



EUROPEAN CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS

# 2015 Polis Conference

19-20 November, Brussels, Belgium

## Sponsorship and Exhibition Opportunities

Innovation in Transport for Sustainable Cities and Regions



**2015** ANNUAL POLIS CONFERENCE  
19-20 November 2015, Brussels  
Innovation in Transport for Sustainable Cities and Regions

The annual event of the leading European network of cities and regions on transport innovation



## About the conference

The 2015 Polis Conference takes place on **19 and 20 November in Brussels**.

The **opening and closing plenary sessions** focus on the European, urban and regional policy dimensions of a sustainable urban and regional transport system. Speakers in recent Polis Conferences included José Viegas, ITF Secretary-General, Siim Kallas, former EU Commissioner for Transport, Maurizio Lupi, Italian Transport Minister, and Ana Botella Serrano, Mayor of Madrid.

The **16 technical parallel sessions** feature in-depth presentations and discussions on urban transport solutions chosen through an open call for abstracts according to 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 from local and regional authorities; transport professionals and decision makers from other public authorities; representatives of the transport industry, transport researchers & consultants; and high-level representatives and experts from the European institutions.

**Meeting language:** English

*The 2015 Polis Conference is a unique opportunity for your organisation to connect with 350 committed transport innovation professionals who work in local and regional governments and related public and private sector organisations.*

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## About Polis

For more than 25 years, 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.

Current president of the network is the city of Madrid.

[www.polisnetwork.eu/2015conference](http://www.polisnetwork.eu/2015conference)



## Sponsorship packages

Increase your profile and visibility among European cities and regions and other transport experts from across Europe and choose between various packages. To accommodate individual needs and specific interests, **these packages can be tailored** if wished.

**A | Become a main sponsor or conference partner** and gain maximum exposure at a premier conference targeted at key stakeholders involved in smart, innovative and sustainable transport solutions in cities and regions.

**B | Become a thematic sponsor** and link your profile to specific topics and products.

**C | Book an exhibition stand** for your company or your project and present your innovative ideas to planners and practitioners from implementing cities. Benefit from the coffee and lunch breaks in the exhibition area and the Exhibition Study Tour including a slot behind the microphone.

**D | Upgrade any package with a 'Thinking Cities' option** to be featured in the print and online magazine

	A		B			C
	Main sponsor	Conference partner	Award sponsor	Conference webcast	Dinner sponsor	Exhibitor
Main feature	Extensive links with Polis for 1 year, incl. exhibition	Visibility on all material incl. bags or USB sticks	Speech presentation at Award Ceremony	Visible at webstreaming	Speech at dinner	Large, small or project stand
Price	10,000 €	6,000 €	8,000 €	6,000 €	6,000 €	5,000/3,000/1,000 €
D   Thinking Cities Upgrade						
4,000/ 6,000 € (advertisement, article)						

## Why Sponsor?

**Sponsors and exhibitors** are associated to a well-known and highly recognised European transport conference attended by an expected audience of around 350 participants. In addition, the dedicated conference mailings, and visibility off the website allow reaching over 15,000 persons across Europe from the urban transport sector.



## Conference Sponsorship:

### Main sponsor

- ✓ Visible on conference material incl. the cover page of the conference programme
- ✓ Company leaflet in the conference bag
- ✓ A large stand in the exhibition area (12 m<sup>2</sup>)
- ✓ Additional visibility via speaking slot during the 'Exhibition Study Tour'
- ✓ Participation of two persons in the conference and conference dinner
- ✓ Sponsor information during one year on the conference section of the Polis website
- ✓ 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

**Price of the Main Sponsor package: 10,000 Euro**

### Conference partner

- ✓ Visible on conference material such as conference programme and webpage
- ✓ Sponsor logo on conference bags or USB sticks distributed to conference participants
- ✓ Sponsor's documentation on USB memory stick
- ✓ Company leaflet in the conference bag
- ✓ Participation of two persons in the conference and conference dinner

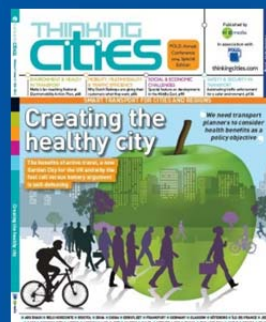
**Price of the Conference Partner package: 6,000 Euro**

## About 'Thinking Cities'

Sponsorship of the conference will also provide the opportunity to partner with the 'Thinking Cities' magazine, jointly published by Polis and H3B Media (<http://thinkingcities.com>).

'Thinking Cities' magazine helps to shape the debate on sustainable and innovative urban transport solutions in Europe and beyond. For cities and regions it offers an exciting opportunity to help stakeholders understand the central role they play in achieving transport innovation. For the industry and other key players, it provides the ideal platform to showcase their innovations to these cities and regions.

Please see "Thinking Cities Upgrades" on the following pages or contact us for tailored packages.





## Thematic Sponsorship:

### Award sponsor

This year, the annual Polis Conference would like to present the best and most innovative European urban mobility initiative with the “Thinking Cities Award”. It will reward innovative urban transport solutions deployed in European cities that help to tackle local challenges. The sponsor of the ‘Thinking Cities’ Award will receive the following advantages:

- ✓ Speech during the plenary award ceremony and handover of the prize to the winner
- ✓ Company leaflet in the conference bag
- ✓ Logo on the conference programme
- ✓ A stand in the exhibition area (6 m<sup>2</sup>)
- ✓ Possibility for a speaking slot during the ‘Exhibition Study Tour’
- ✓ Participation of two persons in the conference and conference dinner

**Price of the Thinking Cities Award sponsor package: 8,000 Euro**

### Conference webcast

Polis conference sessions will be made available online through live webstreaming. During the conference breaks, the conference webcast sponsor can broadcast company information. The package includes:

- ✓ Integration of the sponsor logo on the webstreaming page
- ✓ Logo on all related communications, incl. conference programme, webpage and mailings announcing the webstream to approx. 13,000 contacts
- ✓ Sponsor information broadcast on live stream channel during conference breaks
- ✓ Sponsor visibility beyond the conference through recorded webcast
- ✓ Stand in the exhibition area (6 m<sup>2</sup>)
- ✓ Possibility for a speaking slot during the ‘Exhibition Study Tour’
- ✓ Participation of two persons in the conference and the conference dinner

**Price of the conference webcast sponsor package: 6,000 Euro**

### Dinner sponsor

Become the exclusive sponsor for one of the two official dinners: (1) For the Conference Dinner on 19 November, or (2) for the Polis Annual General Assembly (AGA) dinner on 18 November, which gathers around 80 representatives from Polis member cities and regions and provides unique access to local/regional governments working on transport innovation.

- ✓ Welcome address at the dinner
- ✓ Visible with logo on the conference programme
- ✓ Logo on the invitation card distributed to all participants
- ✓ Company leaflet in the conference bag
- ✓ Participation of two persons in the conference and the dinner

**Price of the dinner sponsor package: 6,000 Euro**



## Exhibitor Options:

### Large exhibitor

- ✓ A large stand in the exhibition area (12 m<sup>2</sup>)
- ✓ Additional visibility and possibility of a speaking slot during the 'Exhibition Study Tour'
- ✓ Logo visible towards participants, e.g. on the conference webpage
- ✓ Leaflet in the conference bag
- ✓ Participation of two persons in the conference

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

### Small exhibitor

- ✓ A stand in the exhibition area (6 m<sup>2</sup>)
- ✓ Additional visibility and possibility of a speaking slot during the 'Exhibition Study Tour'
- ✓ Logo visible towards participants, e.g. on the conference webpage
- ✓ 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 projects that wish to present their work at a dedicated stand.

- ✓ A stand in the exhibition area (6 m<sup>2</sup>)
- ✓ Additional visibility and possibility of a speaking slot during the 'Exhibition Study Tour'
- ✓ Participation of one person in the conference

**Price of the Project Exhibitor package: 1,000 Euro**

## Thinking Cities Upgrades

### Upgrade option 1

Sponsors of the 2015 Polis Conference are offered advantageous rates to partner with the print and online magazine 'Thinking Cities'. Published jointly by H3B media and Polis, this year's second 'Thinking Cities' issue will be launched and distributed at the 2015 Polis Conference.

- ✓ One four-page article in 'Thinking Cities' magazine highlighting your contribution to sustainable mobility in European cities/regions
- ✓ 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 1: 6,000 Euro**

### Upgrade option 2

- ✓ One full colour page full colour advertisement in Thinking Cities
- ✓ Hot linked logo on thinkingcities.com:

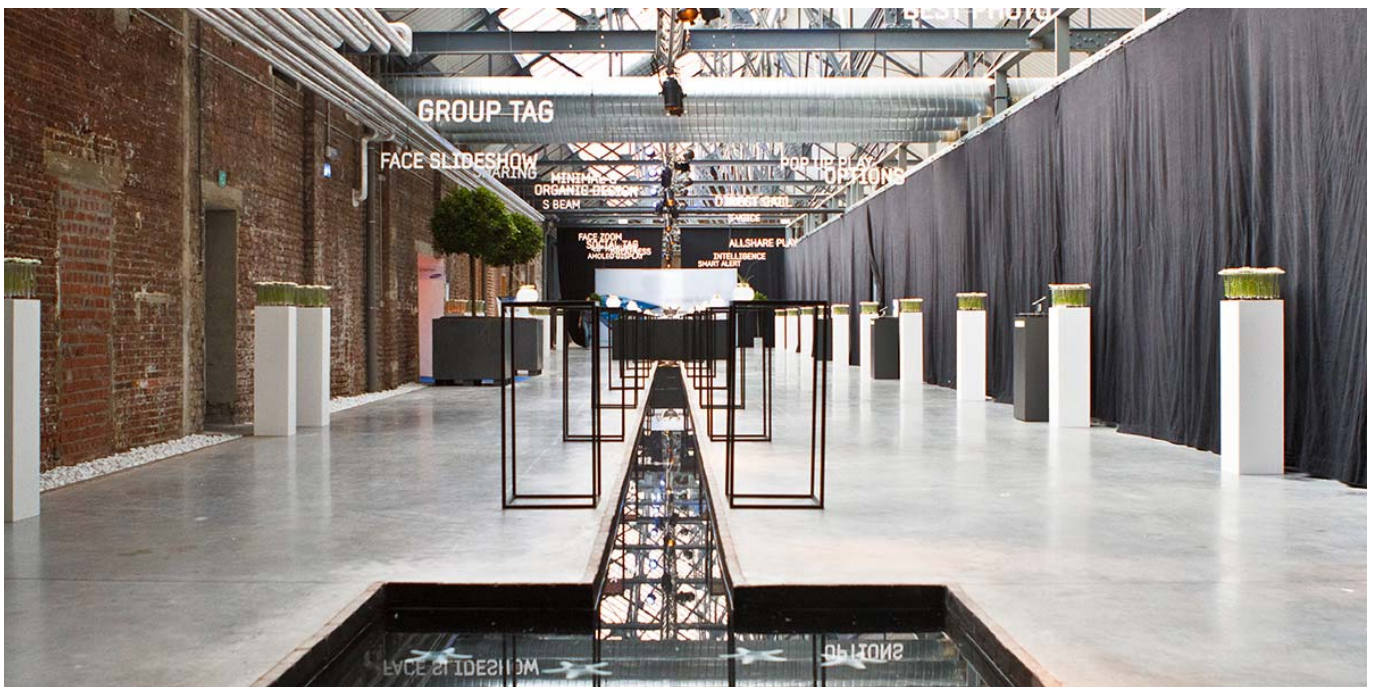
**Price of Upgrade 2: 4,000 Euro**

## THE VENUE

*The opening and closing plenary sessions, the four streams of thematic parallel sessions, as well as lunches, coffee breaks and the exhibition will take place at the 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 railway and metro station. The Polis conference will take place 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 Riverside, view on 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 right next to the main conference room 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>



## 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 2015 Annual Polis Conference in Brussels as:

- Main Sponsor** – price: 10,000 euro excluding VAT
- Conference Partner** – price: 6,000 euro excluding VAT
- Award Sponsor** - price 8,000 euro excluding VAT
- Conference Webcast Sponsor** - price: 6,000 euro excluding VAT
- Dinner Sponsor** - price: 6,000 euro excluding VAT
- Large exhibitor** - price: 5,000 euro excluding VAT
- Small exhibitor** – price: 3,000 euro excluding VAT
- Project exhibitor** - price; 1,000 euros excluding VAT
- Thinking Cities Upgrade** – price 6,000 €
- Thinking Cities Upgrade** – price 4,000 €

Date, signature, company stamp