



6th UITP International Bus Conference & Study Tour on
Fuelling Public Transport
Do green buses bring more customers?
9-11 June 2010 Lyon, France



Photo : CARL

Partnership opportunities Information Brochure



SYTRAL

syndicat mixte des transports
pour le Rhône et l'agglomération lyonnaise

About UITP BUS CONFERENCES

The International Association of Public Transport (UITP) will hold its 6th International Bus Conference in Lyon, France, on 9-11 June 2010 in collaboration with SYTRAL, the organising authority for the city of Lyon and its agglomeration.

A renowned event among bus professionals

Organised by public transport professionals, for public transport professionals, the UITP bus conferences are globally recognized and constitute one of the most important international gatherings of bus professionals in the world.

With their **unique focus on the field of bus transport**, the bus conference **showcases best practices and exchange of experiences** by bus professionals and public transport decision makers from around the world.

This event provides a prime opportunity for those in the bus industry to gain **focused access to a highly influential group of bus experts**. The last edition of the Conference in Bogota, Columbia, attracted over 300 attendees from more than 30 countries around the world.



High-level participants, high levels of satisfaction

Conference attendees commonly hold **senior management positions** with decision making power.

UITP Conferences are highly valued by participants: over 80% of attendees to UITP conferences express their satisfaction and consider their participation as a good investment. The **quality of the scientific programme** is the prime factor for satisfaction cited by delegates, who also appreciated the conference as the ideal place to obtain updated information on PT key issues and trends, as well as to establish networking and business contacts with peers.

ORGANISERS

Connecting the world of public transport

Founded in 1885, the **International Association of Public Transport (UITP)** is the international network for public transport authorities and operators, policy makers, scientific institutes and the public transport supply and service industry. UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector.

This conference is organised in partnership with SYTRAL, Lyon's organising authority for public transport.



PARTNERSHIP OPPORTUNITIES: MAJOR PARTNER

PACKAGE : 10 000€

5 packages available –

BENEFITS:

- **Two free registrations** to the 6th UITP Bus Conference 2010 in Lyon
- **Major partner listing in:**
 - **conference website** (company logo with hyperlink)
 - **conference e-mail newsletter** reaching about 2000 targeted contacts in the bus field (company logo with hyperlink)
 - **final conference programme & list of participants** (distributed on the spot)
- **Item of choice to be placed in conference bag**
- **Poster/material located at the entrance of the event**
- **Exclusive partnership presence for one of the following:**
 - lunch on 10 June 2010
 - Exclusive display of banners/flags/materials next to the lunch area
 - Coffee opening bar on 10 June 2010 from 9:00 to 10:00
 - Exclusive display of banners/flags/materials next to the coffee break area
 - Coffee networking break on 10 June 2010 from 15:30 to 16:00
 - Exclusive display of banners/flags/materials next to the coffee break area
 - Coffee networking break on 11 June 2010 from 10:00 to 10:30
 - Exclusive display of banners/flags/materials next to the coffee break area
 - lunch on 11 June 2010
 - Exclusive display of banners/flags/materials next to the lunch area
- **Access to the list of participants 2 weeks before the event** (detailed information subject to privacy choice of the delegates)
- **Corporate presentation on Conference proceedings CD** (specifically listed as Conference Partner's - Corporate Information); **two complimentary Conference CDs.**
- Preferential option for a full or half page colour ad in PTI magazine **Special 20% discount over official advertising rates**

PARTNERSHIP OPPORTUNITIES: SUPPORTING PARTNER

Package cost: 5,000€

3 packages available

BENEFITS:

- **One free registration** to the 6th UITP Bus Conference 2010
- **Supporting partner listing in:**
 - **conference website** (company logo with hyperlink)
 - **conference e-mail newsletter** reaching about 2000 targeted contacts in the bus field (company logo with hyperlink)
 - **final conference programme & list of participants** (distributed on the spot)
- **Item of choice to be placed in conference bag**
- **Exclusive Partnership for one of the following:**
 - **Audiovisual equipment:** Display of company logo on welcome / opening slide of every session
 - **Interpretation services:** Display of company logo welcome / opening slide of every session
 - **Lanyards** (display of company logo) - production of the lanyards is the responsibility of the partner
- **Access to the list of participants 2 weeks before the event** (detailed information subject to privacy choice of the delegates)
- **Corporate presentation on Conference proceedings CD** (specifically listed as Conference Partner's - Corporate Information); one complimentary CD
- Preferential option for a full or half page colour ad in PTI magazine **Special 20% discount over official advertising rates**

6th UITP BUS CONFERENCE PARTNERSHIP REQUEST FORM

All requests for partnership must use this form. All incoming requests will be handled on a first come, first served basis. Prior to completing this partnership request form please review the terms and conditions below.

SEND THE FORM (BOTH PAGES) TO:

SYLVIE SEGAUD **FOR SYTRAL**

segaud@sytral.fr ; Tel: +33 4 72 84 58 02 ; Fax : +33 4 72 34 56 63

AND

ANNE MORDRET **FOR UITP**

Anne.mordret@uitp.org

Tel: +32 2 663 66 62 ; Fax : +32 2 660 10 72

PARTNER INFORMATION

company name <small>(as it should appear in the recognition)</small>	
company VAT number	
contact name	
contact title	
contact details	street + number
	postal code + city
	country
	tel.
	email

PARTNERSHIP PACKAGE REQUESTED

Major partner (select preferred exclusive partnership slot)	<input type="checkbox"/>
- coffee opening bar 10 June 2010	<input type="checkbox"/>
- lunch 10 June 2010	<input type="checkbox"/>
- Coffee break 10 June	<input type="checkbox"/>
- lunch 11 June 2010	<input type="checkbox"/>
- coffee break 11 June 2010	<input type="checkbox"/>
Supporting partner (select preferred exclusive partnership item)	<input type="checkbox"/>
- audiovisual equipment	<input type="checkbox"/>
- interpretation services	<input type="checkbox"/>
- Lanyards	<input type="checkbox"/>

TERMS & CONDITIONS

- Partnerships will be awarded on a first-come, first-served basis. Partners need to be committed to the advancement of public transport and be supportive of UITP's mission and values in order to participate in this conference. SYTRAL & UITP (the organisers hereafter) retain the right to reject any partnership offer.
- After written acceptance by the organisers, the partner must provide the partnership payment, logo image and other details required within the deadlines requested by the organisers:
Partnership pledges cannot be processed without payment. Funds must be paid in Euros at UITP Account before 8 June 2010:
ING Bank ; Account number: 310-0158019-92 ; IBAN: BE12 3100 1580 1992; Code BIC: BBRUBEBB
 - All partnership materials must be submitted before 10/05/10 to insure inclusion in productions schedule. Partnership pledges after this date may still be accepted with caveats.
 - Partner's logo – to be submitted on a high resolution, before 10/05/10
- Partners may not sublet, assign or apportion any part of the item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization except as approved by the organisers.
- The organisers will not be liable for damage or loss to a partner's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
- Partnership is not limited to financial support per se, but can also take the provision of material or services. Should your company be interested in a partnership package not listed in this brochure then please feel free to contact the organizers to discuss your preferences.
- For partnership opportunities that include signage and distribution of materials on the spot please note:
 - Space may be limited. The conference organizers will inform each partner of the maximum display size, number of signs, etc
 - Responsibility for any damage to the event premises caused by the installation of signage & display materials lies on the partner's company. Partners are responsible for placing and retrieving their signage & display materials, under the supervision of the organizers & within the requested timing mentioned in the contract. Damage from failure to respect this notice is payable by the partner.
- Partners are allowed to offer pledges for several packages.

PARTNER COMMITMENT

By submitting this form, I agree with the partnership terms and conditions:

NAME:

DATE:

SIGNATURE:

ORGANIZERS APPROVAL

Should your partnership request be approved, you will receive a signed copy formalising the partnership agreement.

On behalf of SYTRAL:

DATE:

NAME:

SIGNATURE:

On behalf of UITP:

DATE:

NAME:

SIGNATURE: