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The most impactful and significant public transport event in Asia-Pacific is coming to Hong Kong – we invite your participation and involvement to the **6<sup>th</sup> UITP Asia-Pacific Congress and 3<sup>rd</sup> UITP International Conference on Public Transport Financing**, on 15-19 November 2010.

This time, the event is hosted by MTR Corporation, Hong Kong, and will be conducted at AsiaWorld-Expo ([www.asiaworld-expo.com](http://www.asiaworld-expo.com)). Sponsorship opportunities are now available, allowing you to showcase any latest industry innovations and to highlight the visibility of your brand(s) among the most senior public transport experts and professionals in Asia-Pacific!

### **Public Transport Financing**

In Asia-Pacific, there are no other more important elements that can shape public transport projects than the financing. This UITP International Conference on Public Transport Financing is the first of its kind, to bring together governmental authorities, infrastructure developers, operators, industry suppliers and academic members, to discuss the diversified and innovative approach to public transport financing.

### **Shaping Our Cities – New Perspectives and Strategies for Public Transport**

In conjunction with the International Conference on Public Transport Financing, delegates will pay a single price to attend the UITP Asia-Pacific Congress as well. In this perspective, industry experts sit together to brainstorm and discuss the future of public transport in Asia-Pacific: How is globalization affecting Asia-Pacific? How can economically developed markets keep up the growth by initiating new sources of revenues and to grow patronage? How do we expand networks in mature markets? What about extending geography beyond? What are the new approaches to acquire and to retain customers? Last but not least, how do we keep the public transport industry to develop sustainability?

### **500 Industry Experts**

More than 500 senior industry professionals and experts will be gathering in Hong Kong, coming from Greater China, Korea and Japan, Southeast Asia, the Pacific, Europe and the Americas, as well as other parts of the world!

Be a part of it – make your brand known in the most significant **industry** event 2010! Various sponsorship opportunities exist to allow your **brands** and **organizations** visible in this significant event. Please find more details in this brochure. For an **interactive** discussion, please contact:

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***Exclusive deal! Only available at this event!***

### **Poster Zone**

Number of opportunities: Ten (10)  
Price: HKD 20,000 each (for UITP members only)  
HKD 50,000 each (for non-members)

This event will be a truly international and insightful exchange. To allow for maximum face-the-face interactions, interactive Poster Zone is available. The area allows you to distribute and interact with potential buyers and customers, distribute important business information, and/or to broadcast video or audio messages.

### **Locations**

- Foyer, central to venues of event and coffee-break area, 2/F, AsiaWorld-Expo
- Each Poster Zone is entitled to a dedicated area of 3m (W) x 2m (D)

### **Each Poster Zone will contain the following elements**

- One (1) Poster Board 3m (W) x 2.5m (H) x 0.5m (D) with 2 long-arm lights & power;
- One (1) table 2m (W) x 1.5m (D) and two (2) chairs provided;
- Electricity supply by extendable wire sockets;
- General cleaning for area before and at closing of day of event;
- Logo acknowledgement on the Programme Sheet, distributed on site;
- A one-page insert in the Delegate Bag (to be provided by the sponsor);
- Branding on event-website pages;
- Hyperlink on UITP website;
- Two (2) free registrations to the event.

### **Terms and conditions**

- Location of Poster Zone is on a first-come-first-serve basis.
- The organizer of the event, i.e. UITP, reserves all rights to amend locations and regulations with the objective of delivering the best quality event. UITP's decision is final.

*Other available sponsorship items...*

**AUDIO-VISUAL EQUIPMENT**

Number of opportunities: One (1)  
Price: HKD 300,000 (for UITP members only)  
HKD 375,000 (for non-members)

First class audio-visual equipment and smooth running of technical arrangements are vital for a world-class event. This sponsorship opportunity provides around the clock visibility to your brands and companies.

*What you get?*

- Logo acknowledgement on Transition Slide, at the beginning of all sessions in both 6<sup>th</sup> UITP Asia-Pacific Congress and 3<sup>rd</sup> UITP International Conference on Public Transport Financing;
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- A one-page insert in the Delegate Bag (to be provided by the sponsor);
- Branding on event-website pages;
- Hyperlink on UITP website;
- Three (3) free registrations to the event.

**INTERPRETATION EQUIPMENT & SERVICES**

Number of opportunities: One (1)  
Price: HKD 200,000 (for UITP members only)  
HKD 250,000 (for non-members)

During the entire event, simultaneous interpretation services are provided in English and Putonghua. As a major part of the programme content will be delivered in Chinese, sponsorship to this service guarantee maximum brand exposure in front of the delegates.

*What you get?*

- Company/Brand name mentioning and logo display on the interpretation booths;
- Company/Brand name mentioning and logo display in the head-set distribution corners;
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- A one-page insert in the Delegate Bag (to be provided by the sponsor);
- Branding on event-website pages;
- Hyperlink on UITP website;
- Two (2) free registrations to the event.

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## **LUNCHES**

Number of opportunities: Three (3)  
Price: HKD 175,000 (for UITP members only)  
HKD 219,000 (for non-members)

On each of the full days of conference a buffet lunch will be served to all delegates. These lunches are must-attended social events which allow participants light-hearted business exchange opportunities. The occasions provide excellent branding opportunities.

### *What you get?*

- Logo acknowledgement at each of the guests round table to be provided by the sponsor)  
Logo acknowledgement on directional signage leading to Dining Hall on the day of lunch sponsorship;
- Logo display on the backdrop of the Dining Hall to be provided by the sponsor) ;
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- A one-page insert in the Delegate Bag (to be provided by the sponsor);
- Branding on event-website pages;
- Hyperlink on UITP website;
- Two (2) free registrations to the event.

## **COFFEE BREAKS**

Number of opportunities: Five (5)  
Price: HKD 45,000 (for UITP members only)  
HKD 56,250 (for non-members)

A total of five Coffee Breaks opportunities exist over three days of the event. These are excellent opportunities for branding and product demonstration.

### *What you get?*

- Logo acknowledgement at the Coffee Breaks Serving Corner as sponsor;
- Logo acknowledgement on directional signage leading to coffee break area on the day of coffee break sponsorship;
- Distribution of gifts, brochures or other corporate materials during the coffee break time (to be provided by the sponsor);
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- A one-page insert in the Delegate Bag (to be provided by the sponsor);
- Branding on event-website pages;
- Hyperlink on UITP website.

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**LANYARDS (NECK STRAPS) FOR NAME BADGES, to be provided by the sponsor**

Number of opportunities: One (1)  
Prices: HKD 100,000 (for UITP members only)  
HKD 125,000 (for non-members)

Delegates will receive a name badge to be used throughout the entire event.

*What you get?*

- Sponsor's logo on lanyards;
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- Branding on event-website pages;
- Hyperlink on UITP website;
- A one-page insert in the delegate event bag (to be provided by the sponsor).

**OFFICE EQUIPMENT**

Number of opportunities: Various  
Price: HKD 20,000 (for UITP members only)  
HKD 25,000 (for non-members)

The conference organization requires various office equipments such as computers, printers, copying machines, walkie-talkie, snacks and etc. Sponsors have the opportunity to provide such equipments and to make their brands well-known to the delegates.

*What you get?*

- Sponsor's logo on the equipment;
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- A one-page insert in delegate Conference Bag (to be provided by the sponsor);
- Branding on event-website pages;
- Hyperlink on UITP website.

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**DELEGATES' GIFTS (gift items to be provided by the sponsors)**

Number of opportunities: Three (3)  
Price: HKD 20,000 (for UITP members only)  
HKD 25,000 (for non-members)

A customized gift will be given to delegates, which is enduring and memorable. This is an excellent occasion for branding on-spot of the event and even **aftermaths**.

*What you get?*

- Sponsors' logo on the gift;
- Logo acknowledgement on the Programme Sheet, distributed on-site.

**FLOWERS & PLANTS**

Number of opportunities: Various  
Price: HKD 20,000 (for UITP members only)  
HKD 25,000 (for non-members)

Plants and floral displays can be located in **Registration Counter** and other delegate areas.

*What you get?*

- Sponsor's logo wherever the flowers and plants are located;
- Logo acknowledgement on the Programme Sheet, distributed on-site;
- Branding on event-website pages;
- Hyperlink on UITP website.

**PENS and NOTEPADS (items to be provided by sponsor)**

Number of opportunities: One (1)  
Price: HKD 20,000 (for UITP members only)  
HKD 25,000 (for non-members)

Pens and notepads will be inserted into the Delegate Bag and distributed to all delegates. These items have enduring impact and can travel very far in terms of brand visibility!

*What you get?*

- Sponsor's logo on pens and notepads;
- Logo acknowledgement on the Programme Sheet, distributed on-site.

***We welcome other innovative thoughts on sponsorship items!  
We look forward to seeing you in Hong Kong, on 15-19 November 2010.***