



ADVANCING
PUBLIC
TRANSPORT

busworld.
EUROPE **BRUSSELS**
18-23 OCT 2019

**Boost your brand visibility
and connect with your customers**



21-23 OCTOBER 2019
BRUSSELS | BELGIUM

INTERNATIONAL BUS CONFERENCE

In conjunction with Busworld Europe (Brussels) 2019 exhibition

▶ SPONSORSHIP OPPORTUNITIES



What will you find in this folder?

- About UITP
- About the event
- What's in it for you?
- What are your sponsorship options?
- What do you get for your money?
- Contacts



ABOUT UITP

*We are here to help you make valuable
new business connections and grow your business.*



> WHO WE ARE

UITP (International Association of Public Transport) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.



We have more than **1,600 member companies** coming from **99 countries**. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry.

Want to know more about UITP? Visit www.uitp.org





ABOUT THE EVENT

Get on board for the biggest bus event in the world.

INTERNATIONAL BUS CONFERENCE

For the second time **UITP** and **Busworld** have joined forces once again to bring you an unmissable event.

UITP's established International Bus Conference will take place on **21-23 October 2019** in conjunction with Busworld Europe in **Brussels**, the world's leading bus and coach exhibition attracting **35,000 visitors** from **118 countries**.



This collaboration will give the complete picture of what's happening in the sector and **fresh ideas, best practices, case studies** and **advice** for implementation will be shared.





WHAT WILL BE DISCUSSED ?

A key challenge facing the bus sector is how to transform a bus company from being a traditional labour intensive business into a technology and resource driven enterprise.

With examples of real-life implementations from across the world, the Conference will focus on both **everyday operational aspects** as well as looking at **business opportunities** beyond traditional bus operations.



➤ WHAT WILL BE DISCUSSED ?

The Conference will revolve around

➤ **Everyday Operational Excellence**

The sessions will focus on 5 main areas:

- Comfort and Safety
- Electrification and New Energy
- Innovative Technologies
- Service Contracting and Tendering
- Happy Customers and Staff



➤ **Business Opportunities Beyond Traditional Operations**

The discussions will cover:

- Entering the new energy market
- Smart bus systems of the future
- Station development
- Funding and financing





LAST EDITION AT GLANCE

+500

Participants

40

Speakers

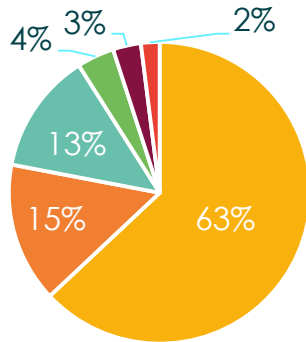
15

Sessions

10

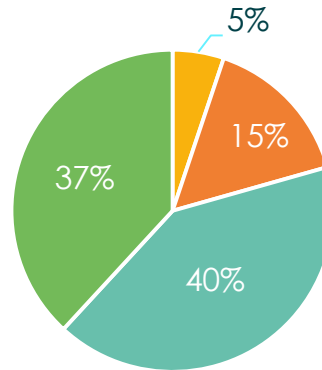
Hours of Networking

> Participants by region



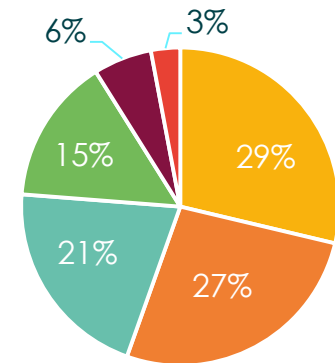
- Europe
- Eurasia
- North America
- Asia Pacific
- MENA
- Latin America

> Participants by sector



- Association
- Operator
- Authority
- Industry

> Participants by position



- Top Level Executive
- Manager
- Consultant
- Senior Manager
- Expert/Engineers
- Other

Don't miss this opportunity to give exposure to your brand in front of a global audience!



LAST EDITION SPONSORS

Here are our sponsors who made sure that the sector knew about them



Want to know more about the event? Visit www.busconference.com



WHAT'S IN IT FOR YOU?

Ensure a good perception around your brand and what you stand for.

STRENGTHEN YOUR BRAND

Not only will you be part of the movers and shakers that are shaping today's bus sector but the benefits **FOR YOU** are aimed to make sure that the sector knows about you!

- Showcase your **achievements & innovation** in front of a global audience keen to know the latest developments
- Demonstrate your **leadership** in a competitive market by presenting your opinion on where the sector is heading
- Maximise the **visibility** of your brand by linking it to a well-established event that attracts the **influencers** of urban mobility:
 - Operators, authorities, industry CEOs
 - Transport ministers
 - Mayors
 - Urban visionaries & public transport entrepreneurs
 - Operations and network managers
 - ITS experts
 - Business developers
- Develop new **partnerships, investments** and **innovative projects** by being at the forefront of our networking opportunities





WHAT ARE YOUR SPONSORSHIP OPTIONS?

Discover an extensive portfolio of options to suit your goals and resources.



CONNECT THROUGH CONTENT

Communicate your message to the market and explain your solutions

During the Opening Session

Showcase your achievements, demonstrate your leadership and maximize the visibility of your brand in front of a global audience of more than 600 participants with a **5 minute welcome address** by one of your representatives.

Value: €25,000



CONNECT THROUGH CONTENT

Communicate your message to the market and explain your solutions

During a Session

Develop with the UITP Programme Committee a **customised sponsored** session (1h15) on Wednesday 23 October 2019.

Choose from 4 available slots, each respectively to be scheduled in parallel to the official sessions organised by the UITP Programme Committee.

- Wednesday 23 October 2019 at 09:00*
- Wednesday 23 October 2019 at 11:00*
- Wednesday 23 October 2019 at 13:30*
- Wednesday 23 October 2019 at 15:30*

Value: €10,000 (each)



CONNECT THROUGH CONTENT

Communicate your message to the market and explain your solutions

With a Video

Highlight your organisation through a **3 minute video** to a wide audience of more than 600 participants during a plenary session or in front of a targeted interest audience during a thematic session.

You can choose from 2 available slots during the plenary sessions and from 12 available slots during a thematic sessions.

Plenary Sessions

 Tuesday 22 October 2019 at 15:30

 Tuesday 22 October 2019 at 17:00

Value: €6,000 (each)

Thematic Sessions

 Wednesday 23 October 2019 at 9:00 (x3)

 Wednesday 23 October 2019 at 11:00 (x3)

 Wednesday 23 October 2019 at 13:30 (x3)

 Wednesday 23 October 2019 at 15:30 (x3)

Value: €3,000 (each)



> CONNECT THROUGH BRANDING

Boost your brand and become an influencer in the global bus sector

□ With a Branded Networking Lounge

Create **your very own exclusive branded networking lounge** within the coffee break and lunch area and display branded printed or digital material of your choice. The Networking Lounge is the space for casual networking, face-to-face meetings with potential and or actual clients.

Only one slot is available on Wednesday 23 October 2019.

Value: €15,000



CONNECT THROUGH BRANDING

Boost your brand and become an influencer in the global bus sector

With the Conference Mobile App

Our event mobile application is a must for every participant. This platform is the perfect tool for you to boost your exposure since it will be the only place where participants will be able to access live information about the event, receive notifications and participate in sessions polls.

Value: €5,000

With the Conference Lanyards

The official conference lanyards will be handed out to an audience of 600 participants, providing visibility to your brand throughout the Conference, but also throughout the Busworld exhibition.

Value: €5,000



CONNECT THROUGH BRANDING

Boost your brand and become an influencer in the global bus sector

With the Sessions Interpretation

Connect with specific language markets by sponsoring simultaneous interpretation (in Chinese, French and German) will be provided during selected sessions. Choose from 4 available slots during plenary sessions and be considered as an **exclusive sponsor** of the interpretation in the selected language.

Value: €4,000 (each language)

With the Speakers' Gift

The Conference speakers are decision-makers and experts from the bus sector. Make your name known by those influencers of today's urban mobility landscape by associating your company with UITP and a jointly chosen charity organisation.

Value: €2,000



> CONNECT THROUGH BRANDING

Boost your brand and become an influencer in the global bus sector

□ With a Coffee Break

Create your exclusive branded coffee break featuring branded printed or digital material of your choice. Only 1 slot is available on Tuesday 22 October 2019.

Value: €2,000





WHAT DO YOU GET FOR YOUR MONEY?

Discover your benefits.



BASIC BENEFITS

All sponsors will be offered visibility by featuring their logos in the following channels on:

- ✓ **UITP International Bus Conference Website** (www.busconference.com)
This website has up to 26,000 pages viewed by 6,500 visitors in the last 3 months before the event.
- ✓ **Email campaigns related to the event**
Approximately 11 promotional email **campaigns** will be sent to 10,500 international public transport professionals
- ✓ **Printed promotional materials**
The event brochure distributed to 11,000 international public transport professionals
- ✓ **Event programme (mobile application)**

Limited resource available? You can opt for the above basic benefits.
Value: €1,500.



PREMIUM BENEFITS

The following advantages will be offered depending on the level of the sponsorship you ordered

Sponsorship Level	€3,000 - €4,999	€5,000 - €5,999	€6,000 - €9,999
Where your message will be shown:	During 1 thematic session (3 minutes)	N/A	During 1 plenary session (3 minutes)
Free access to the session where your message is shown	1*	N/A	1
Special rate of €335 to register for the full Conference	Not included	Not included	Not included
Invitation to attend the full Conference for 1 young professional	Not included	1	Not included
Invitation to UITP Policy Board	Not included	Not included	Not included
Sponsorship Items	Interpretation or Video during a thematic session	Mobile App or Lanyards	Video during a plenary session

* Only for video during a thematic session

Want to view the full list of benefits? Ask a member of our team.



PREMIUM BENEFITS

The following advantages will be offered depending on the level of the sponsorship you ordered

Sponsorship Level	€10,000 - €14,999	€15,000 - €24,999	€25,000 & above
<i>Where your message will be shown:</i>	During 1 sponsored session (1h15)	During breaks throughout the day	During the Opening Session (5 minutes)
<i>Free access to the session where your message is shown</i>	1	N/A	2
<i>Special rate of €335 to register for the full Conference</i>	3 employees	5 employees	10 employees
<i>Invitation to attend the full Conference for 1 young professional</i>	1	1	1
<i>Invitation to UITP Policy Board</i>	Not included	Not included	1
<i>Sponsorship Items</i>	Sponsored Session	Networking Lounge	Opening Session

Want to view the full list of benefits? Ask a member of our team.





WANT TO KNOW MORE AND BECOME A SPONSOR?



Hicham Badran

✉ Hicham.badran@uitp.org



Yasin Basar

✉ Yasin.basar@uitp.org



Looking for a custom solution?

If you do not find any sponsorship options suitable for you, we will be happy to hear your ideas and develop with you a tailor-made benefits package.



Keep in touch



www.busconference.com
www.uitp.org



www.linkedin.com/company/uitp



[@UITPnews](https://twitter.com/UITPnews)

