LEADING EVENT IN THE REGION

UITP LATIN AMERICA WEEK 2020
DIGITAL EXPERIENCE

7TH AND 8TH OCTOBER
It is clear to everyone that mobility systems have been dramatically affected by the COVID-19 pandemic.
As a result of lockdown, social distance and hygiene requirements, the demand for personal mobility has plummeted, while operational complexity has increased. This scenario will have some provisional elements typical of an emergency, but there are others that will not be changed in the short term or will become permanent.
Considering this reality, the event will bring an intense debate on how mobility systems can act, what are the demands for new governance and what will be the investment perspective, the development of new systems, and the sustainability of the existing transport network.
The seminar is divided into 20 sessions, which will address four macro themes: impact of Covis-19, with short-term impact and action, long-term recovery plans, day-to-day operation, and governance for systems sustainability.
Motivated by the macro themes, we will have several sessions that are divided between modes, such as buses and tracks, and transversal themes that promote the concept of unified mobility, which will bring complementary actors of mobility, themes of platforms for mobility, technological themes and business models.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Subject</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>10h00-10h10</td>
<td>Introduction</td>
<td>Welcome address</td>
<td>Pere Calvet</td>
<td>Live</td>
</tr>
<tr>
<td>10h10-10h30</td>
<td>Keynote</td>
<td>Keynote: How is public transport?</td>
<td>World Bank</td>
<td>Live</td>
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<tr>
<td>10h30 - 11h10</td>
<td>Session 1 - Roundtable</td>
<td>DEBATE: What is public transport like in Latin America?</td>
<td>Jurandir Fernandes Interview with representative of Chile and Argentina</td>
<td>Live Roundtable</td>
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<tr>
<td>11h10 - 11h40</td>
<td>Networking Break</td>
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<tr>
<td>11h40 - 12h10</td>
<td>Session 2</td>
<td>Long-term governance strategies for public transport in Brazil « Live »</td>
<td>Porto Alegre Natal Vitoria</td>
<td>Live Roundtable</td>
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<tr>
<td>12h40 - 14h00</td>
<td>Networking Break</td>
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<tr>
<td>14h00-15h00</td>
<td>Session 3</td>
<td>Rail systems in Latin America and network expansion strategies</td>
<td>Brasil Chile Colômbia</td>
<td>Live Roundtable</td>
</tr>
<tr>
<td>15h00 - 16h00</td>
<td>Session 4</td>
<td>Long-term governance strategies for public transport in Latin America</td>
<td>Guadalajara - Mexico Rosario - Argentina Montevideo - Uruguay</td>
<td>Live Roundtable</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Topic</td>
<td>Location</td>
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<td>07th October (2/2)</td>
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<tr>
<td>07th October (2/2)</td>
<td>Session 4</td>
<td>Long-term governance strategies for public transport in Argentina</td>
<td>Salta Mendoza Cordoba</td>
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<tr>
<td>07th October (2/2)</td>
<td>Session 4</td>
<td>Long-term governance strategies for public transport in Mexico</td>
<td>México DF Leon Toluca Acapulco</td>
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<tr>
<td>16h00 - 17h00</td>
<td>Session 5</td>
<td>Bus systems: opportunities to develop offers and operating models for greater resilience</td>
<td>Representatives of bus operators in Latin America: Brazil, México, Colombia</td>
<td>Live Roundtable</td>
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<tr>
<td>17h00 - 18h00</td>
<td>Session 6</td>
<td>Digitization in the context of current consumption habits and changes in the mobility pattern</td>
<td>Technology suppliers- TBC</td>
<td>Live Roundtable</td>
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<tr>
<td>Sesión 6</td>
<td></td>
<td>Digitalization in the context of current consumption habits and changes in the movement pattern</td>
<td>Plataforma MaaS - TBC InformNorden Steering LIT Transit Ltd</td>
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<tr>
<td>18h00 - 19h30</td>
<td></td>
<td>Happy hour networking</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Topic</td>
<td>Speaker/Details</td>
<td>Format</td>
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<tr>
<td>10h00-10h10</td>
<td>Introduction</td>
<td>Fireside Chat</td>
<td>Mohamed Mezghani</td>
<td>Live</td>
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<tr>
<td>10h10-10h30</td>
<td>Keynote</td>
<td>Keynote: New Mobility Patterns of the Future: Effects on Cities and Networks</td>
<td>François-Joseph Van Audenhove Partner Global Head of Future of Mobility Lab Arthur D. Little</td>
<td>Live</td>
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<tr>
<td>10h30-11h10</td>
<td>Session 7</td>
<td>DEBATE: Political commitment to the development of sustainable mobility in Latin America</td>
<td>Transport Ministers: Argentina, Chile, Colombia</td>
<td>Live Roundtable</td>
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<tr>
<td>11h10-11h40</td>
<td>Networking Break</td>
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<tr>
<td>11h40-12h30</td>
<td>Session 8</td>
<td>Financing of transport systems</td>
<td>Santiago case - Chile</td>
<td>Live Roundtable</td>
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<tr>
<td>12h40-14h00</td>
<td>Networking Break</td>
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<tr>
<td>14h00-15h00</td>
<td>Session 9</td>
<td>Electrification: efficient networks for integrated bus transport</td>
<td>Barcelona Montevideo Santiago</td>
<td>Live Mesa redonda</td>
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<tr>
<td>15h00-16h00</td>
<td>Session 10</td>
<td>Unified mobility: public transport network management model</td>
<td>On-demand platform - TBC EMT - Madrid Micro mobility - TBC Ride hailing service - TBC</td>
<td>Live Mesa redonda</td>
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<tr>
<td>16h00-17h00</td>
<td>Session 11</td>
<td>Marketing: aumentando a consciência sobre a importância de uma abordagem orientada para o cliente para melhorar a atratividade e uso do transporte público.</td>
<td>Especialista en marketing: Brasil, Colombia, México y Argentina</td>
<td>Live Mesa redonda</td>
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<tr>
<td>17h00-18h00</td>
<td>Session 12</td>
<td>Um caso para se inspirar: Melbourne – Austrália</td>
<td>Departamento de Transportes de Vitoria Australia</td>
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<tr>
<td>18h00-19h30</td>
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<tr>
<td></td>
<td></td>
<td>Happy hour networking</td>
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</tbody>
</table>
A DIGITAL EXPERIENCE
NEVER SEEN
VIRTUAL SCENARIOS
INTERACTIVE ENVIRONMENTS
COMPLETE PLATFORM
Real-time transmission
Exclusive on-demand content
Thousands of online participants

Platform provider:

AMPP EXPERIENCE
BRAND DISPLAY AND SPONSORING OPPORTUNITIES
PREMIUM
Strategic counterparts that guarantee TOTAL VISIBILITY before and during the event.

CLICK TO SEE

MERCHANDISING
Punctual counterparts in places or spaces of HIGH IMPACT for any brand profile.

CLICK TO SEE
Package PREMIUM:

<table>
<thead>
<tr>
<th>Package</th>
<th>Available packages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>1</td>
<td>6,500.00 €</td>
</tr>
<tr>
<td>Gold Plus</td>
<td>2</td>
<td>4,800.00 €</td>
</tr>
<tr>
<td>Gold</td>
<td>6</td>
<td>3,500.00 €</td>
</tr>
<tr>
<td>Silver</td>
<td>10</td>
<td>2,700.00 €</td>
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</table>
Benefits
Package
PLATINUM
Investment
6,500.00 €

✓ Participation of the organization's CEO with a question at the opening session
✓ Permanent logo in the live opening session (banner at the top of the video)
✓ Interview with the CEO or other material in LAD UITP newsletter
✓ Logo on the official presentation video of the event
✓ Electronic insert during the live opening (window - flash 3 sec.)
✓ QR code insert during the live opening
✓ Premium stand at 1st viewing - with color and customizable image
  - Institutional video 60” – até 40Mb
  - Powerpoint Corporate Presentation – max 100Mb
  - PDF folder – max 30Mb
  - Contact WhatsApp and social media
✓ Naming rights opening session (programm)
✓ Logo on sites
✓ Logo on newsletter and emails
Some examples Platinum:

- Logo on the official presentation video of the event
- Logo on the official site of the event
- Naming rights opening session (programm)
- Participation of the organization's CEO with a question at the opening session
- Electronic insert during the live opening session (window - flash 3 sec.)
- QR code insert during the live opening session
Premium stand at 1st viewing - with color and customizable image
Example of Premium Stand in the 1st visualization, with color and customizable image

4 design templates to choose from
Benefits
Package
GOLD PLUS

Investment
4,800.00 €

✓ Participation of the organization's CEO with a question at the close session
✓ Permanent logo in the live close session (banner at the top of the video)
✓ Interview with the CEO or other material in LAD UITP newsletter
✓ Logo on the official presentation video of the event
✓ Electronic insert during the live close (window - flash 3 sec.)
✓ QR code insert during the live close
✓ Premium stand at 2nd viewing - with color and customizable image
  - Institutional video 60” – até 40Mb
  - Powerpoint Corporate Presentation – max 100Mb
  - PDF folder – max 30Mb
  - Contact WhatsApp and social media
✓ Naming rights close session (programm)
✓ Logo on sites
✓ Logo on newsletter and emails
Some examples Gold Plus:

- Logo on the official presentation video of the event
- Logo on the official site of the event
- Participation of the organization's CEO with a question at the close session
- QR code insert during the live close session
- Electronic insert during the live closing session (window - flash 3 sec.)
Example of Premium Stand in the 2nd visualization, with color and customizable image.
Example of Premium Stand in the 2nd visualization, with color and customizable image.

4 design templates to choose from.
Benefits Package GOLD

Investment 3,500.00€

✓ 500.00 € - Electronic insert during live session - except opening / closing (flash window 3 “) 
✓ 500.00 € - Permanent QR Code in the live session of the event - except opening / closing (flash window 3 “) 
✓ Premium stand in 3rd view - with color and customizable image 
  - Institutional video 60” – até 40Mb 
  - Powerpoint Corporate Presentation – max 100Mb 
  - PDF folder – max 30Mb 
  - Contact WhatsApp and social media 
✓ Logo on sites 
✓ Logo on newsletter and emails
Example Gold:

Logo oficial communication
Logo on the official site of the event
QR code insert during the live session
Benefits
Package SILVER
Investment 2,700.00 €

✓ 500.00 € - Permanent QR Code in the live session of the event - except opening / closing (flash window 3”)

• Side stand
  - Institutional video 60” – até 40Mb
  - Powerpoint Corporate Presentation – max 100Mb
  - PDF folder – max 30Mb
  - Contact WhatsApp and social media

✓ Logo on sites
✓ Logo on newsletter and emails
Examples Silver:

Logo on sites

Logo oficial communication
Side Stand Example, with customizable color
Side Stand Example, with customizable color

Standard design template
## Comparison of PREMIUM benefits:

### Cotas disponíveis

<table>
<thead>
<tr>
<th>Valor</th>
<th>1</th>
<th>2</th>
<th>6</th>
<th>10</th>
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</thead>
<tbody>
<tr>
<td>€</td>
<td>6,500.00</td>
<td>4,800.00</td>
<td>3,500.00</td>
<td>2,700.00</td>
</tr>
</tbody>
</table>

### Participação do CEO da organização com uma pergunta na sessão de abertura
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Participação do CEO da organização com uma pergunta na sessão de fechamento ou outra sessão de preferência
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Logo permanente na sessão live de abertura - Banner na parte superior do vídeo
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Logo permanente na sessão live de fechamento - Banner na parte superior do vídeo
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Entrevista com CEO ou matéria para newsletter
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Logo no vídeo oficial de apresentação do evento
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Insert eletrônico durante sessão live de abertura / fechamento (janela flash 3")
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### QR Code permanente na sessão live do evento - abertura / fechamento
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Insert eletrônico durante sessão live - exceto abertura / fechamento (janela flash 3")
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### QR Code permanente na sessão live do evento - exceto abertura / fechamento (janela flash 3")
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Stand premium na 1ª visualização - com cor e imagem personalizável
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Stand premium na 2ª visualização - com cor e imagem personalizável
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Stand premium na 3ª visualização - com cor personalizável
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Stand lateral
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Naming rights das sessões de abertura / fechamento (programa)
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Logo nos sites
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €

### Inscritos gratuitas
- 6,500.00 €  
- 4,800.00 €  
- 3,500.00 €  
- 2,700.00 €
Package
Branding

Latin America Week 2020
Digital Experience
# Package BRANDING

**Latin America Week 2020**  
**Digital Experience**

<table>
<thead>
<tr>
<th>Available packages</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Logo registrations desk</td>
<td>3,000.00 €</td>
</tr>
<tr>
<td>2</td>
<td>Logo in Cyber Café (networking area)</td>
<td>2,000.00 €</td>
</tr>
<tr>
<td>1</td>
<td>Logo in lobby (main wall)</td>
<td>2,000.00 €</td>
</tr>
<tr>
<td>1</td>
<td>Logo in lobby (totem programm)</td>
<td>2,000.00 €</td>
</tr>
<tr>
<td>2</td>
<td>Logo in wall (billboard 5”)</td>
<td>1,500.00 €</td>
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<td>5</td>
<td>Naming rights on record session</td>
<td>800.00 €</td>
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<tr>
<td>3</td>
<td>Logo in lobby (totem)</td>
<td>600.00 €</td>
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</table>
Example of branding benefits

- Logo variable message in the lobby (billboard 5”)
- Logo in lobby (totem)
- Logo in lobby
- Logo in Cyber Café
- Logo in lobby (Totem in programa)
- Logo Registration desk
THANK YOU!

www.UITP.org