



EUROPEAN CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS



## 2014 ANNUAL POLIS CONFERENCE

### *INNOVATION IN TRANSPORT FOR SUSTAINABLE CITIES AND REGIONS*

Madrid, 27-28 November 2014  
<http://www.polisnetwork.eu/2014conference>

### *Information on Exhibition and Sponsorship Opportunities*

In this document, you will find information on

- Sponsorship packages
- Exhibition offers
- Partnership with Thinking Cities





## THE EVENT – 2014 ANNUAL POLIS CONFERENCE

*The Polis conference is the annual event of the Polis network of European cities and regions networking for innovative transport solutions.*

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The programme of the conference, taking place on 27 and 28 November, is built around an opening plenary session, 16 parallel sessions and a closing plenary session. On 26 November, the day before the conference, some side events take place, including the Polis annual general assembly, a Polis workshop on air quality, and two EU project training seminars. The Conference is then followed, on the afternoon of the 28<sup>th</sup> of November, by technical visits open to the participants of the conference.

The sessions feature presentations and roundtable discussions on transport solutions chosen according to their degree of innovation and their ability to meet the needs of urban and regional authorities.

Speakers include representatives of European cities and regions, industry, researchers, members of the European institutions, etc.

The opening and closing plenary sessions will focus more on the European, urban and regional policy dimensions of a sustainable urban and regional transport system with the participation of high level speakers.

### Profile of the participants:

- members of the Polis network, i.e. transport and mobility practitioners and policy makers from European local and regional authorities
- transport professionals from other public authorities;
- decision makers at local, regional, national and EU level;
- representatives of the transport industry;
- researchers & consultants;
- representatives of the civil society;
- representatives of the European institutions.

Exhibitors and sponsors will have the opportunity to be associated to an event attended by an expected audience of 300 participants.

In addition to the participants of the event, the mailing with information related to the conference and visibility off the website allows to reach over 10,000 contacts from the urban transport sector.

Meeting language: English

Conference Webpage: <http://www.polisnetwork.eu/2014conference>



## SPONSORSHIP OPPORTUNITIES

**Exhibition Area:** Areas of approximately 6 and 12 square meters will be made available to exhibitors. The coffee breaks and lunch breaks will take place in the exhibition area, ensuring proper exposure of the exhibitors to the participants. All participants will pass the stands several times throughout the duration of the conference.

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### Packages for sponsors

Several conference sponsorship packages are available and include [exhibition opportunities](#). These offers can be tailored to individual sponsor's needs and suggestions.

Sponsorship of the Conference will offer the opportunity to develop a long-lasting relationship with Polis and its membership by exhibiting at the [2014 Polis Conference](#) and/or by actively contributing to the Polis 'Thinking Cities' expert magazine.

'Thinking Cities' magazine aims to help shape the debate on sustainable transport in Europe and beyond. For cities and regions it offers an exciting opportunity to help stakeholders understand the central role local and regional authorities play in achieving transport innovation. For the industry and other stakeholders, it provides the ideal platform to showcase their innovations to these cities and regions.



## SPONSORSHIP OVERVIEW

The 2014 Polis Conference sponsorship offer provides a wide range of opportunities to increase your visibility among European cities and regions, and other transport experts. The overview below summarises available packages, while also proposing possible upgrades in partnership with *Thinking Cities* magazine. Most of Polis Annual Conference sponsorship packages propose:

- An exhibition stand
- Inclusion of communication tools in the conference programme (leaflet, logo etc.)
- Free registration as participants

The Thinking Cities Upgrades further give the opportunity to

- Contribute with a Thinking Cities article
- Add a hot linked logo on [thinkingcities.com](http://thinkingcities.com)

Specific *Thinking Cities* sponsorship opportunities are also available.

The following pages provide detailed information on the respective sponsorship packages.

Sponsorship Package	Platinum	Thinking Cities Award	Conference Webcast	General Assembly Dinner	Large Exhibitor	Package Sponsor	Small Exhibitor	Project Exhibitor
Main feature	Extensive links with Polis network for a year	Speech presentation at Award Ceremony	Conference Webcast	Speech at dinner	Large Exhibition Stand	Sponsor's documentation in USB stick Logo on lanyard	Small Exhibition Stand	Small Exhibition Stand
Price	10.000 €	8.000 €	6.000 €	5.000 €	5.000 €	5.000 €	3.000 €	1.000 €
Thinking Cities Upgrades								
Upgrade 1 10.000 €	4-page article 1-page advertisement Interview in Thinking Cities podcast ('Thinking Aloud') Virtual roundtable discussion Hot linked logo on thinkingcities.com							
Upgrade 2 6.000 €	4- page article 1- page advertisement Interview in Thinking Cities podcast ('Thinking Aloud') Hot linked logo on thinkingcities.com website							
Upgrade 3 3.000 €	2- page article A half page advertisement Hot linked logo on thinkingcities.com							

## Platinum Sponsor

There will be a maximum of three platinum partners.

The package includes the following advantages:

- ✓ Leaflet in the conference bag
- ✓ A large stand on the exhibition (12 m<sup>2</sup>)
- ✓ Participation of up to four persons in the conference
- ✓ Logo on the front page of the printed version of the conference programme
- ✓ Sponsor information during one year on the section dedicated to the conference on the Polis website
- ✓ Possibility to make one document permanently available on public display in Polis offices for one year (2,000 visitors per year)
- ✓ Possibility to rent for free a meeting room in Polis offices twice in one year

Price of the Platinum Partnership: 10,000 Euro

## 'Thinking Cities' Award

This year, the annual Polis Conference will give the opportunity to acknowledge the best European mobility initiative. The Thinking City Prize will acknowledge positive initiative and demonstration in innovative European cities. Partners to the 'Thinking Cities' Award will receive the following advantages:

- ✓ [Speech presentation during the Award ceremony](#)
- ✓ Leaflet in the conference bag
- ✓ A stand on the exhibition (6 m<sup>2</sup>)
- ✓ Participation of up to two persons to the conference
- ✓ Logo on the printed version of the conference programme

Price of the Diamond Partnership: 8,000 Euro

## Conference Webstreaming

Polis conference sessions are made available online through webstreaming. During the conference breaks, the conference webstreaming sponsor can broadcast information on its company. The conference webstreaming package offers:

- ✓ [Information on the conference webpage and sponsor's presentation](#) broadcast during conference breaks
- ✓ Integration of the [visual identity of the sponsor](#) (at least logo) on the webstreaming page
- ✓ [Integration of sponsor's logo in mailing invitation](#) to Polis webstream
- ✓ Stand on the exhibition (6m<sup>2</sup>);
- ✓ Logo on the printed conference programme;
- ✓ Participation of two persons to the conference and the conference dinner;

Price of the webstreaming package: 6,000 euro

## ➤ General Assembly Dinner Sponsor

The Polis Annual General Assembly dinner sponsor will be the exclusive partner of this dinner. The General Assembly dinner is expected to gather 80 representatives from Polis member cities and regions on the evening of the 26<sup>th</sup> of November 2014

This **exclusive package** for the Polis Annual General Assembly Dinner includes the following advantages:

- ✓ **Speech at the dinner**
- ✓ Logo on e-mail messages to the potential participants to the dinner
- ✓ Logo on the invitation card distributed to the participants to the dinner
- ✓ Leaflet in the conference bag
- ✓ A stand on the exhibition (6 m<sup>2</sup>)
- ✓ Participation of up to two persons to the conference
- ✓ Logo on the conference programme

Price of the General Assembly Dinner Sponsorship: 5,000 Euro

## ➤ Large Exhibitor

The package includes the following advantages:

- ✓ **A stand on the exhibition (12 m<sup>2</sup>)**
- ✓ **Leaflet** in the conference bag
- ✓ Participation of four persons to the conference
- ✓ Logo on the conference programme

Price of the Large Exhibitor: 5,000 Euro

## ➤ Conference Package sponsor

The package includes the following advantages:

- ✓ **Flagged lanyard** for conference badges
- ✓ **Logo on USB stick** distributed to Conference participants
- ✓ Sponsor's **documentations** in USB memory stick

Price of the USB Sponsor: 5,000 Euro





## **Small Exhibitor**

The package includes the following advantages:

- ✓ A stand on the exhibition (6 m<sup>2</sup>)
- ✓ Leaflet in the conference bag
- ✓ Participation of up to two persons to the conference
- ✓ Logo on the conference programme

Price of the Small Exhibitor: 3,000 Euro

## **Project Exhibitor**

European projects wishing to present their work can book a stand during the Polis Conference. The package includes the following advantages:

- ✓ A stand on the exhibition (6 m<sup>2</sup>)
- ✓ Participation of one person to the conference

Price of the Project Exhibitor: 1,000 Euro



## ➤ Package upgrades for Thinking Cities are available in several options:

### ✓ Upgrade 1

- One [four page article](#) in 'Thinking Cities' magazine highlighting your contribution to sustainable mobility in European cities/regions,
- with a [one page full colour advertisement](#) in Thinking Cities
- [Hot linked logo](#) on thinkingcities.com
- An [interview](#) in one episode of *Thinking Aloud*, an online podcast on the Thinking Cities website
- A [virtual roundtable discussion](#) of your choice

Price of Upgrade 1: 10,000 Euro

### ✓ Upgrade 2

- One [four-page article](#) in 'Thinking Cities' magazine highlighting your contribution to sustainable mobility in European cities/regions;
- [with one page full colour advertisement](#) in Thinking Cities magazine;
- [Hot linked logo](#) on thinkingcities.com website;
- An [interview](#) in one episode of Thinking Aloud, an online podcast on Thinking Cities website

Price of Upgrade 2 : 6,000 Euro

### ✓ Upgrade 3

- One [two page article](#) in 'Thinking Cities' magazine highlighting your contribution to sustainable mobility in European cities/regions,
- with a [one half page full colour advertisement](#) in Thinking Cities
- [Hot linked logo](#) on thinkingcities.com:

Price of Upgrade 3: 3,000 Euro

## Contact

Please contact Polis for more details:

Isabelle Maurizi  
Project Officer  
imaurizi@polisnetwork.eu  
Tel: +32 2 500 56 78  
Fax: +32 2 500 56 80

## THE VENUE:

*The opening and closing plenary sessions, and the four streams of thematic parallel sessions, as well as lunches, coffee breaks and the exhibition will take place in the Cibeles Palace – Madrid*

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**The Cibeles Palace** is situated at the heart of Madrid on Cibeles Square, at crossroads of Alcalá Street, Paseo de Recoletos and the Paseo del Prado. As one of the most iconic places of Madrid, Cibeles Square offers historical and architectural monuments such as its 18<sup>th</sup> century fountain.

The Cibeles Palace, formerly named Communications Palace, currently hosts Madrid's City Hall and offers ample exhibition space.

Further information on the site is available at [http://www.madridtourist.info/cibeles\\_square.html](http://www.madridtourist.info/cibeles_square.html)

A map of the conference venue and of the exhibition space is available upon request.





## APPLICATION FORM FOR EXHIBITORS & SPONSORS

Please send this form completed and signed to [jlucca@polisnetwork.eu](mailto:jlucca@polisnetwork.eu) by 24<sup>th</sup> October 2014

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Place and country \_\_\_\_\_

\_\_\_\_\_

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

Name of the persons attending the conference and managing the exhibition stand

\_\_\_\_\_

E-Mail \_\_\_\_\_

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

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

**We would like to take part to the 2014 Annual Polis Conference in Madrid as:**

- Platinum Sponsor** – price: 10,000 euro excluding VAT
- Thinking City Award**- price 8,000 euro excluding VAT
- Polis Webstreaming Sponsor** - price: 6,000 euro excluding VAT
- General Assembly dinner** - price: 5,000 euro excluding VAT
- Large exhibitor** - price: 5,000 euro excluding VAT
- Conference package Sponsor** – price: 5,000 euro excluding VAT
- Small exhibitor** – price: 3,000 euro excluding VAT
- Project exhibitor** - price; 1,000 euros excluding VAT
- Thinking Cities Upgrades
  - Upgrade 1** - price: 10,000 euro excluding VAT
  - Upgrade 2** – price: 6,000 euro excluding VAT
  - Upgrade 3** – price 3,000 euro excluding VAT

Date, Signature, Organisation seal \_\_\_\_\_