



EUROPEAN CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS

# 2017 Polis Conference

6-7 December, THE EGG, Brussels, Belgium

## Sponsorship and Exhibition Opportunities

Innovation in Transport for Sustainable Cities and Regions



### 2017 ANNUAL POLIS CONFERENCE

6-7 December 2017, 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 2017 Polis Conference takes place on **6 and 7 December in Brussels**.

**The 2017 Polis Conference provides a unique opportunity for your organisation to connect with up to 500 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. High level speakers and panellists in recent Polis conferences included for example Christophe Najdovski, Deputy Mayor for Transport in Paris, Pex Langenberg, Vice-Mayor for Transport in Rotterdam, European Vice-President and Commissioner for Jobs, Growth, Investment and Competitiveness Jyrki Katainen, and European Vice-President and Commissioner for the Energy Union Maros Sefcovic.

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 of the transport industry, transport researchers & consultants; and high-level representatives and experts from the European institutions.

Last year's Polis conference in Rotterdam welcomed **around 500 participants**.

**Meeting language:** English

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## 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.

Current president of the network is vice-mayor Pex Langenberg, from the city of Rotterdam.

[www.polisnetwork.eu/2017conference](http://www.polisnetwork.eu/2017conference)





## Sponsorship 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!

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

**A | Become a main 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.

**B | Become a targeted sponsor** and link your profile to specific conference parts or products.

**C | 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.

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

	A		B			C
	Main sponsor	Conference partner	Award sponsor	Conference webcast	Dinner / Party sponsor	Exhibitor
Main feature	Extensive links with Polis for 1 year, incl. exhibition	Visibility on all material incl. conference bags	Speech at Award Ceremony	Visibility through webstreaming	Dinner speech/ Invitation mailing to participants	Large, small or project stand
Price	10,000 €	8,000 €	6,000 €	6,000 €	6,000/5,000 €	5,000/3,000/1,000 €
D   Thinking Cities Upgrade						
Advertisement, article, interview						

## 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 500 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

- ✓ Logo on conference material: cover page of the conference programme, conference bag and webpage
- ✓ Short company description in the conference programme
- ✓ Recognition in plenary opening speech by Polis Secretary General
- ✓ 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
- ✓ Participation of two persons in the conference and conference dinner
- ✓ Visibility in the issue Thinking Cities Magazine released at the occasion of the Polis conference
- ✓ 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

- ✓ Logo on conference material: conference programme, conference bag and webpage
- ✓ Short company description in the conference programme
- ✓ Recognition in plenary opening speech by Polis Secretary General
- ✓ Sponsor logo on conference bags distributed to conference participants
- ✓ 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
- ✓ Company leaflet in the conference bag
- ✓ Participation of two persons in the conference and conference dinner

**Price of the Conference Partner package: 8,000 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.

Contact us for more information.





## Targeted Sponsorship:

### Award sponsor

For the third time, Polis Conference would like to offer the “Thinking Cities Award” to the best and most innovative European urban mobility initiative presented at the conference. 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 award ceremony and handover of the prize to the winner
- ✓ Recognition in the related press release announcing the winner
- ✓ Logo on the conference programme and award certificate
- ✓ 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 Thinking Cities Award sponsor package: 6,000 Euro**

### Conference webcast

Selected 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 web streaming page
- ✓ Logo on conference programme, webpage and mailings announcing the webcast to approx. 13,000 contacts
- ✓ Sponsor information broadcast on live stream channel during conference breaks
- ✓ 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 conference webcast sponsor package: 6,000 Euro**

### Dinner / Party sponsor

Become the exclusive sponsor for one of the two official dinners or the after-party: (1) For the **closed Polis Annual General Assembly dinner** on 5 December, which gathers around 80 representatives from Polis member cities and regions and provides exclusive access to local/regional governments working on transport innovation, (2) For the **official conference dinner** on 6 December hosting around 200 guests, (3) for the **Polis After-Party**, 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 6 December.

- ✓ Short welcome speech at start of the dinner (1) + (2)
- ✓ Recognition during dinner speech by Polis Secretary General
- ✓ Visible with logo on the conference programme and conference webpage
- ✓ Logo on the invitation card distributed to all participants
- ✓ Logo on menu cards on tables (1) + (2)
- ✓ Company leaflet in the conference bag
- ✓ Invitation mailing to participants for after-party
- ✓ Participation of two persons in the conference and the dinner

**Price of the dinner / party sponsor packages: (1) 5,000 Euro (2) 6,000 Euro, (3) 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

**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 Project Exhibitor package: 1,000 Euro**

## Thinking Cities Upgrades

Sponsors of the 2017 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 2017 Polis Conference.

Contact us for more information on how to feature your company in Thinking Cities Magazine through an article, interview or advertisement.



## 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 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, 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 2017 Annual Polis Conference in Brussels as:

- Main Sponsor** – price: 10,000 euro excluding VAT
- Conference Partner** – price: 8,000 euro excluding VAT
- Award Sponsor** - price 6,000 euro excluding VAT
- Conference Webcast Sponsor** - price: 6,000 euro excluding VAT
- AGA dinner sponsor** - price: 5,000 euro excluding VAT
- Conference Dinner Sponsor** - price: 6,000 euro excluding VAT
- Party Sponsor** - price: 5,000 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

Date, signature, company stamp