



2 days of **interactive debates**... 8 hours of **dedicated networking time**... only **ONE place** to be

Musée du Transport Urbains BRUSSELS: 16-17 MAY 2019

EU LIGHT RAIL

— DRIVING INNOVATION —

EU Light Rail brings together leading opinion-formers and decision-makers for two days of open debate around the role of technology in the development of sustainable urban travel.

With presentations and exhibitions from some of the industry's most innovative suppliers and service providers, this unique event also includes technical visits and over eight hours of networking sessions.

To discuss how you can be part of this exciting new event, click [here](#)

Your two days will include presentations and interactive debates on topics such as:

- > Urban transit and the Smart City
- > Enhancing the customer experience
- > Digital wayfinding and real-time passenger information
- > Wearable tech as the new travel currency
- > BIM and digital engineering
- > Future signalling technologies
- > Advanced asset monitoring strategies
- > Tramway innovation: Past, Present and Future
- > Alternative traction power supplies
- > Mobility as a Service



HEADLINE SUPPORTER

Benefits include:

- ✓ Opportunity for keynote introduction at EU Light Rail
- ✓ Presentation slot or opportunity to host a panel session
- ✓ Branding on delegate packs and pre-event promotional materials

- ✓ Pop-up stands and headline branding in the event reception and main hall (to be supplied)
- ✓ Full-page editorial page in delegate packs
- ✓ Full-page advert in delegate packs
- ✓ Branded directional signage
- ✓ Corporate branding on all event AV
- ✓ Five complimentary EU Light Rail passes
- ✓ Discounted rates for additional delegates
- ✓ Full-page advert with post-event coverage in Tramways & Urban Transit and wider media



€ DETERMINED BY OPTIONS CHOSEN: PLEASE ENQUIRE FOR DETAILS

LUNCH AND BREAKS PARTNER

Benefits include:

- ✓ Branding on delegate packs and pre-event promotional materials
- ✓ Premium entry in the sponsor section of the delegate pack
- ✓ Full-page advert in delegate packs
- ✓ Branded directional signage, mugs and napkins
- ✓ Pop-up stands in the lunch area (to be supplied)
- ✓ Distribution of literature or promotional gifts to delegates (to be supplied)
- ✓ Branding on the event AV during all scheduled breaks
- ✓ Five complimentary EU Light Rail passes
- ✓ Discounted rates for additional delegates
- ✓ Full-page advert with post-event coverage in Tramways & Urban Transit



Benefits include:

- ✓ Opportunity for welcome speech at the dinner
- ✓ Branding on delegate packs and pre-event promotional materials
- ✓ Branded invitations
- ✓ Full-page advert in delegate packs
- ✓ Pop-up stands (to be supplied)
- ✓ Branded directional signage
- ✓ Corporate branding on Dinner AV
- ✓ Five complimentary EU Light Rail passes
- ✓ Discounted rates for additional delegates and guests
- ✓ Full-page advert with post-event coverage in Tramways & Urban Transit

NETWORKING DINNER PARTNER

€ DETERMINED BY CATERING OPTIONS



€5000



Benefits include:

- ✓ Prominent branding on a high-quality laptop bag/ rucksack presented to all delegates upon registration
- ✓ Premium entry in the sponsor section of the delegate pack
- ✓ Full-page advert in delegate packs
- ✓ Promotional material or gift to be included in conference pack (maximum two-page A4 brochure, to be supplied)
- ✓ Two complimentary EU Light Rail passes
- ✓ Discounted rates for additional delegates

OFFICIAL DELEGATE BAG SPONSOR



FROM €5000, DEPENDING ON BAG OPTIONS

EVENT LANYARD SPONSOR



Benefits include:

- ✓ Logo (to be supplied to specification) displayed on event lanyard presented to all delegates upon registration
- ✓ Entry in the sponsor section of the delegate pack
- ✓ Half-page advert in delegate packs
- ✓ Promotional material or gift to be included in the EU Light Rail delegate pack (maximum two-page A4 brochure)
- ✓ Two complimentary EU Light Rail passes

€2500



OFFICIAL EVENT PAD & PEN SPONSOR

Benefits include:

- ✓ High-quality custom-made A4 or A5 notebook or notepad (with logo to be supplied) and pen presented to all delegates
- ✓ Entry in the sponsor section of the EU Light Rail delegate pack
- ✓ Half-page advert in EU Light Rail delegate packs
- ✓ Promotional material to be included in the EU Light Rail delegate pack (maximum two-page A4 brochure)
- ✓ One complimentary EU Light Rail pass
- ✓ Discounted rates for additional delegates and guests

€2250

CONFERENCE SESSION OR PANEL SPONSOR

€2500

Benefits include:

- ✓ Branding on delegate packs and both pre-event and EU Light Rail materials
- ✓ Presentation opportunity or chairing a panel debate on a topic of your choosing
- ✓ Logo on event AV during the module
- ✓ Promotional material to be included in the EU Light Rail delegate pack (maximum two-page A4 brochure)



- ✓ Two complimentary EU Light Rail passes and discounted rates for additional delegates

EVENT BRANDING, POP-UPS, ADVERTS AND INSERTS

A cost-effective way to reach our audience of decision-makers is through directional signage or reception branding, and advertising in the delegate packs that all attendees will take away with them at the end of the event. With a range of options and placements, **please contact us for more details.**

SOMETHING DIFFERENT?

Supporters of EU Light Rail may require a more bespoke package to meet their needs. We would be delighted to work with you in creating a tailored package, so if you have a great idea to raise the visibility of your brand and get people talking, we welcome your suggestions!

EXHIBITION OPTIONS

The exhibition area forms an integral component of EU Light Rail.

All scheduled breaks will be served in the exhibition areas, guaranteeing frequent exposure as delegates circulate throughout both days. With a flexible space, we have a range of size options and are happy to work with you to provide a prime location (subject to availability).

Benefits include:

- ✓ Two complimentary EU Light Rail passes, including all catering and additional event activities, and discounted rates for additional delegates and guests
- ✓ Detailed entry in the delegate pack and discounted rates on additional advertisements and delegate places.
- ✓ Based upon a standard 2m tabletop exhibition, including power and lighting. Shell schemes are also available.



€ FROM 2500, DEPENDING ON SIZE AND LOCATION REQUIRED