

POLIS 25

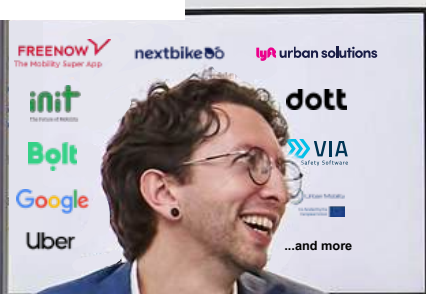
ANNUAL CONFERENCE

26-27 November 2025

Royal Jaarbeurs | Utrecht, The Netherlands



POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION



Sponsors & Exhibitors Opportunities



TANGENT

Table of content

The Annual POLIS Conference	... 2
Who hosts #POLIS25	... 4
About our venue	... 5
About POLIS	... 7
Who attends our Conference	... 8
What it means to be a Sponsor at #POLIS25	... 9
Our packages	... 10
What will your booth at #POLIS25 look like?	... 11
Packages	... 12
Want a tailored package?	... 19
Use #POLIS25	... 20
Contacts	... 22





The Annual POLIS Conference: A mobility event like no other!

The **Annual POLIS Conference** is Europe's leading sustainable urban mobility event, providing an opportunity for cities and regions and other stakeholders to showcase their transport achievements to a large audience of mobility experts, practitioners, and decision-makers from both the public and private sectors.

After a record-breaking edition in 2024 with over 1,000 participants, the POLIS Team is getting ready for yet another thrilling conference, this time hosted by the City of Utrecht, our current POLIS President.



Networking Opportunities



We help you connect with over a 1,000 transport innovation professionals from cities and regions, as well as other public and private sector entities

High-Profile Speakers



We feature institutional leaders such as ministers, (deputy) mayors and European Commissioners and Directors General, as well as thought leaders from international organisations, academia, and the industry

Focus on Sustainable Transport



We address challenges in the transport sector and foster discussions on innovative sustainable mobility solutions, emphasising European, urban, and regional policy dimensions


Rich and Varied Programme




We combine inspiring high-level plenaries with in-depth technical parallel sessions on innovative approaches and best practices in sustainable transport



Utrecht

P  Jaarbeursplein


Voetgangers

Utrecht Centraal 



Who hosts #POLIS25: Meet the City of Utrecht

Utrecht, located in the heart of the Netherlands, is the capital of Europe's most competitive region.

With a history spanning over **900 years**, Utrecht is a city that combines heritage with a remarkably young population and a strong emphasis on work-life balance.

To make sure this growing city remains **healthy and accessible**, the local administration prioritises **clean, space-efficient modes of transport**—walking, cycling, and public transport.

When it comes to mobility, public space, and urban greenery—including biodiversity—Utrecht has embraced a **radical redesign**, reclaiming space for its citizens and creating meaningful new places within the city.

The results speak for themselves: Utrecht boasts the **highest number of shared cars per 100,000 inhabitants in the Netherlands** and is home to the **country's largest and busiest train station**. It has been recognised as the **best cycling city in the world**, featuring iconic infrastructure such as the world's largest bicycle parking facility and the Dafne Schippers Bridge, which elegantly winds over the roof of a school.

The city also leads in innovation, with a unique **bi-directional charging network for electric vehicles**.

Utrecht is a **hub for healthy urban living**, fostering collaboration between businesses, organisations, and residents. It is a city where progressive initiatives, bold ideas, and innovative solutions are actively encouraged and supported.

About our venue: Meet Royal Jaarbeurs

Royal Jaarbeurs is the premier venue for world-class events, conferences, and exhibitions.

Adjacent to Utrecht Central Station and just 30 minutes from Schiphol Airport, Royal Jaarbeurs offers **seamless accessibility** and **strong national and international connections**.

Founded in 1916 to promote trade and industry, Jaarbeurs has over a century of expertise in fostering connections and driving growth across sectors. Its flexible spaces—expansive exhibition halls, state-of-the-art conference rooms, and modern meeting areas—are equipped with cutting-edge technology for events of all sizes.

Recognised as **‘Best Congress Venue of the Year’ in 2022 and 2023** and **awarded two UFI Awards**, Jaarbeurs is a leader in event innovation. With its prime location, top-tier facilities, and commitment to sustainability, it remains the go-to destination for dynamic events.

#POLIS25 at Jaarbeurs

POLIS 2025 will take place in the Beatrix Building, next to Utrecht Central Station and within walking distance from the city centre.

The Beatrix Theatre offers excellent visibility, while the adjacent **Expo Hall** (2,400 m²) provides space for exhibitions and catering. Delegates can access session rooms on the first and second floors of the **MeetUp centre**, featuring natural daylight, flexible layouts, and AV technology.





Beatrix Theatre



BEATRIXGEBOUW

Paula's Moon
je
product

BEATRIXGEBOUW

About POLIS: Meet the network

POLIS is the leading network of cities and regions, working on sustainable urban mobility and innovation while advocating for greater involvement of local and regional authorities in national and international mobility policy.

Since 1989, European local and regional authorities have been working together within POLIS to promote sustainable mobility through the deployment of innovative transport solutions.

Exchange of knowledge

POLIS enhances local transport by fostering knowledge exchange among European local and regional authorities and facilitating dialogue between these authorities and various mobility stakeholders including industry, research centres, universities, and NGOs.

Access to European research and innovation

POLIS promotes collaboration and partnerships throughout Europe by helping its members gain access to European research and innovation funding and results.

Go-to European Network for urban mobility

POLIS equips decision-makers with the information and tools needed to achieve sustainable mobility. This is facilitated through regular meetings of the POLIS Political Group, and fostering a dialogue with European institutions.



Access



Environment & Health



Governance & Integration



Road Safety & Security



Traffic Efficiency



Who attends our Conference based on #POLIS24 data

Top 20 countries at #POLIS24 in Karlsruhe:



How many plan to attend #POLIS25

100%

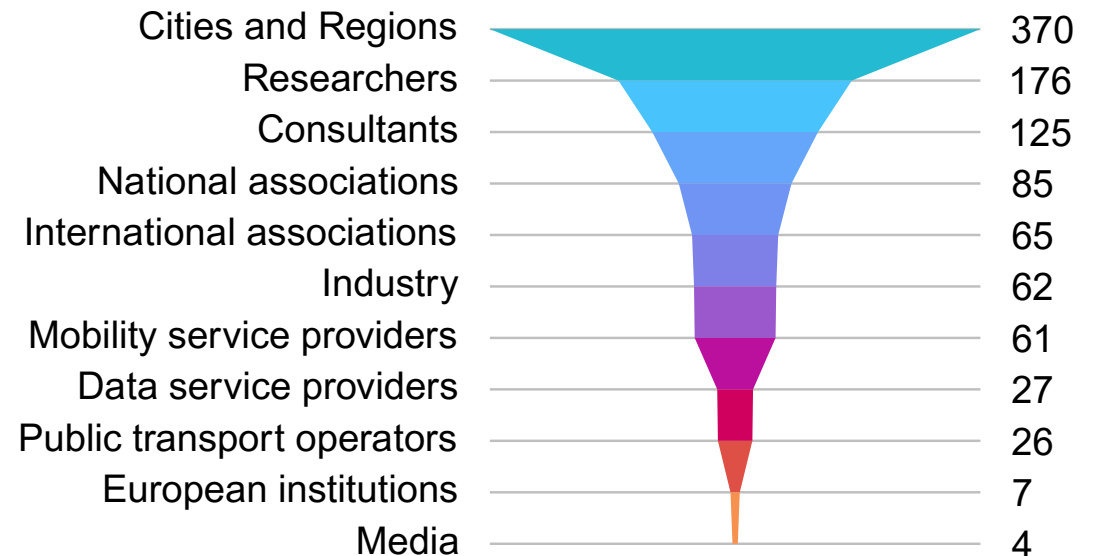
Satisfaction breakdown



2/5 participants were women



Type of organisations represented at #POLIS24:



What it means to be a Sponsor at #POLIS25

POLIS is thrilled to present 14 Sponsor and Exhibitor packages tailored to meet your needs.

As a **sponsor** for the upcoming Annual POLIS Conference 2025, you will enjoy unparalleled exposure at a premier conference which engages key stakeholders driving smart, innovative, and sustainable transport solutions in urban and regional settings.

Exhibitors will have the chance to showcase their initiatives in our dedicated exhibition space and engage directly with decision-makers, planners, and practitioners from cities and regions worldwide.

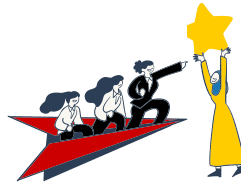
Here is what you can expect:



AMPLIFY YOUR BRAND VISIBILITY WITHIN A CRUCIAL DEMOGRAPHIC



ELEVATE YOUR BUSINESS PROFILE WITH DECISION-MAKERS



SPOTLIGHT YOUR SOLUTIONS, PRODUCTS, AND SERVICES



CULTIVATE NEW SALES LEADS

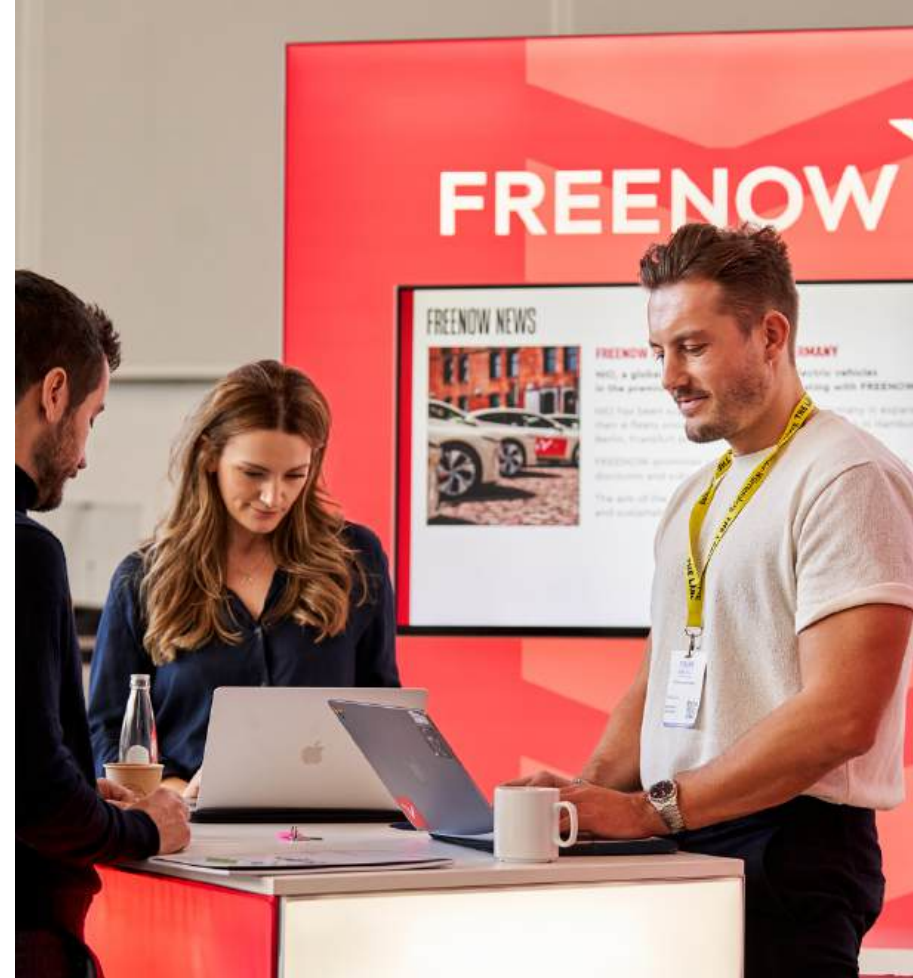


NETWORK WITH INDUSTRY LEADERS



FOSTER NEW PARTNERSHIPS

Choose from a range of 14 packages tailored to your budget and objectives, and collaborate with our team to ensure that your participation in this year's POLIS Conference maximises your exposure to the right audience!



Our packages

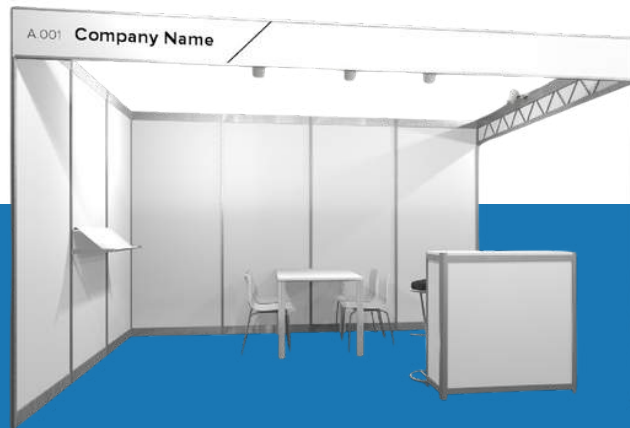
	Stand	Participants	Logo	Additional promo	Cities in motion adv.	Description in programme	Leaflet / video on website and app	Pitch presentation	Mention in speech	Own Speech	App push
Diamond Premium	12m ²	3p. (incl. conference dinner)	All	Magazine article; Partnership announcement on social media	1 page	Yes	Yes	5 min.	Opening	/	2
Diamond Award	6m ²	3p. (incl. conference dinner)	All	Award certificate; magazine article; recognition in press release	1 page	Yes	Yes	5 min.	/	Award Ceremony	2
Platinum Dinner	6m ²	3p. (incl. conference dinner)	All	Logo at conference dinner	1/2 page	Yes	Yes	/	Dinner	Dinner	/
Platinum Webstream	6m ²	3p. (incl. conference dinner)	All	Logo on webstream and recording	1/2 page	Yes	Yes	5 min.	Opening	/	1
Platinum Lanyard	6m ²	3p. (incl. conference dinner)	All	Logo on lanyards	1/2 page	Yes	Yes	5 min.	Opening	/	1
Platinum App	6m ²	3p. (incl. conference dinner)	All	Digital platform (logo and message)	1/2 page	Yes	Yes	5 min.	Opening	/	1
Gold Premium	12m ²	3p. (incl. conference dinner)	All	Partnership announcement on social media	/	Yes	Yes	5 min.	Opening	/	1
Gold Members Dinner	6m ²	2p. (incl. conference dinner and members-only dinner)	All	Logo at the Members Dinner	/	Yes	Yes	/	Members Dinner	Members Dinner	/
Silver Afterparty	6m ²	2p. (incl. conference dinner)	All	Logo at afterparty; highlight in mailing	/	Yes	Yes	/	Afterparty	Afterparty	/
Silver Coffee Breaks	6m ²	2p. (incl. conference dinner)	All	Branding of coffee break areas	/	Yes	Yes	/	/	/	/
Silver Wi-Fi	6m ²	2p. (incl. conference dinner)	All	Branding of Wi-Fi signage	/	Yes	Yes	/	/	/	/
Large Exhibitor	12m ²	2p. (incl. conference dinner)	Web	/	/	Yes	Yes	/	/	/	/
Small Exhibitor	6m ²	2p. (incl. conference dinner)	Web	/	/	Yes	Yes	/	/	/	/
Project Exhibitor	6m ²	1p. (incl. conference dinner)	/	/	/	Yes	/	/	/	/	/

What will your booth at #POLIS25 look like?

Choose between two booth options—one 12 m² and the other 6 m².

Please note that the layout may differ slightly from the following visuals if your stand is placed between others (1 front fascia and walls on both sides).

12 m²



- White shell scheme walls (100 × 250 cm)
- Closed fascia (30 cm high, white)
- Company/organisation's name on fascia (30 cm high) with stand number in a single colour
- 2 black barstools (height: 80 cm)
- 4 chairs + 1 table (white/chrome)
- 1 fixed white shelf (100 × 30 cm)
- 1 white counter (100 × 40 × 100 cm)
- Carpet tiles (POLIS blue)
- 1 power connection (3.5KW, incl. 3 sockets)
- 3 Expo rails (PAR30 11W LED)

6 m²



- White shell scheme walls (100 × 250 cm)
- Closed fascia (30 cm high, white)
- Company/organisation's name on fascia (30 cm high) with stand number in a single colour
- 2 black barstools (height: 80 cm)
- 1 fixed white shelf (100 × 30 cm)
- 1 white counter (100 × 40 × 100 cm)
- Carpet tiles (POLIS blue)
- 1 power connection (3.5KW, incl. 3 sockets)
- 2 Expo rails (PAR30 11W LED)

DIAMOND PREMIUM

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

- A large **12 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 4 chairs, 2 barstools, 1 table, 1 counter, 1 fixed shelf)
- Possibility for a **5' pitch presentation in a dedicated session** for sponsors at the exhibition area stage during coffee and lunch breaks
- Visibility before and during the event: **1 partnership announcement** on social media, **2 push notifications** sent during the event via the conference digital platform
- **Featured article or interview** in the upcoming POLIS **Cities in motion magazine** (Conference issue if contribution is received before 1 September 2025, otherwise to be featured on June 2026 issue) - additional **1 magazine page for promo image/adv** available
- **Recognition in the plenary opening speech** by POLIS Secretary General
- Your **logo on our conference materials**: programme, webpage, mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€12,000

DIAMOND AWARD

The POLIS Award is granted to the best and most innovative urban mobility solution presented by a city or region at the conference.

- **Short speech during the POLIS Award ceremony** (Closing Plenary), handover of the prize to the winner, and recognition in related press release
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Possibility for a **5' pitch presentation in a dedicated session** for sponsors at the exhibition area stage during coffee and lunch breaks
- Visibility during the event: **2 push notifications** sent during the event via the conference digital platform
- **Featured article or interview** in the upcoming POLIS **Cities in motion magazine** (Conference issue if contribution is received before 1 September 2025, otherwise to be featured on June 2026 issue) - additional **1 magazine page for promo image/adv** available
- Your **logo on our conference materials**: **award, award certificate**, programme, webpage, mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€12,000

PLATINUM DINNER

As a Platinum Dinner Sponsor, you will fund the official conference dinner on 26 November, which will host around 550 guests.

- **Short welcome speech** at the beginning of the conference dinner
- **Mention during dinner speech** by POLIS Secretary General
- Your **logo displayed at the dinner**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Available **1/2 magazine page for promo image/adv** in the **POLIS Cities in motion magazine**
- Your **logo on our conference materials**: programme, webpage, regular mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€10,000

PLATINUM WEBSTREAM

As a Platinum Webstream Sponsor, your brand will be featured on the conference web streaming, as well as on the recordings of the plenaries.

- Your **logo on the web streaming page and recorded webcast**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Possibility for a **5' pitch presentation in a dedicated session** for sponsors at the exhibition area stage during coffee and lunch breaks
- Visibility during the event: **1 push notification** sent during the event via the conference digital platform
- Available **1/2 magazine page for promo image/adv** in the **POLIS Cities in motion magazine**
- **Recognition in the plenary opening speech** by POLIS Secretary General
- Your **logo on our conference materials**: programme, webpage, and mailings announcing the web streaming to approximately 17,000 contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€9,500

PLATINUM LANYARD

As a Platinum Lanyard Sponsor, you will ensure great visibility for your company by having everyone wearing your logo!

- Conference **lanyard with your logo**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Possibility for a **5' pitch presentation in a dedicated session** for sponsors at the exhibition area stage during coffee and lunch breaks
- Visibility during the event: **1 push notification** sent during the event via the conference digital platform
- Available **1/2 magazine page for promo image/adv** in the **POLIS Cities in motion magazine**
- **Recognition in the plenary opening speech** by POLIS Secretary General
- Your **logo on our conference materials**: programme, webpage, mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€9,500

PLATINUM APP

As a Platinum App Sponsor, your company and brand will have great visibility on our conference phone and website application.

- Conference **digital platform with your logo**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Possibility for a **5' pitch presentation in a dedicated session** for sponsors at the exhibition area stage during coffee and lunch breaks
- Visibility during the event: **1 push notification** sent during the event via the conference digital platform
- Available **1/2 magazine page for promo image/adv** in the **POLIS Cities in motion magazine**
- **Recognition in the plenary opening speech** by POLIS Secretary General
- Your **logo on our conference materials**: programme, webpage, mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€9,500

GOLD PREMIUM

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

- A large **12 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 4 chairs, 2 barstools, 1 table, 1 counter, 1 fixed shelf)
- Possibility for a **5' pitch presentation in a dedicated session** for sponsors at the exhibition area stage during coffee and lunch breaks
- Visibility before and during the event: **1 partnership announcement** on social media, **1 push notification** sent during the event via the conference digital platform
- **Recognition in the plenary opening speech** by POLIS Secretary General
- Your **logo on our conference materials**: programme, webpage, mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **3 persons in the conference and conference dinner**

€8,500

GOLD MEMBERS' DINNER

As a Gold POLIS Members' Dinner Sponsor, you will fund the members-only dinner on 25 November and have exclusive access to our members.

- Short **welcome speech at the beginning of dinner**
- **Mention in dinner speech** by POLIS Secretary General
- Your **logo displayed at the Members' Dinner**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Your **logo on our conference materials**: programme, webpage, regular mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **2 persons in the conference, the conference dinner, and the exclusive POLIS members-only dinner**

SOLD

€7,000

SILVER AFTERPARTY

As a Silver Afterparty Sponsor, you will fund the conference afterparty for delegates after the dinner on 26 November.

- Your **logo displayed/showcased at the afterparty**
- Dedicated **highlight in mailing** sent to all participants registered for the dinner
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Short **speech to launch the conference afterparty** with POLIS Secretary General
- Your **logo on our conference materials**: programme, webpage, regular mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **2 persons in the conference and conference dinner**

€6,000

SILVER COFFEE BREAKS

As a Silver Coffee Break Sponsor, your brand will be visible at all the designated coffee break areas for conference delegates.

- Exclusive **branding of the coffee break areas** **of displaying promotional items**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Your **logo on our conference materials**: programme, webpage, regular mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **2 persons in the conference and conference dinner**

SOLD

€5,000

SILVER WI-FI

As a Silver Wi-Fi Sponsor, your logo will be visible on signage with the Wi-Fi name and password in different areas at the conference venue.

- Exclusive **branding of the signage with information about the Wi-Fi**
- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Your **logo on our conference materials**: programme, webpage, regular mailings to our database of 17,000+ contacts
- Short **company description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **2 persons in the conference and conference dinner**

€5,000

LARGE EXHIBITOR

As a Large Exhibitor at #POLIS25, you will have maximum visibility for your organisation at the conference exhibition area.

- A large **12 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 4 chairs, 2 barstools, 1 table, 1 counter, 1 fixed shelf)
- Your **logo on our conference webpage**
- Short **exhibitor description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **2 persons in the conference and conference dinner**

€5,500

SMALL EXHIBITOR

As a Small Exhibitor at #POLIS25, you will be able to present products or services to conference participants in our exhibition area.

- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Your **logo on our conference webpage**
- Short **exhibitor description** in the conference programme
- **Leaflet or video** of your company available on the website and in the online conference platform and mobile conference app
- Participation of **2 persons in the conference and conference dinner**

€3,500

PROJECT EXHIBITOR

As a Project Exhibitor at #POLIS25, EU-funded projects will be able to present their work at a dedicated stand in our exhibition area.

- A **6 m² stand** in the exhibition area (partition walls, carpeting, fascia with company logo and stand number, lighting, power connection with 3 sockets, 2 barstools, 1 counter, 1 fixed shelf)
- Short **exhibitor description** in the conference programme
- Participation of **1 person in the conference and conference dinner**

€2,000



Want a tailored package?

Please contact:

Alexia Collignon

Events and HR Coordinator
POLIS

Email: acollignon@polisnetwork.eu

Julie Lucca

Finance and HR Coordinator
POLIS

Email: jlucca@polisnetwork.eu

Become a sponsor or exhibitor today!

1. Download the application form for Sponsors and Exhibitors, [available here](#)
2. Read the Standard terms for Sponsors and Exhibitors, which are on the second page of the document
3. Complete the form and sign it
4. Send it back to Alexia Collignon (acollignon@polisnetwork.eu) and Julie Lucca (jlucca@polisnetwork.eu)

Use #POLIS25



INSTAGRAM

@polis.network



LINKEDIN

POLIS network



BLUESKY

@polisnetwork.eu



YOUTUBE

@polisvideo



FLICKR

1.653 M users



POLIS25

ANNUAL CONFERENCE

26-27 November 2025

Royal Jaarbeurs | Utrecht, The Netherlands



Sponsorships

Alexia Collignon

Events and HR Coordinator
POLIS

Email: acollignon@polisnetwork.eu

Julie Lucca

Finance and HR Coordinator
POLIS

Email: jlucca@polisnetwork.eu

Communications

Alessia Giorgiutti

Communications and Membership Lead
POLIS

Email: agiorgiutti@polisnetwork.eu