

Sponsorship & Exhibition Opportunities



The Polis Conference 2020 is organised in collaboration with

About the conference

The Polis Conference 2020 will take place on **2 and 3 December 2020 in the city region of Arnhem-Nijmegen in the Netherlands.**

The annual Polis Conference provides a unique opportunity for your organisation to connect with up to 600 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 Brussels welcomed **around 600 participants.**

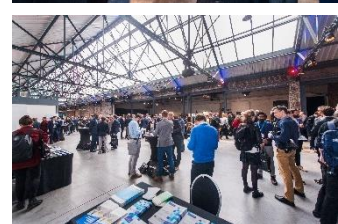
Meeting language: English

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.

The presidency of the network is currently held by the city of Gothenburg.

www.polisnetwork.eu/2020-annual-polis-conference/



2020 Polis Conference

Sponsorship & exhibition opportunities

www.polisnetwork.eu

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	
	Premium	Award	Conference App	Lanyard
Price	10.000		8.000	
Logo conference material: programme & webpage	✓	✓	✓	✓
Recognition in plenary session by Secretary General	✓	✗	✓	✓
Description in the programme	✓	✓	✓	✓
Leaflet in the bag	✓	✗	✓	✓
Area 12 m ² in exhibition	✓	✗	✗	✗
Area 6 m ² in exhibition	✗	✓	✓	✓
Info session during lunch break	✓	✓	✓	✓
Participants conference/dinner	3	3	2	2
Specific option linked to the package chosen	<ul style="list-style-type: none"> • Feature article in Thinking Cities • 1 push notification in conference app • Post on social media before conference • Info on public display at Polis offices • Polis meeting room for free 2x/year 	<ul style="list-style-type: none"> • Speech during award ceremony • Recognition in press release 	<ul style="list-style-type: none"> • Conference app with company advert • 1 push notification in conference app 	<ul style="list-style-type: none"> • Logo on badge lanyards

Overview options	Gold		Silver	
	Conference Partner	Official dinner	Members dinner	After party
Price	7.000		5.000	
Logo conference material: programme & webpage	✓	✓	✓	✓
Recognition in plenary session by Secretary General	✓	X	X	X
Description in the programme	✓	X	X	X
Leaflet in the bag	✓	✓	✓	✓
Area 12 m ² in exhibition	✓	X	X	X
Area 6 m ² in exhibition	X	X	X	X
Info session during lunch break	✓	X	X	X
Participants conference/dinner	3	2	2	2
Specific option linked to the package chosen	<ul style="list-style-type: none"> Partnership announcement on social media before conference 	<ul style="list-style-type: none"> Welcome speech at the dinner Logo on invitation and menu +/-200-250 participants 	<ul style="list-style-type: none"> Welcome speech at the dinner Logo on invitation and menu +/- 80 Polis members 	<ul style="list-style-type: none"> 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 ²	✓	X	X
Exhibition space 6 m ²	X	✓	✓
Info session during break	✓	X	X
Logo on the conference webpage	✓	✓	X
Description in the programme	✓	✓	X
Leaflets in the bag	✓	✓	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 600 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

1. Premium sponsor

- Logo on conference materials: conference programme, conference webpage, logo in all conference mailings to database of 17.000 contacts
- Communication actions before and during the conference: featured article or interview on Thinking Cities magazine, 1 partnership announcement on social media, 1 push notification sent during the event via the conference app
- 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 m²)
- Additional visibility 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 (in 2021), at the Polis offices in Brussels' European quarter
- Participation of three persons in the conference and conference dinner

Price of the Diamond - Premium sponsor package: 10,000 Euro

2. Award Sponsor

For the sixth 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 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 m²)
- Additional visibility by hosting an info session at exhibition stand during one of the breaks
- Participation of three persons in the conference and conference dinner

Price of the Diamond – Award Sponsor package: 10,000 Euro



Platinum Sponsor

1. Conference App

- Logo on conference material: conference programme, conference webpage, logo in all conference mailings to database of 17.000 contacts
- Conference App with the company advert
- 1 push notification sent during the event via the conference app
- 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 m2)
- 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 – Conference App package: 8,000 Euro

2. Lanyard sponsorship

- Logo on conference material: conference programme, conference webpage, logo in all conference mailings to database of 17.000 contacts
- Logo on badge lanyards
- 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 m2)
- 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 – Badging/Lanyard package: 8,000 Euro

Gold Sponsor

1. Conference partner

- Logo on conference material: conference programme, conference webpage, logo in all conference mailings to database of 17.000 contacts
- 1 partnership announcement on social media before the conference
- 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 m2)
- Additional visibility possible by hosting an info session at exhibition stand during one of the breaks
- Participation of three 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 2 December 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 1 December 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 2 December.

- Logo on conference material: conference programme and conference webpage
- Launch the party with a very short speech
- 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 m²)
- 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 m²)
- 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 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 m²)
- Participation of one person in the conference and the dinner

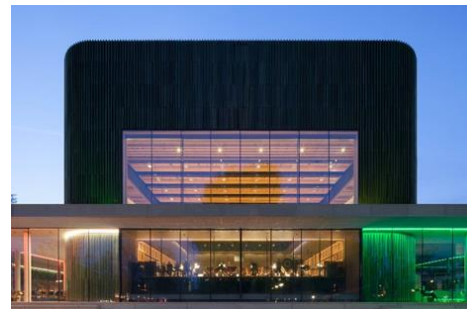
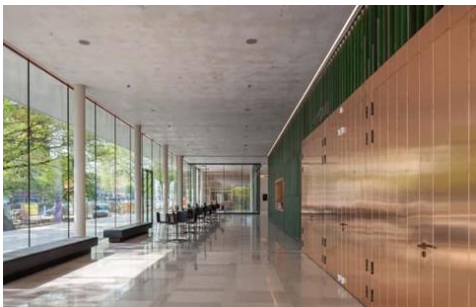
Price of the small exhibitor package: 1,000 Euro

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 Musis.



Musis Sacrum (Latin for 'dedicated to the Muses') is a unique conference venue in the Arnhem Nijmegen City Region. It is located on Velperplein and Park Lauwersgracht in Arnhem, at walking distance from the main railway station. The building combines a historic outlook from 1847 with a modern profile in the green urban city centre. The exhibition area will be at the Park foyer of Musis, a unique space right next to the plenary conference room, within the networking and lunch area, offering a beautiful view over the park.



View of the MUSIS and the Park foyer, where the exhibition will take place.

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: <https://www.musisenstadstheater.nl>

POLIS CONFERENCE

Application form for sponsors & exhibitors

Please return this form completed and signed to jlucca@polisnetwork.eu

Organisation:

Street and number:

Postal code, city, country:

Contact person:

E-mail address:

Phone:

Mobile phone:

VAT number:

Names of persons attending conference
and manning exhibition stand:

We would like to take part in the 2020 Annual Polis Conference in Arnhem as:

- Diamond sponsor -**Premium** – 10,000 Euro excluding VAT
- Diamond sponsor – **Award** – 10,000 Euro excluding VAT
- Platinum Sponsor – **Conference App** – 8,000 Euro excluding VAT
- Platinum Sponsor – **Badging/lanyard** – 7,000 Euro excluding VAT Silver Sponsor
- Gold sponsor – **Conference Partner** – 7,000 Euro excluding VAT
- Gold Sponsor – **Conference Official 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** – 1,000 Euro excluding VAT

Standard terms

1. The final invoice must be paid by the contractor within 30 days of receipt
2. Indemnity/liability: the contractor will indemnify POLIS against all liability arising from the use of the conference & exhibition premises according to the booking confirmation. Any costs of lost items, damage and/or repair must be fully paid to POLIS.
3. Third parties engaged by the contractor: the contractor is responsible for any damages caused by third parties engaged under their name. The contractor is responsible for any related insurances needed by third parties.
4. Clearing and cleaning up: Any equipment or material used for the exhibition not provided by POLIS must be removed by the contractor the last of the conference (POLIS will confirm the timing in advance). Any costs and expenses incurred in doing so are paid by the contractor.
5. The contractor will comply with the following cancellation charges:

After agreement:	80 % to be reimbursed to POLIS
3 months before event:	100 % to be reimbursed to POLIS

SIGNATURE AND DATE: