

## 2019 Polis Conference

27-28 November 2019  
The Egg, Brussels, Belgium

### Sponsorship and Exhibition Opportunities

Innovation in Transport for Sustainable Cities and Regions



**POLIS** | ANNUAL  
CONFERENCE  
**2019**

CITIES AND REGIONS FOR TRANSPORT INNOVATION

27-28 November 2019, Brussels



## About the conference

The 2019 Polis Conference takes place on **27 and 28 November 2019 at The Egg in Brussels.**

**The annual Polis Conference provides a unique opportunity for your organisation to connect with up to 550 committed transport innovation professionals who work in local and regional governments and related public and private sector organisations.**

The **opening and closing plenary sessions** focus on the European, urban and regional policy dimensions of a sustainable urban and regional transport system. They feature high level speakers such as mayors and deputy mayors from cities and regions, European Commissioners, Directors and MEPs, and thought leaders from international organisations, research and industry.

The **technical parallel sessions** feature in-depth presentations and discussions on urban transport solutions selected through an open call in view of their degree of innovation and their ability to meet the sustainable mobility policy needs of cities and regions.

**Participants** include members of Polis, i.e. transport practitioners and policy makers of local and regional authorities from across Europe; transport professionals and decision makers from other public authorities; representatives from the transport industry, SME's and start-ups, mobility service providers, transport researchers & consultants; and high-level representatives and experts from the European institutions.

Last year's Polis conference in Manchester welcomed **around 550 participants.**

**Meeting language:** English

---

## About Polis

Since 1989, European local and regional authorities have been working together within the Polis network to promote sustainable mobility through the deployment of innovative transport solutions. Polis fosters cooperation and partnerships across Europe with the aim of making research and innovation in transport more accessible to cities and regions. We look forward to celebrating our 30<sup>th</sup> anniversary with you at the conference!

The presidency of the network is currently held by Transport for Greater Manchester.

[www.polisnetwork.eu/2019conference](http://www.polisnetwork.eu/2019conference)



# Sponsorship and exhibitor packages

Increase your profile and visibility among European cities and regions and other transport experts from across Europe and choose between our various sponsorship packages!

- **Become a sponsor or conference partner** and gain maximum exposure at a premier conference targeting key stakeholders involved in smart, innovative and sustainable transport solutions in cities and regions.
- **Become a targeted sponsor** and link your profile to specific conference parts or products.
- **Book an exhibition stand** for your company or your project. Benefit from the coffee and lunch breaks in the exhibition area and host an info session to present your innovative ideas to planners and practitioners from cities.

Do not hesitate to contact us to accommodate individual needs and specific interests and develop a **tailored sponsorship package** that perfectly meets your expectations!

## Overview sponsorship packages

Overview options	Diamond	Platinum		Gold		Silver	
		Award	Web streaming	Partner	Official dinner	Members dinner	After party
Price	10.000	8.000		7.000		5.000	
Logo conference material: programme & webpage	X	X	X	X	X	X	X
Recognition plenary session by Secretary General	X	-	X	X	-	-	-
Description in the programme	X	X	X	X	-	-	-
Leaflet in the bag	X	-	-	X	X	X	X
Area 12 m <sup>2</sup> in exhibition	X	-	-	-	-	-	-
Area 6 m <sup>2</sup> in exhibition	-	X	X	X	-	-	-
Info session during lunch break	X	X	X	X	-	-	-
Participants conference/dinner	3	2	2	2	2	2	2
Specific option linked to the package chosen	- + logo on cover page - + logo on bag - Info on public display at Polis offices - Polis meeting room for free 2x/year	- Speech during award ceremony - Recognition in press release	- Sponsor info broadcast on live stream - Logo on web streaming page		- welcome speech at the dinner - logo on invitation and menu - +/-200-250 participants	- welcome speech at the dinner - logo on invitation and menu - +/- 80 Polis members	- launch of the party - logo on invitation - invitation mailing to participants

## Overview exhibitor packages

Overview of packages	Large	Small	Projects
Price	5.000	3.000	1.000
Exhibition space 12 m <sup>2</sup>	X	-	-
Exhibition space 6 m <sup>2</sup>	-	X	X
Info session during break	X	-	-
Logo on materials: mailings, programme and webpage	X	X	-
Description in the programme	X	X	-
Leaflets in the bag	X	X	-
Participants conference/dinner	2	2	1

## Why Sponsor?

**Sponsors and exhibitors** are associated to a well-known and highly recognised European transport conference attended by an expected audience of up to 550 participants. In addition, the dedicated conference mailings, and visibility off the website allow reaching over 17,000 persons across Europe from the urban transport sector.

## Sponsorship packages

### Diamond Sponsor

- Logo on conference materials: **cover page** of the conference programme, logo on **conference bag**, conference webpage, logo in all remaining conference mailings to database of 17.000 contacts
- Recognition in plenary opening speech by Polis Secretary General
- Short company description in the conference programme
- Company leaflet in the conference bag
- A large stand in the exhibition area (12 m<sup>2</sup>)
- Additional visibility possible by hosting an info session at exhibition stand during one of the breaks
- One document available on public display in the Polis offices for one year (2,000 visitors per year)
- Meeting room for free twice in one year, at the Polis offices in Brussels' European quarter
- Participation of three persons in the conference and conference dinner

**Price of the Diamond sponsor package: 10,000 Euro**

## Platinum Sponsor

### 1. Award Sponsor

For the fifth time, the Polis Conference would like to offer the “Thinking Cities Award” to the best and most innovative European urban mobility solution presented by a city or region at the conference that helps to tackle local transport challenges. The sponsor of the ‘Thinking Cities’ Award will receive the following advantages:

- Logo on conference material: conference programme, award certificate, conference webpage, logo in all remaining conference mailings to database of 17.000 contacts
- Short speech during the award ceremony and handover of the prize to the winner
- Recognition in the related press release announcing the winner
- Short company description in the conference programme
- A stand in the exhibition area (6 m<sup>2</sup>)
- Additional visibility possible by hosting an info session at exhibition stand during one of the breaks
- Participation of two persons in the conference and conference dinner

**Price of the Platinum – Award Sponsor package: 8,000 Euro**

### 2. Conference web streaming

The Polis conference plenary sessions will be broadcast online through live web streaming and will remain available as recordings afterwards. Just before and after the sessions, the conference web streaming sponsor can broadcast company information. The package includes:

- Logo on conference materials: conference programme, conference webpage, logo in all remaining conference mailings announcing the web streaming to approximately 17.000 contacts
- Recognition in plenary opening speech by Polis Secretary General
- Sponsor logo on the web streaming page
- Sponsor information broadcast on live stream channel just before and after the plenary sessions
- Short company description in the conference programme
- Sponsor visibility beyond the conference through recorded webcast
- Stand in the exhibition area (6 m<sup>2</sup>)
- Additional visibility possible by hosting an info session at exhibition stand during one of the breaks
- Participation of two persons in the conference and the conference dinner

**Price of the Platinum – Conference web streaming package: 8,000 Euro**



## Gold Sponsor

### 1. Conference partner

- Logo on conference material: conference programme, conference webpage, logo in all remaining conference mailings to database of 17.000 contacts
- Recognition in plenary opening speech by Polis Secretary General
- Short company description in the conference programme
- Company leaflet in the conference bag
- A small stand in the exhibition area (6 m<sup>2</sup>)
- Additional visibility possible by hosting an info session at exhibition stand during one of the breaks
- Participation of two persons in the conference and conference dinner

**Price of the Gold - Conference Partner package: 7,000 Euro**

### 2. Official conference dinner

Become the exclusive sponsor for the **official conference dinner** on 27 November hosting around 200 guests. The package includes:

- Logo on conference material: conference programme and conference webpage
- Short welcome speech at start of the conference dinner
- Recognition during dinner speech by Polis Secretary General
- Logo on the invitation card distributed to all participants
- Logo on menu cards on tables
- Company leaflet in the conference bag
- Participation of two persons in the conference and the dinner

**Price of the Gold – Official conference dinner package: 7,000 Euro**

## Silver Sponsor

### 1. Polis members dinner

Become the exclusive sponsor for the **Polis members dinner** on 26 November which gathers around 80 representatives from Polis member cities and regions and provides exclusive access to local/regional governments working on transport innovation:

- Logo on conference material: conference programme and conference webpage
- Short welcome speech at start of the dinner
- Recognition during dinner speech by Polis Secretary General
- Logo on the invitation card distributed to all participants
- Logo on menu cards on tables
- Company leaflet in the conference bag
- Participation of two persons in the conference and the members dinner

**Price of the Silver – Polis members dinner package: 5,000 Euro**



## 2. After-Party sponsor

The Polis After-Party is an informal and popular get-together inviting all conference delegates for drinks and dancing after and at the same venue as the official conference dinner on the 27<sup>th</sup> of November.

- Logo on conference material: conference programme and conference webpage
- Launch the start of the party
- Recognition during dinner speech by Polis Secretary General
- Logo on the invitation card distributed to all participants
- Invitation mailing to participants for after-party
- Company leaflet in the conference bag
- Participation of two persons in the conference and the dinner

**Price of the Silver – After-party sponsor package: 5,000 Euro**

## Exhibitor Options

### Large exhibitor

- A large stand in the exhibition area (12 m<sup>2</sup>)
- Additional visibility possible by hosting an info session at exhibition stand during one of the breaks
- Logo visible for participants, e.g. on the conference webpage
- Short exhibitor description in the conference programme
- Leaflet in the conference bag
- Participation of two persons in the conference and the dinner

**Price of the large exhibitor package: 5,000 Euro**

### Small exhibitor

- A stand in the exhibition area (6 m<sup>2</sup>)
- Logo visible for participants, e.g. on the conference webpage
- Short exhibitor description in the conference programme
- Leaflet in the conference bag
- Participation of two persons in the conference

**Price of the small exhibitor package: 3,000 Euro**

### Project exhibitor

This package targets European-funded projects that wish to present their work at a dedicated stand.

- A stand in the exhibition area (6 m<sup>2</sup>)
- Participation of one person in the conference

**Price of the small exhibitor package: 1,000 Euro**



## THE VENUE

*The opening and closing plenary sessions, the four rounds of thematic parallel sessions, as well as lunches, coffee breaks and the exhibition will take place at THE EGG conference centre in Brussels.*



THE EGG is a unique conference venue, housed in a post-industrial building, and offering a wide range of combinations and configurations. It is situated at the heart of Europe's capital city, at walking distance from the international Brussels South ("midi") railway and metro station. The Polis exhibition will be at the Riverside area of THE EGG, an original and unique space that looks up to a sky of glass and metal, like an echo of the transparent water below.



### THE EGG, view of exhibition area

**Exhibition:** areas of 6 and 12 square meters will be made available to exhibitors. Coffee and lunch breaks will take place in the exhibition area, which is close to the main conference auditorium and break-out session rooms, thus ensuring proper exposure of the exhibitors to the participants. All participants will pass the stands several times throughout the duration of the conference.

**A detailed layout of the exhibition area is available upon request.**

Further information on the venue: <http://www.eggbrussels.eu>



## **POLIS CONFERENCE APPLICATION FORM FOR SPONSORS & EXHIBITORS**

Please return this form completed and signed to [jlucca@polisnetwork.eu](mailto:jlucca@polisnetwork.eu)

Organisation: \_\_\_\_\_

Street and number: \_\_\_\_\_

Postal code, city, country: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile phone: \_\_\_\_\_

VAT number: \_\_\_\_\_

Names of persons attending conference  
and manning exhibition stand: \_\_\_\_\_

### **We would like to take part in the 2019 Annual Polis Conference in Brussels as:**

- Diamond Sponsor** -10,000 Euro excluding VAT
- Platinum sponsor - **Award** - 8,000 Euro excluding VAT
- Platinum sponsor - **Web streaming**- 8,000 Euro excluding VAT
- Gold Sponsor - **Conference Partner** - 7,000 Euro excluding VAT
- Gold Sponsor - **Conference dinner** - 7,000 Euro excluding VAT
- Silver Sponsor - **Members dinner** - 5,000 Euro excluding VAT
- Silver Sponsor - **After Party** - 5,000 Euro excluding VAT
- Large exhibitor** - 5,000 Euro excluding VAT
- Small exhibitor** -3,000 Euro excluding VAT
- Project exhibitor** - price 1,000 Euro excluding VAT

