

SHAPING THE FUTURE OF MOBILITY



#EUYearofRail



10-12 November 2021
LISBON

SPONSORSHIP GUIDE

1. Introduction

The implementation of the EUROPEAN GREEN DEAL strategy, a core component of the European Union's current agenda, establishes a number of very relevant questions to societal daily life. This is especially the case for the questions of mobility, the way people and goods move around Europe. It highlights the importance of integrated planning of the transport system, the challenge of digitization and the decarbonisation of some modes of transport.

The organisation of the SEMINAR began to be considered in 2020, with a dual purpose: on the one hand, to mark the Portuguese Presidency of the Council of the European Union during the first Semester of 2021, which was chosen for the European Year of Rail Transport, and, on the other hand, initiate public discussion of the main implications of new policies for the Portuguese railway transport system.

Unfortunately, due to current pandemic-related restrictions, it is possible only now to confirm this event in Lisbon, in November.

Under the patronage of the Portuguese Minister for Planning and Infrastructure, we anticipate the SEMINAR being attended by more than 200 executive level delegates, including colleagues from, inter alia, EU and CPLP countries. There will be speakers from a range of international bodies, including the ITF and the UIC and also from European Institutions including the European Commission.

2. Reasons to Sponsor the SEMINAR

The organisation, in Lisbon, of an International Seminar integrated in the European Year of Rail, implies obtaining financial support to cover the expenses with its organisation, allowing us to keep the enrolment costs of participants within acceptable limits. In this context, companies and institutions in the sector are called upon to support the organisation of the SHAPING THE FUTURE OF MOBILITY Seminar, by subscribing to one of the following types of sponsorship. Through the promotional materials, the name and image of the sponsoring entity will reach each of the participants, the media and the interested public.

The disclosure of each sponsoring entity will be present in the main media during the next 6 months:

- Through the site of the "SHAPING THE FUTURE OF MOBILITY" Seminar (<http://futureofmobility.crp.pt>);
- At major national events related to mobility, transport and its infrastructure, including scientific and technical events;
- In the different newsletters and information to be disseminated;
- In professional and associative magazines;
- In all promotional media that are used to publicize the event.

3. Types of Sponsorships

There are two types of sponsorship: general, which aim to support the activities included in the Seminar program and those that support specific activities.

3.1- General Sponsorship

- **Platinum**
- **Gold**
- **Silver**
- **Bronze**

i) Platinum Sponsorship

15.000 €

This sponsorship category includes:

- A 12m2 space (2 modules (3 x 2m2)) located in the exhibition area, equipped with a standard stand (see diagram);
- Preferential location in the exhibition area, according to the available space;
- 4 Registrations for the Seminar;
- Logo on the event's official page (<http://futureofmobility.crp.pt>) with mention of Platinum Sponsor;
- Logo on the panels to be placed during the event (auditorium and lobby);
- Logo on the Seminar Program;
- Logo in the various electronic news and in the dissemination leaflets;
- Logo in advertisements to be published in the written press;
- Logo on the list of participants;
- Insertion of promotional material in the folder which will be provided to each delegate (max. A4).

ii) Gold Sponsorship

10.000 €

This sponsorship category includes:

- A space of 6 m2 (3 x 2 m2) located in the exhibition area, equipped with a standard stand (see diagram);
- Preferential location in the exhibition area, according to the available space;
- 3 Registrations for the Seminar;
- Logo on the event's official page (<http://futureofmobility.crp.pt>) with mention of Gold Sponsor;
- Logo on the panels to be placed during the event (auditorium and lobby);
- Logo on the Seminar Program;
- Logo in the various electronic news and in the dissemination leaflets;
- Logo in advertisements to be published in the written press;
- Logo on the list of participants;
- Insertion of promotional material in the folder which will be provided to each delegate (max. A4).

iii) Silver Sponsorship

7.500 €

This sponsorship category includes:

- A space of 6 m2 (3 x 2 m2) in the exhibition area, equipped with a standard stand (see diagram)
- 2 Registrations for the Seminar;

- Logo on the official page of the event, (<http://futureofmobility.crp.pt>) with mention of Silver Sponsor;
- Logo on the panels to be placed during the event (auditorium and lobby);
- Logo on the Seminar Program;
- Logo on the various electronic news and leaflets;
- Logo in advertisements in the written press;
- Logo on the list of participants.
- Insertion of promotional material in the folder which will be provided to each delegate (max. A4).

iv) Bronze Sponsorship

5.000 €

This sponsorship category includes:

- 2 Registrations for the Seminar;
- Logo on the event's official page (<http://futureofmobility.crp.pt>) with mention of Bronze Sponsor;
- Logo on the panels to be placed during the event (auditorium and lobby);
- Logo on the Seminar Program;
- Logo in the various electronic news and in the leaflets;
- Logo in advertisements to be published in the written press;
- Logo on the list of participants;
- Insertion of promotional material in the folder which will be provided to each delegate (max. A4).

3.2 - Sponsorship of Seminar Activity

The sponsor of each activity will be identified, in a visible and prestigious way, during the performance of the sponsored activity, as well as in the Congress program and in the promotional material.

v) Official Seminar Dinner

17.500 €

The Organizing Committee seeks a sponsorship so as to be able to include the SEMINAR Dinner at no additional cost to the delegates.

The sponsor will have their logo printed on the menu cards and be able to dress the room with suitable (own) materials (roll ups, banners etc).

vi) Coffee Break (per seminar day)

2.000 €

Two coffee breaks will be served daily to participants in the Congress and the Exhibition.

This sponsorship includes Logo on the Seminar Program.

vii) Folders

1.500 €

A folder will be given to each participant with promotional material and presentations in digital format. The sponsor's logo will be included on the folder.

viii) Lanyards

1.000 €

Each participant will be identified using a small badge, attached to a ribbon that should be placed around the neck. The identification of the sponsor will appear on this ribbon.

NOTE: Other forms of Sponsorship may be considered, subject to proposals that best match the sponsors' interests. For more information:

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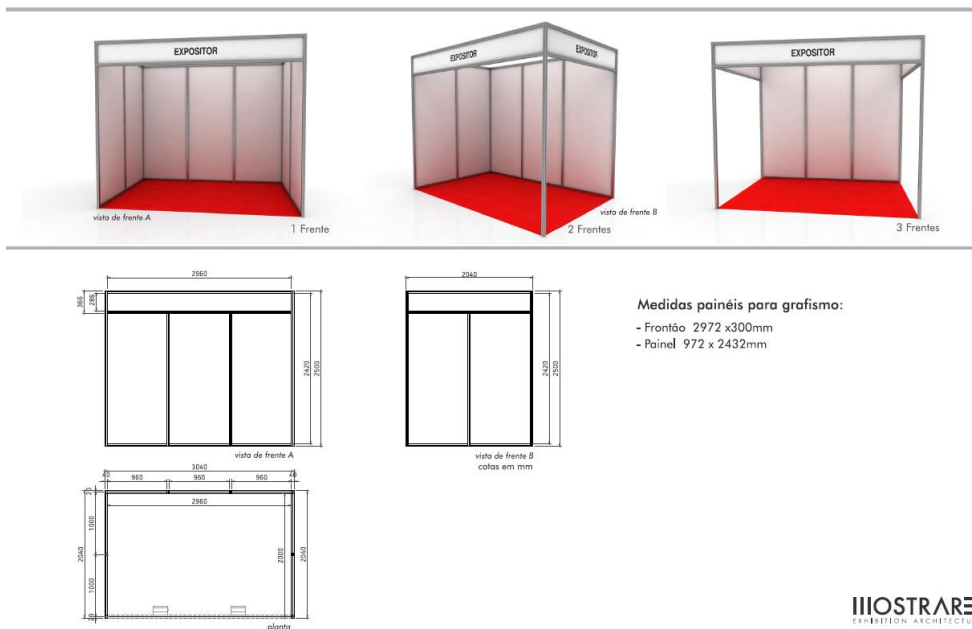
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Stand

Stand Tipo 3x2m- Perfis anodizados / Painéis branco



Exhibition Area (22 stands)

