), apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed: _____ Date: _____

Please forward this form to: iatbr@theconferencecompany.com

By mail to: [The Conference Company address – to be confirmed]

Company Details

Company:	Contact Person:
Postal Address:	Facsimile:
Telephone:	Email:
Mobile:	

A. Sponsorship Opportunities

Sponsorship and/or Item/s requested

1:	AU\$
2:	AU\$
3:	AU\$
4:	AU\$
Total:	AU\$

B. Exhibition Space Preferences

Please indicate your preferences in terms of the area you'd like to be positioned within the exhibition area:

1:
2:
3:

Terms and Conditions

Booking and Payment

All prices are quoted in Australian dollars and include GST of 10% (as of the date of the publication). The Conference reserves the right to vary the quoted prices in line with any changes in the rate of the GST.

On receipt of a signed Booking Form, a tax invoice for the required 50% deposit will be sent.

Confirmation of Sponsorship Packages and Exhibition space confirmation will only be made upon receipt of this deposit. The balance will be invoiced on 1 June 2027. Applications after this date will be invoiced in full.

Payment terms: 20 days.

All payments due must be received by the Conference Managers prior to the Conference. No sponsor/exhibitor will be allowed to set up their exhibition stand at the Conference until full payment has been received.

Floor Plan

If necessary, changes to the floor plan will be made after discussion with affected exhibitors.

Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 1 March 2027, your deposit will be refunded, less 20% administration fee
- from 1 March 2027, you are liable for 100% of the package selected.

If the Organising Committee cancels the Conference after 31 August 2027 in case of circumstances beyond its control, a 20% service fee will be deducted from the sponsorship package selected with the balance refunded.

If the Organising Committee cancels the Conference we will not be liable for any expenses incurred by you in preparation of material for the Conference or the supply of goods and services.

Health and Safety

In the interests of the health and safety of everybody attending the IATBR 2027 venue, all attendees, speakers, sponsors and exhibitors will be required to abide by any health and safety protocols in place at the time of the Conference.

We Invite Your Support

Thank you for taking the time to consider the possibilities IATBR 2027 has to offer.

If you have made your choices, please complete and return the Application for Sponsorship form.

If we can assist with further information, or discussing other opportunities, please contact the Conference Managers.

We hope that you are as enthusiastic about the opportunities that are available in Sydney and we look forward to welcoming you to the Conference in 2027.

Nihal Fernandez

Sponsorship and Exhibition Manager on behalf of the IATBR 2027 Organising Committee

The Conference Company

Email: iatbr@theconferencecompany.com Telephone: 1800 193 405



Contact

The Conference Company

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