

Discover our Sponsorship & Exhibition opportunities

Gothenburg, Sweden | 1-2 December 2021

www.polisnetwork.eu/2021conference

organised in partnership with



**City of
Gothenburg**

An aerial photograph of a city, likely Göteborg, Sweden, featuring a dense urban landscape with numerous buildings, a river, and a bridge in the background. A large, semi-transparent blue geometric shape, resembling a stylized 'G' or a series of overlapping triangles, is overlaid on the left side of the image. The text 'Table of contents' is written in white, bold, sans-serif font within this blue area.

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The background image shows a large conference hall from the audience's perspective. The stage is lit with blue and orange lights. A large screen at the front displays the conference details. The audience is seated in rows of blue chairs, many with laptops open. The overall atmosphere is professional and high-tech.

About the POLIS Conference

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.

Our **plenary sessions** focus on the European, urban and regional policy dimensions of sustainable transport and feature high-level speakers such as mayors, European Commissioners, 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 for speakers.

The POLIS Conference 2021 will take place on 1 and 2 December 2021 in Gothenburg, Sweden.

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 Network 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.

About the Host

Gothenburg, on the beautiful Atlantic west coast, is Sweden's second largest city and the largest non-Capital in the Nordic countries.

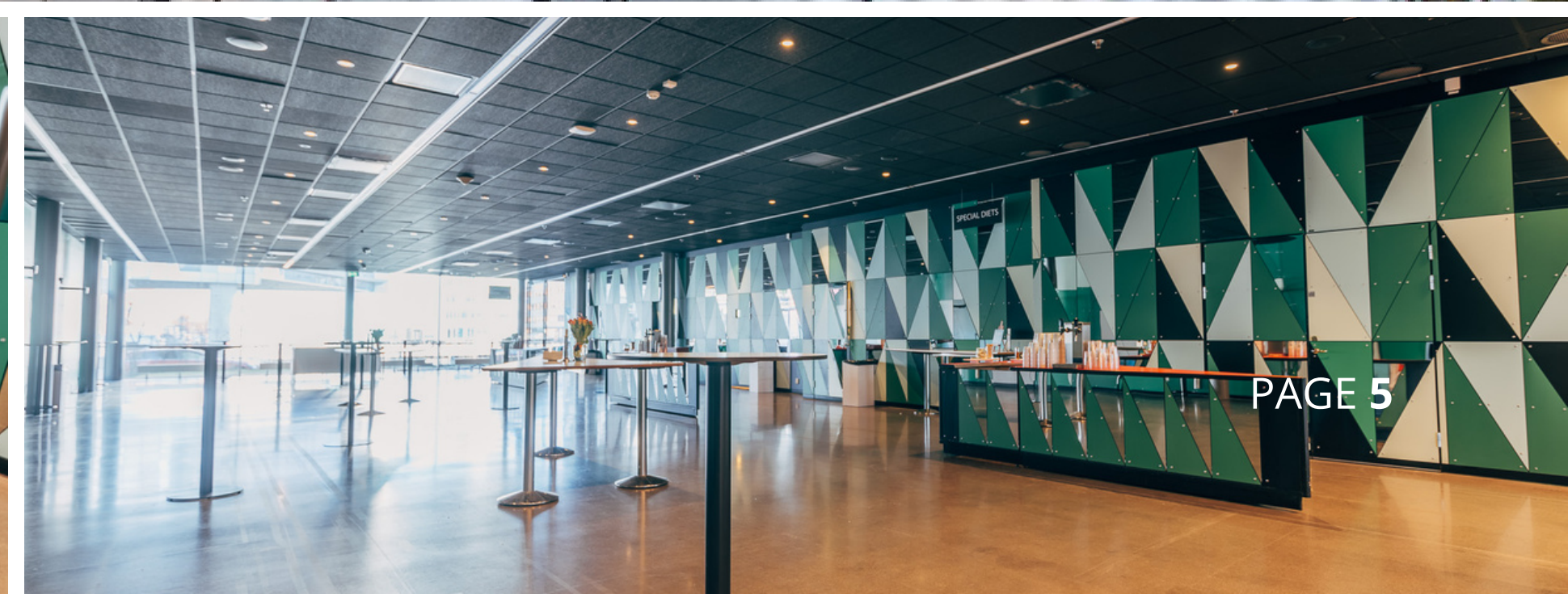
With a focus on innovation, sustainability and co-creation, the city of Gothenburg hosts one of Europe's most dynamic clusters within the field of mobility.

The compact city centre, built around the canals, has everything a big and prominent city should offer, and all amenities and top-rated attractions are within walking distance.

About the Conference venue

The conference will take place at the **Lindholmen Conference Centre**, a renowned Science Park in the fields of intelligent transport systems, mobile internet and media.

A **350m² area** adjacent to the conference hall and close to the break-out session rooms will be made available for sponsors and exhibitors. Coffee and lunch breaks will take place in the exhibition area, thus ensuring greater interaction between exhibitors and conference participants.



Selected past sponsors

dott



Uber

FREENOW ✓



TomTom



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KEOLIS



kapsch >>>





Who will you meet at the conference?

Last year, in our first-ever digital edition, we welcomed around 900 participants. Participants in our conference include:

- ✓ 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
- ✓ SMEs and start-ups, mobility service providers, transport researchers and consultants
- ✓ High-level representatives and experts from the European institutions.

Sponsorship & Exhibition opportunities

Increase your profile and visibility among European cities and regions and other transport experts from across Europe.



As a **sponsor** or **conference partner**, you will gain maximum exposure at a premier conference targeting key stakeholders involved in smart, innovative and sustainable transport solutions in cities and regions.



As a **targeted sponsor**, you will link your profile to specific parts or products of the conference.



As an **exhibitor**, you will showcase your work and products in our exhibition area and host an info session to present your innovative ideas to planners and practitioners from cities and regions.

Diamond Premium

As a **Diamond Premium Sponsor**, you will ensure maximum visibility for your brand, products and services.

your investment
10,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, mailing to our database of 17.000+ contacts
- Visibility before and during the event: featured article or interview in Thinking Cities magazine, 1 partnership announcement on social media, 1 push notification sent during the event via the conference app
- Recognition in the 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 the 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 2022), at the POLIS offices in Brussels
- Participation of three persons in the conference and conference dinner

Diamond Award

The **Thinking Cities Award** is awarded to the best and most innovative urban mobility solution presented by a city or region at the conference.

your investment
10,000 EUR

What is included in the package?

- Your 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

Platinum App

As a **Platinum "App"** sponsor, your company and brand will have great visibility on our conference app.

your investment
8,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, regular mailings to our database of 17.000+ contacts
- Conference App with your logo and a message from your company
- 1 push notification sent during the event via the conference app
- Mention in opening plenary speech by POLIS Secretary General
- Short company description in the conference programme
- Company leaflet in the conference bag
- Small stand in the exhibition area (6 m²)
- Additional visibility by hosting an info session at the exhibition stand during one of the breaks
- Participation of two persons in the conference and conference dinner

Platinum Lanyard

As a **Platinum "Lanyard" sponsor**, your brand will be featured on the conference badge lanyards.

your investment
8,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, regular mailings to our database of 17.000+ contacts
- Your logo on the conference badge lanyards
- Mention in opening plenary speech by POLIS Secretary General
- Short company description in the conference programme
- Company leaflet in the conference bag
- Small stand in the exhibition area (6 m²)
- Additional visibility by hosting an info session at the exhibition stand during one of the breaks
- Participation of two persons in the conference and conference dinner

Gold Partner

As a "**Gold**" conference partner, you will ensure great visibility for your brand both before and during the POLIS conference.

your investment
7,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, regular mailings to our database of 17.000+ contacts
- 1 partnership announcement on social media before the conference
- Mention in opening plenary speech by POLIS Secretary General
- Short company description in the conference programme
- Company leaflet in the conference bag
- Large stand in the exhibition area (12 m²)
- Additional visibility by hosting an info session at the exhibition stand during one of the breaks
- Participation of three persons in the conference and conference dinner

Gold Conference Dinner

Become the exclusive sponsor for the **official conference dinner** on 1 December hosting around 200 guests.

your investment
7,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, regular mailings to our database of 17.000+ contacts
- Short welcome speech at the beginning of conference dinner
- Mention in dinner speech by POLIS Secretary General
- Your logo on the invitation card distributed to all participants
- Your logo on the dinner menu displayed on all tables
- Company leaflet in the conference bag
- Participation of three persons in the conference and conference dinner

Silver

POLIS Members Dinner

Become the sponsor for the **POLIS members' dinner** on 30 November to have exclusive access to local and regional governments working on transport innovation.

your investment
5,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, regular mailings to our database of 17.000+ contacts
- Short welcome speech at the beginning of the dinner
- Mention in dinner speech by POLIS Secretary General
- Your logo on the invitation card distributed to all participants
- Your logo on the dinner menu displayed on all tables
- Company leaflet in the conference bag
- Participation of two persons in the members dinner (no other external guests) and conference dinner

Silver

After-party

The **POLIS After-Party** is an informal and popular get-together inviting conference delegates for drinks and dancing after the conference dinner on 1 December.

your investment
5,000 EUR

What is included in the package?

- Your logo on our conference materials: programme, webpage, regular mailings to our database of 17.000+ contacts
- Short speech to launch the conference party
- Mention in dinner speech by POLIS Secretary General
- Your logo on the invitation card distributed to all participants
- Dedicated invitation mailing sent to all participants
- Company leaflet in the conference bag
- Participation of two persons in the conference and conference dinner

Large exhibitor

Ensure maximum visibility
for your organisation at the
conference exhibition.

your investment
5,000 EUR

What is included in the package?

- Large stand in the exhibition area (12 m²)
- Your logo on our conference webpage
- Additional visibility by hosting an info session at the exhibition stand during one of the breaks
- Short exhibitor description in the conference programme
- Leaflet in the conference bag
- Participation of two persons in the conference and conference dinner

Small exhibitor

Be part of the exhibition and
present your products or
services to conference
participants.

your investment
3,000 EUR

What is included in the package?

- A stand in the exhibition area (6 m²)
- Your logo on our conference webpage
- Short exhibitor description in the conference programme
- Leaflet in the conference bag
- Participation of two persons in the conference and conference dinner


Project exhibitor

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

your investment
1,000 EUR

What is included in the package?

- A stand in the exhibition area (6 m²)
- Participation of one person in the conference and conference dinner



Would you like to discuss a tailored sponsorship package?

We are willing to accommodate individual needs and develop a tailored sponsorship package that perfectly meets your expectations.

Contact: Julie Lucca,
jlucca@polisnetwork.eu

POLIS Conference 2021

Application form for sponsors and exhibitors



Sponsor or exhibitor information

Organisation: _____
Street and number: _____
Postal code, city, country: _____
Contact person: _____
E-mail address: _____
Phone: _____
Mobile phone: _____
VAT number: _____
Names of persons attending the conference
and manning exhibition stand: _____

We would like to take part in the POLIS Conference 2021 as:

- ☐ Diamond sponsor – Premium – 10,000 EUR excluding VAT
- ☐ Diamond sponsor – Award – 10,000 EUR excluding VAT
- ☐ Platinum Sponsor – Conference App – 8,000 EUR excluding VAT
- ☐ Platinum Sponsor – Badging/lanyard – 7,000 EUR excluding VAT
- ☐ Gold sponsor – Conference Partner – 7,000 EUR excluding VAT
- ☐ Gold Sponsor – Conference Official dinner – 7,000 EUR excluding VAT
- ☐ Silver Sponsor – Members dinner – 5,000 EUR excluding VAT
- ☐ Silver Sponsor – After Party – 5,000 EUR excluding VAT
- ☐ Large exhibitor – 5,000 EUR excluding VAT
- ☐ Small exhibitor – 3,000 EUR excluding VAT
- ☐ Project exhibitor – 1,000 EUR excluding VAT

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

Standard terms for sponsors and exhibitors



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 on the last day 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
6. The contractor will be invoiced by the city of Gothenburg as host of the POLIS Conference.

Signature and date

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

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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