

A photograph of three people at a conference booth. On the left, a man in a dark suit is seen from the side, looking towards the center. In the center, a man with a beard and glasses, wearing a white shirt and a blue lanyard with 'POLIS' on it, is smiling broadly. To his right, a woman with long brown hair, wearing a grey blazer, is looking down at a laptop on a table. The background is a blurred blue wall with some posters.

CALL FOR
SPONSORS &
EXHIBITORS

POLIS26
ANNUAL CONFERENCE

2 - 3 December 2026
Brussels, Belgium

ABOUT POLIS

*A network for cities,
regions, and more.*

Since 1989, POLIS has brought together **European cities, regions,** and related **organisations** committed to advancing innovative and sustainable transport solutions.

As **Europe's leading network for sustainable urban mobility and innovation**, POLIS advocates for a **stronger role for local and regional authorities** in shaping national and international mobility policies.

The network promotes **knowledge exchange among its members** and fosters **dialogue** and **cooperation** with industry, research centres, universities, and NGOs.

POLIS strengthens collaboration across Europe by supporting **access to research and innovation funding**, sharing results, and equipping decision-makers with practical tools and insights through its **Political Group** and engagement with **European institutions**.



127
MEMBERS

28
COUNTRIES



ACCESS



ENVIRONMENT
& HEALTH



GOVERNANCE
& INTEGRATION



ROAD SAFETY
& SECURITY



SMART MOBILITY

OUR CONFERENCE

#POLIS26: A mobility event like no other!

The **Annual POLIS Conference** is **Europe's leading sustainable urban mobility event**, bringing together cities, regions, and key stakeholders to showcase transport achievements to a large audience of mobility experts and decision-makers from the public and private sectors.

Following a record-breaking 2025 edition in Utrecht with over 1,000 participants, the next conference will be hosted in **Brussels, Belgium**, on **2-3 December 2026**.

The event will take place at **THE EGG**, a former warehouse turned conference centre, within walking distance of the Brussels South railway and metro station.

The venue offers **5,000 m² of modular exhibition space**, flexible break-out rooms, two large halls for social activities, and an Auditorium with state-of-the-art audiovisual technology.

WHAT TO EXPECT FROM #POLIS26



Networking opportunities

Connect with over 1,000 transport professionals from cities, regions, and the public and private sectors across Europe and beyond.



High-profile speakers

Hear from ministers, (deputy) mayors, EU representatives, and leaders from academia, industry, and international organisations.



Focus on sustainable transport

Discuss transport challenges and explore innovative, sustainable mobility solutions across European, urban, and regional contexts.



Rich and varied programme

Enjoy inspiring plenaries and in-depth technical sessions presenting innovative approaches and best practices in sustainable transport.



OUR PARTICIPANTS

TOP 20 COUNTRIES AT #POLIS25



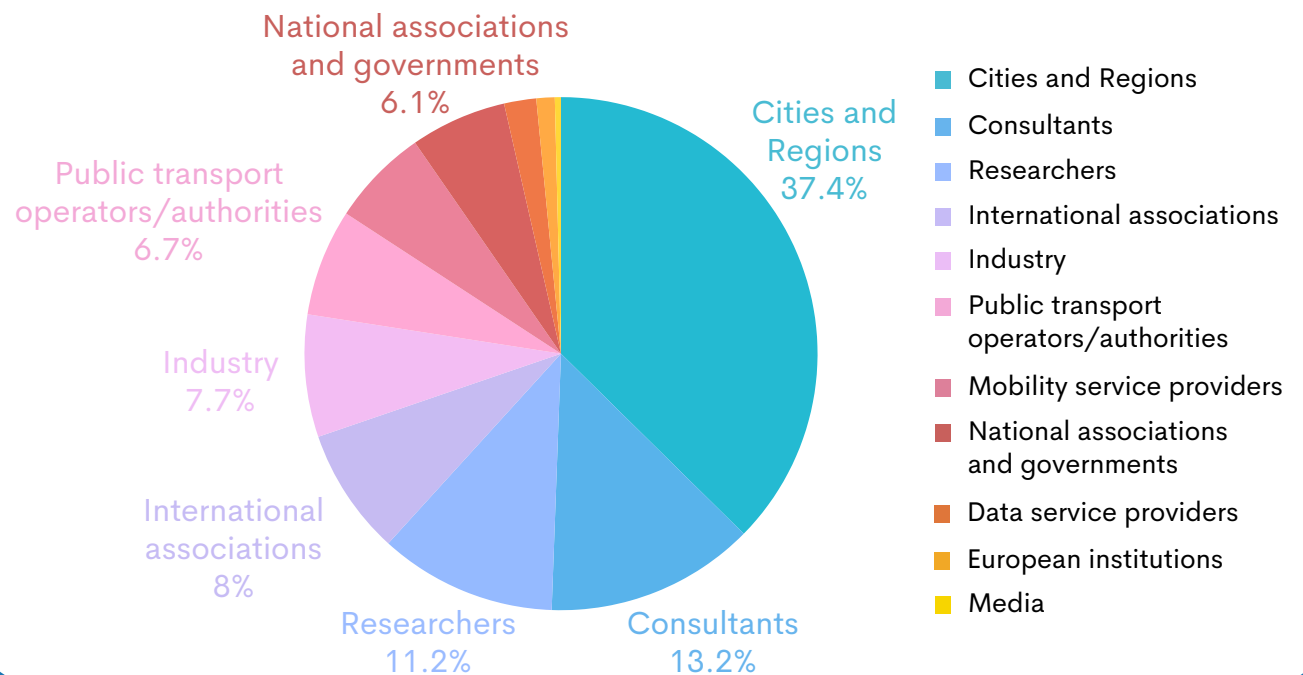
“ The Annual POLIS Conference is **where governments, researchers, and civil society meet to shape the future of urban mobility.**

“ By far my favourite conference of the year; **excellent speakers and a highly engaged, high-level audience.**

“ **What a network**—lots of interesting people and talks.

“ A very nice opportunity to get **new insights, network, and promote own activities!**

PARTICIPANTS AT #POLIS25:



OUR SPONSORS

What does it mean to be a sponsor at #POLIS26?

We prepared a range of **sponsor and exhibitor packages** tailored to your budget and objectives.

Collaborate with our team to ensure that your participation in this year's POLIS Conference **maximises your exposure to the right audience!**

As a **sponsor** for the upcoming Annual POLIS Conference 2026, you will enjoy unparalleled exposure at a premier event which engages key stakeholders driving smart, innovative, and sustainable transport solutions in urban and regional settings.

Exhibitors will have the chance to showcase their initiatives in our dedicated exhibition space and engage directly with decision-makers, planners, and practitioners from cities and regions.

Here is what to expect ➤

Amplify your brand visibility within key demographics



Elevate your business profile among decision-makers

Showcase your solutions, products, and services



Generate high-quality new sales leads

Connect directly with leading industry professionals



Build strong and lasting strategic partnerships



12m²



This booth features:

- PARTITION WALLS
- CARPETING
- FASCIA WITH COMPANY NAME AND STAND NUMBER
- LIGHTING
- 1 COUNTER
- 2 BARSTOOLS
- 1 TABLE
- 2 CHAIRS
- 1 BROCHURE DISPLAY
- POWER CONNECTION WITH 3 SOCKETS

6m²



This booth features:

- PARTITION WALLS
- CARPETING
- FASCIA WITH COMPANY NAME AND STAND NUMBER
- LIGHTING
- 1 COUNTER
- 2 BARSTOOLS
- 1 BROCHURE DISPLAY
- POWER CONNECTION WITH 3 SOCKETS

OUR BOOTHS

What will your booth at #POLIS26 look like?

You can choose between two booth options—one 6 m² and the other 12 m².

* Note that the final booth layout may vary slightly from the visuals shown on this page, particularly for stands positioned between others, with one front fascia and partition walls on both sides

SPONSOR OVERVIEW 1/2

	Packages	Booth	People	Logo	Promo	Magazine	Bio in programme	Leaflet/ video	Pitch	Interview	Mention in speech	Own Speech	App push notifications
€13,000	Diamond Premium	12m ²	3	Webpage + programme + mailings + app	1 partnership announcement	1 article + 1 A4 adv	Yes	Yes	Yes	Yes	Yes Opening Plenary		2
	Diamond Award	6m ²	3	Webpage + programme + mailings + app + award + award certificate	Handover award + news	1 article + 1 A4 adv	Yes	Yes	Yes	Yes		Yes Closing Plenary	2
€10,500	Platinum Dinner SOLD	6m ²	3	Webpage + programme + mailings + app	Logo at dinner 2 Dec 2026	1 A5 adv	Yes	Yes			Yes Dinner 2 Dec 2026	Yes Dinner 2 Dec 2026	
	Platinum Lanyard	6m ²	3	Webpage + programme + mailings + app	Lanyards with logo	1 A5 adv	Yes	Yes	Yes	Yes	Yes Opening Plenary		1
	Platinum App	6m ²	3	Webpage + programme + mailings + app	App with logo	1 A5 adv	Yes	Yes	Yes	Yes	Yes Opening Plenary		1
€8,500	Gold Premium	12m ²	2	Webpage + programme + mailings + app	1 partnership announcement		Yes	Yes	Yes	Yes	Yes Opening Plenary		1
	Gold Members Dinner SOLD	6m ²	2	Webpage + programme + mailings + app	Logo at dinner 1 Dec 2026		Yes	Yes			Yes Memb. dinner 1 Dec 2026	Yes Memb. dinner 1 Dec 2026	
€6,000	Silver Afterparty SOLD	6m ²	2	Webpage + programme + mailings + app	Logo at afterparty 2 Dec 2026 + mailing invite		Yes	Yes				Yes w/ SecGen at afterparty 1 Dec 2026	
	Silver Photobooth	6m ²	2	Webpage + programme + mailings + app	Logo on overlay 1 Dec 2026		Yes	Yes					

SPONSOR OVERVIEW 2/2

	Packages	Booth	People	Logo	Promo	Magazine	Bio in programme	Leaflet/ video	Pitch	Interview	Mention in speech	Own Speech	App push notifications
€ 6,000	Silver Lunch	6m ²	2	Webpage + programme + mailings + app	Branding lunch areas 2-3 Dec 2026		Yes	Yes					
	Silver Coffee break SOLD	6m ²	2	Webpage + programme + mailings + app	Branding coffee areas 2-3 Dec 2026		Yes	Yes					
	Silver Wi-Fi	6m ²	2	Webpage + programme + mailings + app	Logo on Wi-Fi posters 2-3 Dec 2026		Yes	Yes					
	Silver Video	6m ²	2	Webpage + programme + mailings + app	Logo on 2 recordings 2-3 Dec 2026		Yes	Yes					
	Silver Signage	6m ²	2	Webpage + programme + mailings + app	Logo on signage 2-3 Dec 2026		Yes	Yes					
	Silver Speaker room	6m ²	2	Webpage + programme + mailings + app	Branding speaker room 2-3 Dec 2026		Yes	Yes					
€ 2,500 € 4,000 € 6,000	Large Exhibitor	12m ²	2	Webpage + app			Yes	Yes					
	Small Exhibitor	6m ²	2	Webpage + app			Yes	Yes					
	Project Exhibitor	6m ²	1				Yes						

Diamond Premium

Offers maximum visibility for your brand, products, and services throughout the conference.

- 1 A large **12 m² stand*** in the exhibition area**
- 2 **5' pitch presentation***** in a dedicated session for sponsors during coffee and lunch breaks
- 3 **1 partnership announcement** and **1 short video-interview** on social media + **2 push notifications** sent during the event via #POLIS26 app
- 4 **1 'Cities in motion' article or interview****** + **1 A4 page adv**
- 5 Recognition in the **opening plenary speech** by POLIS Secretary General
- 6 Your **logo** on conference webpage, programme, mailings, and app
- 7 Your **50-word company description** in the programme
- 8 Your **leaflet** or **company video** hosted on the website and app
- 9 Participation of **3 persons** in the conference and conference dinner

Diamond Award

Gives you maximum visibility on stage during the conference and in post-conference news.

- 1 **Short speech** during the POLIS **Award ceremony** (Closing Plenary) + **handover of prize + recognition** in post-conference news
- 2 A **6 m² stand*** in the exhibition area**
- 3 **5' pitch presentation***** in a dedicated session for sponsors during coffee and lunch breaks
- 4 **1 short video-interview** on social media + **2 push notifications** sent during the event via #POLIS26 app
- 5 **1 'Cities in motion' article or interview****** + **1 A4 page adv**
- 6 Your **logo** on conference award, award certificate, webpage, programme, mailings, and app
- 7 Your **50-word company description** in the programme
- 8 Your **leaflet** or **company video** hosted on the website and app
- 9 Participation of **3 persons** in the conference and conference dinner

DIAMOND SPONSORS

€13,000

excluded VAT

Here listed:
Diamond Premium
Diamond Award

* Full stand descriptions are available on page 5

** The POLIS exhibition area will be divided in two separate areas, with coffee and lunch breaks taking place in both

*** Pitch presentations are on a 'first come, first served' base

**** Articles submitted by 1 September 2026 will appear in the December 2026 issue; later submissions will appear in July 2027

SOLD **Platinum Dinner**

Maximum visibility during the dinner of 2 December, which will attract around 550 guests.

- 1 **Short speech** at the beginning of the **conference dinner + logo displayed** at the dinner
- 2 Mention in the **dinner speech** by POLIS Secretary General
- 3 A **6 m² stand*** in the exhibition area**
- 4 **1 A5 page adv** on **'Cities in motion'** magazine
- 5 Your **logo** on conference webpage, programme, mailings and app
- 6 Your **50-word company description** in the programme
- 7 Your **leaflet** or **company video** hosted on the website and app
- 8 Participation of **3 persons** in the conference and conference dinner

Platinum Lanyard

Gives you maximum visibility throughout the conference, as everyone will need to wear the badge at all times!

- 1 **Conference lanyard for the badges** with your **logo**
- 2 A **6 m² stand*** in the exhibition area**
- 3 **5' pitch presentation***** in a dedicated session for sponsors during coffee and lunch breaks
- 4 **1 short video-interview** on social media + **1 push notification** sent during the event via #POLIS26 app
- 5 **1 A5 page adv** on **'Cities in motion'** magazine
- 6 Recognition in the **opening plenary speech** by POLIS Secretary General
- 7 Your **logo** on conference webpage, programme, mailings, and app
- 8 Your **50-word company description** in the programme
- 9 Your **leaflet** or **company video** hosted on the website and app
- 10 Participation of **3 persons** in the conference and conference dinner

PLATINUM SPONSORS

€10,500

excluded VAT

Here listed:
Platinum Dinner
Platinum Lanyard

* Full stand descriptions are available on page 5

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Platinum App

Offers maximum visibility for your company and brand on our conference phone app.

- 1 **Conference app** featuring your **logo**
- 2 A **6 m² stand*** in the exhibition area**
- 3 **5' pitch presentation***** in a dedicated session for sponsors during coffee and lunch breaks
- 4 **1 short video-interview** on social media + **1 push notification** sent during the event via #POLIS26 app
- 5 **1 A5 page adv** on '**Cities in motion**' magazine
- 6 Recognition in the **opening plenary speech** by POLIS Secretary General
- 7 Your **logo** on conference webpage, programme, mailings, and app
- 8 Your **50-word company description** in the programme
- 9 Your **leaflet** or **company video** hosted on the website and app
- 10 Participation of **3 persons** in the conference and conference dinner

PLATINUM SPONSORS

€10,500

excluded VAT

Here listed:
Platinum App



* Full stand descriptions are available on page 5

** The POLIS exhibition area will be divided in two separate areas, with coffee and lunch breaks taking place in both

*** Pitch presentations are on a 'first come, first served' base

Gold Premium

Ensures great visibility for your brand, both before and during the POLIS conference.

- 1 A large **12 m² stand*** in the exhibition area**
- 2 **5' pitch presentation***** in a dedicated session for sponsors during coffee and lunch breaks
- 3 **1 partnership announcement** and **1 short video-interview** on social media + **1 push notification** sent during the event via #POLIS26 app
- 4 Recognition in the **opening plenary speech** by POLIS Secretary General
- 5 Your **logo** on conference webpage, programme, mailings, and app
- 6 Your **50-word company description** in the programme
- 7 Your **leaflet** or **company video** hosted on the website and app
- 8 Participation of **2 persons** in the conference and conference dinner



Members' Dinner

Ensures great visibility and exclusive access for your members during the members-only dinner on 1 December.

- 1 **Short speech** at the beginning of the **members' dinner** + **logo displayed** at the dinner
- 2 Mention in the **members' dinner speech** by POLIS Secretary General
- 3 A **6 m² stand*** in the exhibition area**
- 4 Your **logo** on conference webpage, programme, mailings, and app
- 5 Your **50-word company description** in the programme
- 6 Your **leaflet** or **company video** hosted on the website and app
- 7 Participation of **2 persons** in the conference, the conference dinner, and the exclusive POLIS members-only dinner

GOLD SPONSORS

€8,500

excluded VAT

Here listed:
Gold Premium
Gold Members' Dinner

* Full stand descriptions are available on page 5

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*** Pitch presentations are on a 'first come, first served' base

Afterparty

Maximum visibility at the event taking place after the conference dinner of 2 December.

- 1 **Logo** displayed at the afterparty after the conference dinner
- 2 Dedicated **highlight in mailing** sent to all participants registered for the dinner
- 3 **Short speech** to launch the afterparty **with POLIS Secretary General**
- 4 A **6 m² stand*** in the exhibition area**
- 5 Your **logo** on conference webpage, programme, mailings, and app
- 6 Your **50-word company description** in the programme
- 7 Your **leaflet** or **company video** hosted on the website and app
- 8 Participation of **2 persons** in the conference and conference dinner

Silver Photobooth

NEW!

Gives you a unique and fun way to make your brand and organisation visible during and after the POLIS conference.

- 1 **Custom photo overlay** featuring your **logo** alongside the conference's
- 2 A **6 m² stand*** in the exhibition area**
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner

SILVER SPONSORS

€ 6,000

excluded VAT

Here listed:
Silver Afterparty
Silver Photobooth

* Full stand descriptions are available on page 5

** The POLIS exhibition area will be divided in two separate areas, with coffee and lunch breaks taking place in both

Silver Lunch

NEW!

Gives your brand visibility at all the designated lunch areas for conference delegates.

- 1 **Exclusive branding of the lunch areas*** and possibility of displaying promotional items
- 2 A **6 m² stand**** in the exhibition area***
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner



Coffee Break

and visibility at all the coffee break areas for delegates.

- 1 **Exclusive branding of the coffee break areas*** and possibility of displaying promotional items
- 2 A **6 m² stand**** in the exhibition area***
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner

SILVER SPONSORS

€ 6,000
excluded VAT

Here listed:
Silver Lunch
Silver Coffee Breaks

* Coffee break and lunch areas refer to the same catering space; branding is changed following the programme

** Full stand descriptions are available on page 5

*** The POLIS exhibition area will be divided in two separate areas, with coffee and lunch breaks taking place in both

Silver Wi-Fi

Ensures your logo is visible on signage with the Wi-Fi name and password in different areas at the conference venue.

- 1 **Exclusive branding of the posters** with information about the **Wi-Fi**
- 2 A **6 m² stand*** in the exhibition area**
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner

Silver Video

NEW!

Ensures your logo is visible on the overlay of the permanent recordings of the POLIS plenaries.

- 1 **Exclusive logo overlay** on the **video recording** of the **opening and closing plenary sessions**, which will be shared on the **POLIS website** and **YouTube**
- 2 A **6 m² stand*** in the exhibition area**
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner

SILVER SPONSORS

€ 6,000

excluded VAT

Here listed:
Silver Wi-Fi
Silver Video

* Full stand descriptions are available on page 5

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Silver Signage

NEW!

Offers maximum visibility for your brand, products, and services throughout the conference venue.

- 1 **Exclusive branding of the on-site signage** with information about the **room locations**
- 2 A **6 m² stand* in the exhibition area****
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner

Silver Speaker Room

NEW!

Gives you great visibility and recognition amongst speakers during the conference.

- 1 **Exclusive branding** of the **Speaker Room** and possibility of **displaying promotional items**
- 2 A **6 m² stand* in the exhibition area****
- 3 Your **logo** on conference webpage, programme, mailings, and app
- 4 Your **50-word company description** in the programme
- 5 Your **leaflet** or **company video** hosted on the website and app
- 6 Participation of **2 persons** in the conference and conference dinner

SILVER SPONSORS

€ 6,000

excluded VAT

Here listed:

Silver Signage

Silver Speaker Room

POLIS 2025
ENTRANCE
THIS WAY

* Full stand descriptions are available on page 5

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EXHIBITORS

For those who want a great deal, with a little less commitment:

€ 6,000

excluded VAT

€ 4,000

excluded VAT

€ 2,500

excluded VAT

Large Exhibitor

Offers maximum visibility for your organisation at the conference exhibition area.

- 1 A large **12 m² stand*** in the exhibition area**
- 2 Your **logo** on conference webpage and app
- 3 Your **50-word company description** in the programme
- 4 Your **leaflet** or **company video** hosted on the website and app
- 5 Participation of **2 persons** in the conference and conference dinner

Small Exhibitor

Offers great visibility for your organisation at the conference exhibition area.

- 1 A **6 m² stand*** in the exhibition area**
- 2 Your **logo** on conference webpage and app
- 3 Your **50-word company description** in the programme
- 4 Your **leaflet** or **company video** hosted on the website and app
- 5 Participation of **2 persons** in the conference and conference dinner

Project Exhibitor

Gives EU-funded projects the opportunity to showcase their work at their stand in our exhibition area.

- 1 A **6 m² stand*** in the exhibition area**
- 2 Your **50-word company description** in the programme
- 3 Participation of **1 person** in the conference and conference dinner

* Full stand descriptions are available on page 5

** The POLIS exhibition area will be divided in two separate areas, with coffee and lunch breaks taking place in both

WANT TO BECOME A SPONSOR OR EXHIBITOR?

DOWNLOAD
OUR FORM



Click the icon above
or click [here](#) to get it

READ THE
STANDARD TERMS



You can find them on page 2
of the [downloaded form](#)

RETURN THE
SIGNED FORM



To acollignon@polisnetwork.eu
and jlucca@polisnetwork.eu

WANT A TAILORED PACKAGE?

Please contact:

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INSTAGRAM

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LINKEDIN

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BLUESKY

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@polisvideo



Your megaphone to
hundreds of millions
of waze and Google
Maps drivers

Scan the QR code
to learn more!



POLIS26

ANNUAL CONFERENCE

2 - 3 December 2026

Brussels, Belgium