



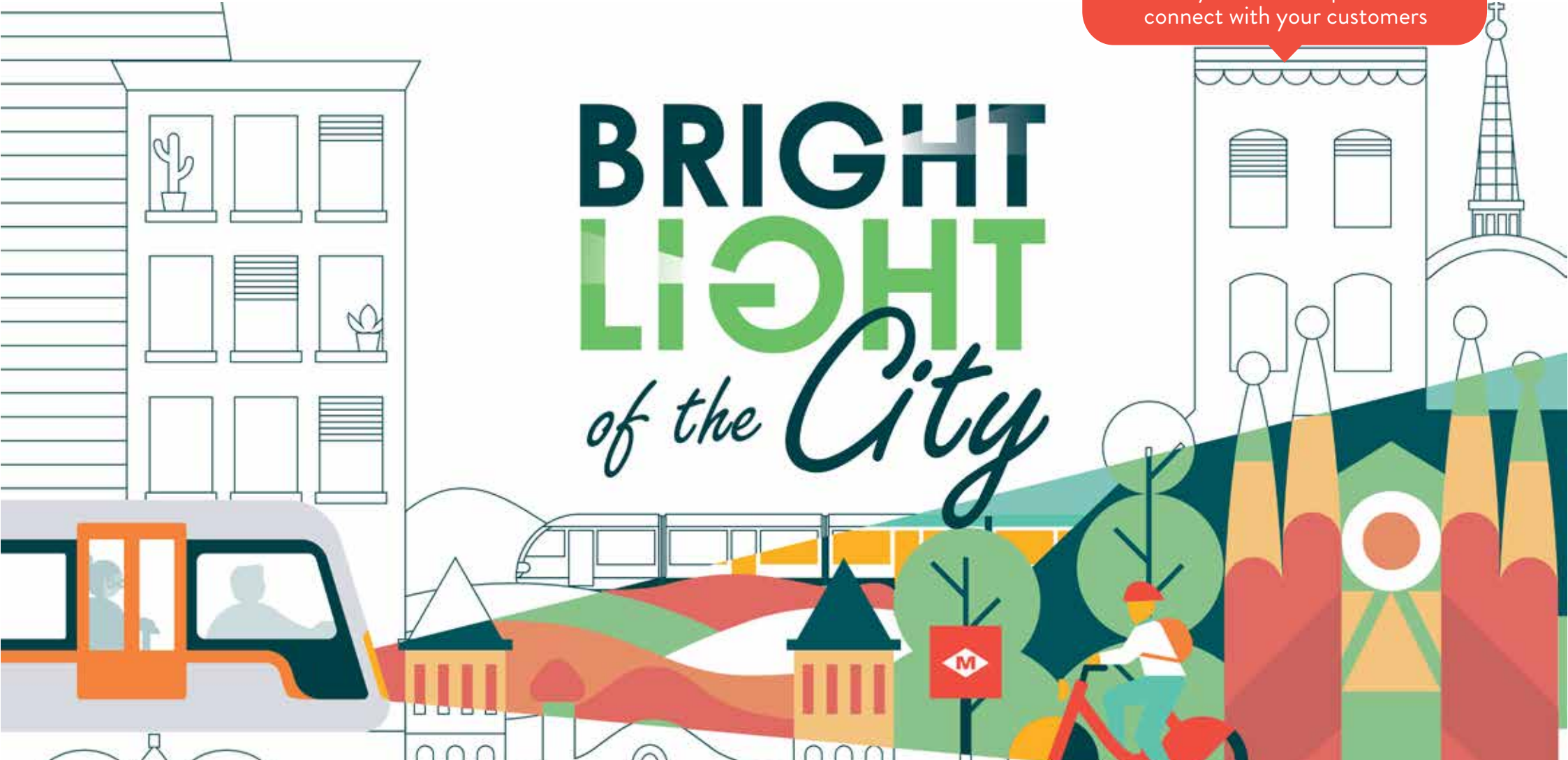
4-7 JUNE

BARCELONA 2023

GLOBAL PUBLIC
TRANSPORT SUMMIT

Become a Sponsor
Boost your brand exposure and
connect with your customers

BRIGHT LIGHT *of the City*



Local Partners



Current Summit Sponsors (by November 2022)



Àrea de Barcelona
Autoritat del Transport
Metropolità



MOBILITY **ADO**[®]



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THE DEFINING EVENT IN PUBLIC TRANSPORT

The UITP Global Public Transport Summit is the global and unique platform for public transport professionals, with a history spanning 136 years.

The UITP Summit is coming to **Barcelona, Spain** for its next edition from **4-7 June 2023**, bringing together the greatest minds in mobility to champion a more sustainable future.

Covering all urban and regional transport modes across the globe, the Summit combines a diverse programme of **Congress sessions** delivered by the most senior decision makers and thought leaders in public transport.

The Summit also boasts a world class **Exhibition** spanning up to **40,000m²** of the latest innovations, solutions, and products in mobility.

Join us at the UITP Summit and seize the powerful opportunity to connect with your customers and position yourself as leader of urban mobility.

BRIGHT LIGHT of the City

THEME OF THE SUMMIT

Barcelona is a city where light shines brightly through its rich Mediterranean culture, beautiful architecture, art, food and social activities.

One pivotal element which allows people to embrace the magic of this charming city is through its well-connected public transport system.

Public transport is the 'Bright light of the city'. It gives passengers the freedom to discover the city, to commute, meet friends & family, or navigate wherever you need to go. Public transport brings light to any city and energises the lives of all those who use it.

It provides more than a necessary service; it brightens the urban landscape. It is simply the brightest decision you can make to move around the city.

Organiser



The International Association of Public Transport (UITP) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

We have more than **1,900 member** companies coming from **100 countries**. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry.



Local Partners



The local partners FGC, TMB and Renfe are world class public transport operators and committed members of UITP.

Barcelona's integration of public transport and seamless experience for the user has been made possible by the cooperation of the operators and the delivery of an excellent service, from local bus routes and heavy metro systems up to efficient suburban and regional transport networks.

The commitment of FGC, TMB and Renfe does not just guarantee a world class event but an experience that all visitors and sponsors will keep and treasure for many years.

Barcelona

Barcelona is a Mediterranean dense and compact city. The current Public transport network in the Barcelona metropolitan area includes 8 metro lines (121.4 km), 8 suburban lines (600 km), 2 tram networks (29.1 km), and 784 bus lines going over 15000 km.

Public transport in 2025 (approved plans and projects).

- The public transport operation market will be open to private and foreign operators
- Expected market share of public transport: >40%
- Planned PT investment per year (Euro) (average 2020-2025): similar efforts as previous years (between 1.000 and 1.400 million Euro/year)
- Barcelona is the ideal place to position your brand and organisation as a leader in the public transport sector.
- The UITP Summit in Barcelona is not only your gateway to tap into the Spanish and European market but also a gateway to the Spanish speaking countries in other continents.



Looking back at the 2019 edition

Key Figures



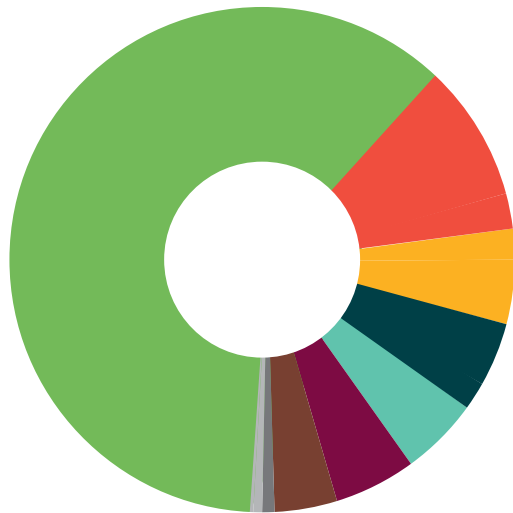
More than 350 exhibitors



More than 40,000m² of exhibition space

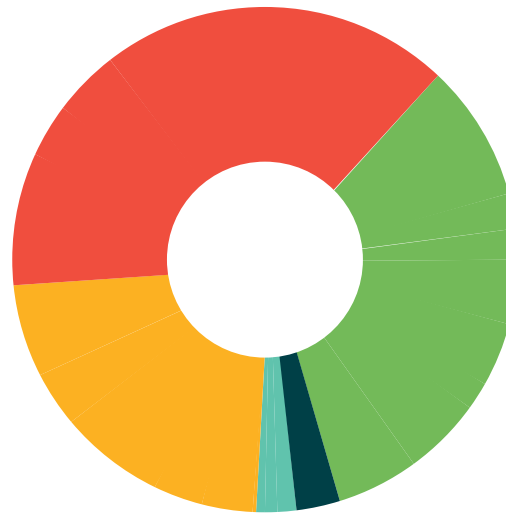
UITP Summit 2019 Demographics (Congress participants)

By region



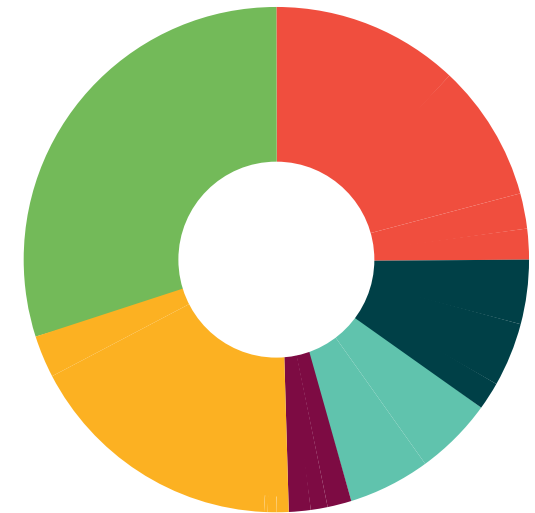
- Europe (61%)
- Asia Pacific (14%)
- North America (6%)
- MENA (5%)
- CEEC (4%)
- Latin America (4%)
- Eurasia (3%)
- Africa (2%)
- Turkey (2%)

By sector



- Operator (36%)
- Industry (31%)
- Authority (24%)
- Association (4%)
- Other (5%)

By job level



- Top Manager (31%)
- Manager (26%)
- Senior Manager (22%)
- Expert/Engineer (8%)
- Other (7%)
- Consultant (3%)



Who will you meet?

You can expect to meet a wide variety of profiles from across the globe, including the movers and shakers of urban mobility. The UITP Summit is the place to meet face-to-face with:

- ✓ transport ministers
- ✓ mayors
- ✓ operators, authorities, industry CEOs
- ✓ urban visionaries
- ✓ public transport entrepreneurs
- ✓ operations and network managers
- ✓ ITS experts
- ✓ business developers
- ✓ middle managers involved in marketing, finance and IT





What's in it for you?

Sponsoring with UITP for the Global Public Transport Summit allows you to increase exposure for your brand at the biggest global event dedicated to sustainable mobility.

We have developed an extensive portfolio of opportunities for brands looking to secure more exposure and position themselves as leaders in the sector.

- ✓ Showcase your achievements and innovation in front of a global audience keen to know the latest developments.
- ✓ Demonstrate your leadership in a competitive market by presenting your opinion on where the sector is heading.
- ✓ Maximise the visibility of your brand by linking it to a well-established event that attracts the key influencers in urban mobility.
- ✓ Develop new sponsorships, investments and innovative projects by being at the forefront of our networking opportunities.

Get ready for the defining event in public transport and secure your sponsorship now.



Contact our sponsorships and exhibition team at: exhibitions@uitp.org



Discover your sponsorship options

Engage with your audience

Communicate your message to the Summit audience and showcase your leadership in mobility

Increase your brand exposure

Boost your brand and become an influencer in the global public transport sector

Be visible in the event venue

Put your brand at the forefront of the UITP Summit

Increase your marketing exposure

Reach a dedicated public sector audience with your marketing messages through UITP Summit communication channels



LOOKING FOR A CUSTOM SOLUTION?

If you would like to explore additional opportunities to sponsor with the UITP Global Public Transport Summit, we would be happy to hear your ideas and develop a tailor-made solution.



Contact our sponsorships and exhibition team at: exhibitions@uitp.org

AUDIENCE ENGAGEMENT

- Opening Ceremony
- Closing Ceremony
- Welcome Reception
- Networking Dinner
- UITP President's Dinner
- Plenary Session
- Exhibition VIP Tour
- Lunch Session
- Exhibition Coffee Place
- Host a UITP side event at your stand
- Youth for Public Transport
- Awards sponsorship



€ 120,000 investment

OPENING CEREMONY

► Availability: 1

By opening the UITP Global Public Transport Summit with a **5 minute address** by one of your representatives **AND 3 minute video**, you will ensure that your brand receives maximum visibility. You are also aligning your brand with the defining event in public transport and sustainable mobility, setting you apart from your competitors as a leader and trendsetter.

The Opening Ceremony will take place on **Sunday 4 June 2023** and will be attended by all Summit delegates, exhibitors, and feature a large media contingent.

🔍 What's included in the package?

Pre-event marketing

- ✓ 1 industry-specific sponsored article in one of the related UITP e-newsletters (to be decided by the UITP Summit Programme Committee)
- ✓ 1 industry-specific sponsored article or interview on one of UITP's social media platforms (LinkedIn, Twitter or Facebook; the platform to be decided by UITP Summit Programme Committee)
- ✓ Your organisation will be featured in the news section on the homepage of the event website, www.uitpsummit.org (to be reviewed by the UITP Summit Programme Committee)
- ✓ Email to all Summit participants announcing the sponsorship
- ✓ Mention in relevant press releases
- ✓ Your logo featured on the homepage of the Summit website (www.uitpsummit.org) with a link to your organisation's profile page and to your organisation website

Message delivery during the Summit

- ✓ 5 minute welcome address (to be reviewed by the UITP Summit Programme Committee)
- ✓ 3 minute video showcasing your achievements (to be reviewed by the UITP Summit Programme Committee)

Summit access experience

- ✓ 5 full Summit registrations free of charge for your representatives or clients
- ✓ 10 full Summit registrations at a special rate for your representatives or clients
- ✓ 5 invitations to attend the Opening Ceremony for your representatives or clients
- ✓ 3 invitations free of charge to attend the full Summit for professionals in the public transport sector (under 30 years of age)
- ✓ 5 seats reserved during the Opening Ceremony
- ✓ 2 invitations to the President's Dinner with accompanying persons, with one of the invited guests and their accompanying person to be seated at the VIP table
- ✓ 50 free visitor tickets for the Exhibition
- ✓ 24m² free exhibition space
- ✓ 5 access passes to the Premium Lounge for your representatives

On-site marketing

- ✓ 1 social media post (include a short interview) on UITP's social media platforms (platform to be decided by the UITP Summit Programme Committee)
- ✓ Branding of the Opening Ceremony room (at sponsor's expense and subject to UITP approval)
- ✓ Your logo on screen before and after the Opening Ceremony
- ✓ Opportunity to distribute to all delegates sustainable giveaways during the Opening Ceremony (at sponsor's expense and subject to UITP approval)
- ✓ 1 post mentioning your organisation on social media made by the UITP Secretary General
- ✓ Acknowledgement of your organisation during the opening speech of the Opening Ceremony
- ✓ Your logo in the relevant daily email sent to all Summit participants

SOLD





OPENING CEREMONY

Basic marketing

Inclusion of your 5 minute welcome address and 3 minute video during the Opening Ceremony in MyLibrary (UITP digital library)

Basic benefits

- ✓ Your logo as sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor on post-event communications



€ 100,000 investment

CLOSING CEREMONY

► Availability: 1

Leave a lasting impression on delegates by concluding this defining 4 day event with a **5 minute address OR 3 minute video** and reinforce your leadership in the urban mobility sector in front of a global audience.

The Closing Ceremony will take place on **Wednesday 7 June 2023**.

🔍 What's included in the package?

Pre-event marketing

- ✓ Your organisation will be featured in the news section on the homepage of the event website, www.uitpsummit.org (to be reviewed by the UITP Summit Programme Committee)
- ✓ Your logo featured on the homepage of the Summit website (www.uitpsummit.org) with a link to a dedicated profile page and to your organisation website
- ✓ Mention in relevant press releases

Message delivery during the Summit

- ✓ 5 minute address OR 3 minute video during the Closing Ceremony (to be reviewed by the UITP Summit Programme Committee)

Summit access experience

- ✓ 3 full Summit registrations free of charge for your representatives or clients
- ✓ 8 full Summit registrations at a special rate for your representatives or clients
- ✓ 3 invitations to attend the Closing Ceremony for your representatives or clients

- ✓ 3 invitations free of charge to attend the full Summit for young professionals in the public transport sector (under 30 years old)
- ✓ 3 VIP seats reserved during the Closing Ceremony
- ✓ 50 free visitor tickets for the Exhibition
- ✓ 21m² free exhibition space
- ✓ 3 access passes to the Premium Lounge for your representatives

On-site marketing

- ✓ 1 social media post (can include a short interview) on one of UITP's social media platforms; the platform to be decided by UITP Summit Programme Committee
- ✓ Branding of the Closing Ceremony room (at sponsor's expense and subject to UITP approval)
- ✓ Your logo on screen before and after the Closing Ceremony
- ✓ Opportunity to distribute to all delegates sustainable giveaways during the Closing Ceremony (at sponsor's expense and subject to UITP approval)
- ✓ Acknowledgement of your organisation during the opening speech of the Closing Ceremony by UITP

- ✓ Your logo in the relevant daily email sent to all Summit participants

Post-event marketing

- ✓ Inclusion of your 5 minute address OR 3 minute video during the Closing Ceremony in MyLibrary (UITP digital library)

Basic benefits

- ✓ Your logo in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as the event sponsor in the wrap up report
- ✓ Your logo as event sponsor on post-event communications



NEW!

€75,000 investment

WELCOME RECEPTION

► Availability: 1

The first official networking event, the Welcome Reception sets the tone for the Summit and is attended by all Summit delegates, who take this opportunity to build new business relationships and reinforce existing ones.

As a sponsor of the biggest social function of the Summit, you will be involved with UITP and FGC to foster a real experience for attendees that they will remember for months.

The Welcome Reception will take place on **Sunday 4 June 2023** in the evening, just after the Closing Ceremony (The venue to be confirmed by the Welcome Reception Committee, organized by Barcelona Convention Bureau).

🔍 What's included in the package?

Pre-event marketing

- ✓ Your logo featured on the homepage of the Summit website (www.uitpsummit.org) with a link to a dedicated profile page and to your organisation website

Message delivery during the Summit

- ✓ Welcome address and video (4 minutes max in total for both) during the Welcome Reception (at sponsor's expense and subject to UITP and FGC approval)

Summit access experience

- ✓ 2 full Summit registrations for you and your representative
- ✓ 6 full Summit registrations at a special rate for your representatives or clients
- ✓ 2 tickets for the Exhibition
- ✓ 20m² free exhibition space
- ✓ 2 access passes to the Premium Lounge for your representatives

On-site marketing

- ✓ 1 social media post (can include a short interview) on one of UITP's social media platforms; the platform to be decided by UITP Summit Programme Committee
- ✓ Your logo in the relevant daily email to all Summit participants
- ✓ Branding presence at the Summit in collaboration with the local host FGC
- ✓ Opportunity for distribution of giveaways to attendees (at sponsor's expense and subject to UITP approval)

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional materials and printed materials distributed to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as the event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



NEW!

€ 75,000 investment

NETWORKING DINNER

► Availability: 1

The Networking Dinner is a UITP Summit tradition and the last opportunity for the delegates to get together and strengthen their network.

As a sponsor of a key function of the Summit, you will be involved with UITP and FGC to foster a real experience for attendees that they will remember for months.

The Networking Dinner will be held on the evening of **Wednesday 7 June 2023.**

🔍 What's included in the package?

Pre-event marketing

- ✓ Your logo featured on the homepage of the Summit website (www.uitpsummit.org) with a link to a dedicated profile page and to your organisation website

Message delivery during the Summit

- ✓ Welcome address and video (4 minutes max in total for both) during the Networking Dinner (at sponsor's expense and subject to UITP and FGC approval)

Summit access and

- ✓ 2 full Summit registrations free of charge for your representatives or clients
- ✓ 50 free Summit registrations at a special rate for your representatives or clients
- ✓ 50 free visitor tickets for the Exhibition
- ✓ 18m² free exhibition space
- ✓ 2 access passes to the Premium Lounge for your representatives

On-site marketing

- ✓ 1 social media post (can include a short interview) on one of UITP's social media platforms; the platform to be decided by UITP Summit Programme Committee

- ✓ Your logo in the relevant daily programme to all Summit participants
- ✓ Branding presence on the Summit venue in collaboration with UITP and Summit host FGC
- ✓ Opportunity for distribution of sustainable promotional material to attendees (at sponsor's expense and subject to UITP approval)

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



NEW!

€ 45,000 investment

UITP PRESIDENT'S DINNER

► Availability: 1

This invitation-only dinner gathers high level profiles including members of the UITP Policy and Executive Board, all Presidents of UITP Committees, Premium members and VIP guests.

Only 200 persons will attend this prestigious dinner in an exceptional venue, ensuring you a captive audience.

The UITP President's Dinner will be held on the evening of **Saturday 3 June 2023.**

🔍 What's included in the package?

Pre-event marketing

- ✓ Your logo on the President's Dinner invitation card and confirmation messages

Message delivery during the Summit

- ✓ 3 minute welcome address during the UITP President's Dinner (to be reviewed by the UITP Summit Programme Committee)
- ✓ Involvement in part of the event programme in collaboration

Summit access

- ✓ 1 full Summit registration free of charge for your representatives or clients
- ✓ 10 Summit registrations at a special rate of for your representatives or clients
- ✓ 2 invitations to the President's Dinner with accompanying persons, with one of the invited guests and their accompanying person to be seated at the VIP table
- ✓ 45 free visitor tickets for the Exhibition
- ✓ 12m² free exhibition space
- ✓ 2 access passes to the Premium Lounge for your representatives

On-site marketing

- ✓ Exclusive branding of the venue and distribution of sustainable giveaways to attendees (at sponsor's expense under UITP supervision)
- ✓ Your logo on the President's Dinner menu

Basic services

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



€ 20,000 investment

PLENARY SESSION

► **Availability: 2 of 1 sold !
Only 1 remaining !**

Plenary sessions are among the most popular sessions at the Summit. They are designed for all Congress attendees and feature high-level speakers addressing some of the biggest topics in mobility. Highlight your organisation and its thought-leadership by supporting this session with a 60–90 second video.

You can sponsor with the plenary sessions at the Summit. The topics of each plenary session will be confirmed 6–5 months before the Summit.

Q What's included in the package?

Message delivery during the Summit

- ✓ 60–90 second video at the beginning and the end of the relevant plenary session and sponsor acknowledgment (to be reviewed by UITP Summit Programme Committee)

Summit access experience

- ✓ 3 invitations to attend the relevant plenary session for your representatives or clients
- ✓ 3 VIP seats reserved during the relevant plenary session
- ✓ 20 free visitor tickets for the Exhibition

On-site marketing

- ✓ Your logo on screen before and after the relevant plenary session

Post-event marketing

- ✓ Inclusion of your 60–90 second video during the relevant plenary session in MyLibrary (UITP digital library)

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor on post-event communications



NEW!

€ 20,000 investment

EXHIBITION VIP TOUR

► Availability: 1

Showcase your organisation by becoming a sponsor of the official opening of the Exhibition and the VIP tour. This Summit feature is attended by key VIPs and media representatives invited personally by UITP and is a unique opportunity to promote your organisation's exhibition stand to a high-level audience.

The official opening of the Exhibition and the VIP tour will take place on **Monday 5 June 2023** during the first half of the day.

🔍 What's included in the package?

Message delivery during the Summit

- ✓ First stop OR last stop (to be confirmed) at your stand
- ✓ 5 minute presentation at your stand during the VIP Tour of the opening of the Exhibition (to be reviewed by UITP Summit Programme Committee)

Summit access experience

- ✓ 2 representatives of your organisation to attend the ribbon cutting ceremony of the official opening of the Exhibition and VIP Tour
- ✓ 20 free visitor tickets for the Exhibition

On-site marketing

- ✓ Two self standing pull up banners (at sponsor's expense and subject to UITP approval) to be placed to the right and left of the ribbon during the ribbon cutting ceremony

Post-event marketing

- ✓ Inclusion of your 5 minute presentation on your stand during the Exhibition VIP Tour in MyLibrary (UITP digital library)

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



€ 15,000
investment

LUNCH SESSION

► Availability: 6

Lunch sessions allow delegates to make the most of their time at the Summit by attending Congress sessions during lunchtime. Those sessions focus on a specific topic or thematic and therefore gather a very profiled audience. Make the most of having a captive audience with a 60–90 second video to promote your public transport solutions.

Q What's included in the package?

Message delivery during the Summit

- ✓ 60–90 second video at the beginning and the end of the relevant lunch session (to be reviewed by UITP Summit Programme Committee)

Summit access experience

- ✓ 2 invitations to attend the relevant lunch session for your representatives or clients
- ✓ 15 free visitor tickets for the Exhibition

On-site marketing

- ✓ Exclusive branding of the relevant lunch session room and distribution of sustainable giveaways to attendees (at sponsor's expense and subject to UITP approval)

Post-event marketing

- ✓ Inclusion of your 60–90 second video in MyLibrary (UITP digital library)

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



NEW!

€ 15,000
investment

EXHIBITION COFFEE PLACE

► Availability: 1

Give your organisation maximum exposure by including your logo on the disposable cups to be distributed at the Exhibition Coffee place for the duration of the Summit.

The Exhibition Coffee Place will be the meeting point during the Summit for the participants and the visitors of the exhibition to network and have a break. This branding opportunity will allow your organization a great visibility during the UITP Summit in Barcelona.

🔍 What's included in the package?

On-site marketing

- ✓ Your exclusive branding in the Exhibition coffee Place for the duration of the Summit (at sponsor's expense and under UITP supervision)
- ✓ Your logo on the disposable (nature friendly) cups distributed in the Exhibition Coffee Place

Summit access experience

- ✓ 3 full Summit registrations at a special rate for your representatives or clients
- ✓ 15 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



NEW!

€ 10,000 investment

HOST A UITP SIDE EVENT AT YOUR STAND

► Availability: Many

Host a UITP side event on your stand where the latest UITP developments in regions or thematic topics will be presented to a dedicated audience. This will ensure traffic to your stand and provide you the opportunity to meet peers, especially those who may not be pre-scheduled to meet with you.

To provide you with an idea about some of the side events took place in 2019 Summit:

- ✓ Asia-Pacific Special Recognition Awards and Upcoming Events
- ✓ Building the Future of Mobility in Middle East North Africa 2020
- ✓ Launch of clean bus platform by the European Commission
- ✓ Women’s employment: PT4ME
- ✓ UITP Transport Researchers’ Meet & Greet

*list of UITP side events available upon request

🔍 What’s included in the package?

Message delivery during the Summit

- ✓ Host one of UITP’s side events* on your stand, bringing an official UITP function to your exhibition stand environment
- ✓ 2 minute welcome speech to introduce the side event and welcome delegates to your stand (to be reviewed by UITP Summit Programme Committee)

On-site marketing

- ✓ 1 push notification on event mobile app about the UITP side event and mention of the sponsor

Basic benefits

- ✓ Your logo in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors’ page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors
- ✓ Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor



NEW!

€ 20,000 investment

YOUTH FOR PUBLIC TRANSPORT

► Availability: 4

Y4PT, in short:

Youth For Public Transport is the international non-governmental youth organisation (NGO) of UITP. That promotes since 17 years the active participation of young people in advocating Sustainable Mobility and promotes new solutions for the public transport sector through workshops, labs, hackathons and events worldwide.

Our numbers:

Ambassadors all over the world, +30 local Hackathons, developed by Local Authorities and Stakeholders, and 1 Global Y4PT Hackathon Final at the UITP Summit. with more than 60 international youth representatives participating.

What will happen in Barcelona with Y4PT?

50 global youth(start-ups, young professionals, students, innovators) selected during last 2 years, will meet and work together with the Y4PT mentors during the Summit to refine and present you their best ideas and innovative projects.

How can you benefit from our Y4PT event in Barcelona 2023?

As a Sponsor, you will have the chance to be the first to get in touch with the start-ups, young professionals and Teams that will showcase their best projects and ideas.

🔍 What's included in the package?

Pre-event marketing:

- ✓ 1 representative will be part of the Final Jury
- ✓ 1 dedicated page for your best activities on the Y4PT website
- ✓ 1 dedicated article and interview on the Social Media
- ✓ Channels of Y4PT: Twitter, Facebook, Instagram, LinkedIn)
- ✓ 1 news article on the blog of our Y4PT website

Basic benefits

- ✓ Your logo visibility during the hackathon
- ✓ Your logo on the partners' dedicated page of the Y4PT website and the global hackathon webpage with a link to your website
- ✓ Your logo as event partner in the wrap up video
- ✓ Your logo as event partner in the wrap up report
- ✓ Your logo as event partner on post-event communications
- ✓ A 2 minutes speech and message delivery during the FINAL EVENT together with the UITP Secretary General introducing the Winners: you will also have dedicated slot of time to contact the team during the hackathon. 1 representative will be part of the Final Jury





NEW!

**€ 60,000
 investment**

AWARDS SPONSORSHIP

► **Availability: 1 for 60000€ or
 2 for 30000€ each**

Every two years the UITP Awards showcases ambitious and innovative projects positioning public transport as the backbone of urban and local mobility solutions in cities and regions around the world.

With 6 successful editions now completed, the UITP Awards have been positioned as the coveted prize to vie for within the public and urban transport sector.

The UITP Awards consist of the Global Awards and the Special Recognition Awards. An international jury comprised of experts will evaluate and select the best projects, rewarding the promotion of public transport, levels of innovation, and prospects of transferability to other areas.

The Global Awards will be handed out during a thrilling dedicated ceremony at the UITP Global Public Transport Summit. The Special Recognition Awards which are awarded to those projects that stood out from a specific region (Africa, Australia and New Zealand, Asia-Pacific, Eurasia, Europe, India, Latin America, MENA and North America), are handed over during a side event dedicated to the region, taking place during the course of the Summit.

Q What's included in the package?

Pre-Ceremony

- ✓ Websites
 - ✓ News article on UITP website announcing support and collaboration
 - ✓ Inclusion on dedicated Awards webpage on UITP website
 - ✓ Inclusion on information related to the Awards on the summit website
- ✓ Inclusion of 1 expert from the sponsor on the exclusive international jury
- ✓ 2 full Summit registrations free of charge for your representatives or clients
- ✓ 4 full Summit registrations at a special rate for your representatives or clients

On-site

- ✓ Partner/s logo on screen during the global ceremony and each special recognition ceremonies
- ✓ Partner/s logo on all trophies and certificates
- ✓ Visibility on ceremony program
- ✓ Presence on stage
 - ✓ Welcome address and video (4 minutes max in total for both, subject to UITP approval) on the importance of supporting the UITP Awards
 - ✓ Join UITP's leadership team to handover trophies and certificates at the global ceremony and special recognition ceremonies
- ✓ Acknowledgement of your organization given during UITP speech
- ✓ 2 access passes to the Premium Lounge for your representatives

Post Summit

- ✓ Inclusion in communication kit that will be shared with winners to announce their success

The sponsor/s cannot be a candidate for a UITP Award

BRAND EXPOSURE

- Summit Registration Desks
- Coffee Breaks Area(s)
- Participant Bags
- Participant Lanyards
- Fordable Summit map and programme
- WI-FI
- Summit Mobile App
- Photowall
- Premium Lounge
- Media Room
- Poster Sessions
- Event Wayfinding
- MyLibrary
- Basic Visibility



€ 30,000
investment

SUMMIT REGISTRATION DESKS

► Availability: 1

The registration desks are a key area of the event with a heavy traffic of participants. By featuring your logo on the registration desks you will ensure that your brand is one of the first that delegates, exhibitors, visitors and press see.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo on registration desks

Summit access experience

- ✓ 1 full Summit registration free of charge for your representatives or clients
- ✓ 5 full Summit registrations at a special rate for your representatives or clients
- ✓ 30 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



€ 30,000
investment

COFFEE BREAK AREA(S)

► Availability: 1

Another key area of the Summit where delegates go to refuel and network with a cup coffee. Boost your brand by creating an exclusive branded area featuring your printed and/or digital materials (at sponsor's expense and subject to UITP approval). You will also have the opportunity to distribute reusable coffee mugs featuring your logo, increasing your brand exposure through the event and establishing yourself as a sustainable urban mobility leader.

Coffee breaks (6 in total) are scheduled twice a day from **Monday 5 June 2023** to **Wednesday 7 June 2023**.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your exclusive branding in the coffee break area(s) for the duration of the Summit (at sponsor's expense and under UITP supervision)
- ✓ Opportunity to use and distribute sustainable and reusable coffee cups with your branding distributed during coffee breaks for the duration of the Summit (at sponsor's expense and subject to UITP approval)

On-site marketing

- ✓ Your logo displayed on the screens at the end of each session prior to each of the coffee breaks

Summit access experience

- ✓ 1 full Summit registration free of charge for your representatives or clients
- ✓ 5 full Summit registrations at a special rate for your representatives or clients
- ✓ 30 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



€ 30,000 investment

PARTICIPANT BAGS

► Availability: 1

Give your organisation maximum exposure by including your logo on the participant bags handed out for the duration of the Summit

As you are encouraged to provide a sustainable and reusable option, this branding opportunity will last well beyond the Summit in Barcelona.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo (along with the event logo) on all Summit participant bags. Sponsor to provide a sustainable and reusable bag, such as a tote bag, at own expense and subject to UITP approval. Quantity to be agreed-on with UITP
- ✓ Opportunity to insert one promotional item in Summit participant bags.

Summit access experience

- ✓ 1 full Summit registration for 1 delegate for your representatives or clients
- ✓ 5 full Summit tickets at a special rate for your representatives or clients
- ✓ 2 complimentary tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in UITP promotional email campaigns, presentations and printed materials during the Summit
- ✓ Your logo on the sponsors page of the Summit (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



€ 25,000
investment

PARTICIPANT LANYARDS

► Availability: 1

Put your logo on the one item that all Summit participants will always keep close to them for the duration of the event. Branded delegate lanyards ensure your brand has constant exposure to all attendees.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo (along with the event logo) on all Summit participants'. Lanyards (to be provided by sponsor according UITP requirements in terms of type and quantity)

Summit access experience

- ✓ 25 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as sponsor on the promotional email campaign announcement and printed materials related to the event
- ✓ Your logo on the Sponsors page of the Summit (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



€ 25,000
investment

FOLDABLE SUMMIT MAP AND PROGRAMME

► Availability: 1

The must-have item for all Summit participants to find their way around the venue and have a complete overview of the event programme.

The foldable map and programme (Z card format) is distributed throughout the venue in key areas and ensures that your brand is visible for the duration of the Summit. Your stand location will also be highlighted on the map, increasing your visibility.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo on Z cards and your stand location highlighted on the exhibition floorplan

Summit access experience

- ✓ 25 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo featured on the welcome screen of participants' mobile devices each time they connect to the venue Wi-Fi

Summit access experience

- ✓ 20 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

WI-FI

€ 20,000
investment

► Availability: 1

Being connected is a constant need in today's world. With this sponsorship option you will be putting your brand front and centre at the UITP Summit. Your logo will be visible every time participants connect their mobile device to the venue Wi-Fi, ensuring constant visibility with delegates.



€ 20,000 investment

SUMMIT MOBILE APP

► Availability: 1

Be the first name that Summit participants see when they use the Summit mobile app. This indispensable tool is guaranteed to be checked several times a day during the UITP Summit. It allows participants to access full and up-to-date information about the event.

Your logo, along with Summit branding, will be displayed on participant smartphones, providing thousands of opportunities for engagement throughout the event.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo on the splash screen of the Summit mobile app (along with event branding)
- ✓ Opportunity to have your video on the mobile app (to be confirmed)

Summit access experience

- ✓ 20 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the Sponsors page of the Summit website (uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



€ 20,000 investment

PHOTOWALL

► Availability: 1

Put your logo alongside the Summit branding on the official UITP photowall and reach a worldwide audience by showcasing your brand in a creative and highly sharable way.

Located in a key area with high traffic, Summit participants can get pictures of their time at the UITP Summit and share with friends and colleagues back home. This sponsorship option will increase your visibility during the Summit and beyond.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo on the photowall (along with the event branding)

Summit access experience

- ✓ 20 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



€ 20,000
investment

PREMIUM LOUNGE

► Availability: 1

Grab this exclusive opportunity to elevate your brand in front of CEOs and senior executives. Engage with the leaders of the public transport sector by creating a true VIP experience in a room with dedicated services, catering and meeting facilities.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your exclusive branding of the Premium Lounge (at sponsor's expense and under UITP supervision)
- ✓ Your promotional material (digital and/or print) to be displayed in the Premium Lounge (at sponsor's expense and subject to UITP approval)
- ✓ Opportunity to distribute sustainable giveaways within the Premium Lounge (at sponsor's expense and subject to UITP approval)

Summit access experience

- ✓ 15 free visitor tickets for the Exhibition
- ✓ Access to the Premium Lounge for your senior representatives or clients
- ✓ Opportunity to organise small and occasional meetings within the Premium Lounge

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



€ 15,000
investment

MEDIA ROOM

► Availability: 1

Increase your brand exposure in the Media Room, which will host journalists and media sponsors at the UITP Summit. This room will be dedicated to press conferences, interviews and act as a working room for journalists for the duration of the event.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your exclusive branding of the Media Room (at sponsor's expense and under UITP supervision)
- ✓ Your promotional material (digital and/or print) to be displayed in the Media Room (at sponsor's expense and subject to UITP approval)
- ✓ Opportunity to distribute sustainable giveaways within the Media Room (at sponsor's expense and subject to UITP approval)

Summit access experience

- ✓ 15 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



€ 15,000
investment

POSTER SESSIONS

► Availability: 1

Bridge the gap between research and practice by associating your brand with the poster sessions. Provide an interactive and personalised approach to give participants the chance to learn about new trends in research from a wide range of stakeholders.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your exclusive branding of the Poster sessions room/area (at sponsor's expense and subject to UITP approval)
- ✓ Your promotional material (digital and/or print) to be displayed in the Poster sessions room/area (at sponsor's expense and subject to UITP approval)
- ✓ Opportunity to distribute sustainable giveaways (at sponsor's expense and to be reviewed by the UITP Programme Committee)

Summit access experience

- ✓ 15 free visitor tickets for the Exhibition

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



EVENT WAYFINDING

► Availability: 1

Own the participant wayfinding experience by providing your wayfinding expertise and have your logo displayed throughout the venue in high traffic areas.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo on signage throughout the venue (exact signage to be determined with UITP and the host venue)

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors' page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications



MYLIBRARY

€ 6,000
investment

MyLIBRARY

► Availability: 1

Make your brand memorable by having your logo displayed in MyLibrary, the UITP digital library where delegates can access all of the event presentations from the Summit and beyond.

🔍 What's included in the package?

Specific branding during the Summit

- ✓ Your logo on the banner appearing in the MyLibrary (UITP digital library) section of the Summit website, allowing delegates access to all presentations made throughout the event.

Basic benefits

- ✓ Your logo as event sponsor in the UITP promotional email campaign, presentations and printed materials throughout the Summit
- ✓ Your logo on the sponsors page of the Summit (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

SOLD



€ 5,000
investment

BASIC VISIBILITY

► Availability: Multiple

Limited resources? This package is for you as you can be sponsor of the UITP Summit and still ensure some exposure to your brand with basic benefits.

🔍 What's included in the package?

Basic benefits

- ✓ Your logo as event sponsor in all UITP promotional email campaign announcements and printed materials related to the Summit
- ✓ Your logo on the sponsors page of the Summit website (www.uitpsummit.org)
- ✓ Your logo on the event programme (mobile application)
- ✓ Your logo on the Sponsors Acknowledgment Wall
- ✓ Your logo as event sponsor in the wrap up video (shown at the Closing Ceremony and in all post-event communications)
- ✓ Your logo as event sponsor in the wrap up report
- ✓ Your logo as event sponsor in post-event communications

Be visible in the event venue

The UITP Global Public Transport Summit will be held at the **Fira Barcelona**, the premium destination for big ideas and inspirational events in Barcelona. The venue offers a plethora of **branding and advertising opportunities** for you to take advantage of and ensure maximum visibility for your brand.

If you want to ensure that your brand is front and centre at the premier event in sustainable transport, contact us today. Our sponsorships and exhibition team will be happy to help you choose the best advertising and branding spaces for you.

✉ Get in touch at: exhibitions@uitp.org



Stay in touch

We are here to help you meet your business goals at the UITP Global Public Transport Summit.

Contact our sponsorships and exhibition team to see how we can help you grow your brand at the world's leading sustainable mobility event:



Hicham Badran

Director of Exhibitions and Business Sponsorships

✉ hicham.badran@uitp.org



Doriano Angotzi

Exhibitions and Business Sponsorships Sales Manager

✉ doriano.angotzi@uitp.org



Jean-Frédéric Charles

Exhibition Operations Manager

✉ jeanfrederic.charles@uitp.org

LOOKING FOR A CUSTOM SOLUTION?

If you would like to explore additional opportunities to sponsor with the UITP Global Public Transport Summit, we would be happy to hear your ideas and develop a tailor-made solution.

Contact our sponsorships and exhibition team at exhibitions@uitp.org

Disclaimer: Whilst every effort is made to ensure that the information presented in this brochure is correct, due to the nature of a live event we reserve the right to make changes without notice.



Follow us on    

To know more about the UITP Global Public Transport Summit, visit

 www.uitpsummit.org

Sponsorship Booking Form (1/2)

Please complete the Sponsorship Booking Form and email it to exhibitions@uitp.org

Company Information

Company Name: _____

Address: _____

City: _____

Postcode: _____

Country: _____

VAT Number (if applicable): _____

Contact Person Information

First Name: _____

Last Name: _____

Job title: _____

Email: _____

Phone: _____

Mobile phone: _____

Payment Details

Billing Contact Name: _____

Billing Contact Email: _____

Billing Contact Phone: _____

Billing Address

Street: _____

City: _____

Postcode: _____

Country: _____



Sponsorship Booking Form (2/2)

 Choose from the following sponsorship opportunities*

Engage with the audience

- Opening Ceremony € 120,000
- Closing Ceremony € 100,000
- Welcome Reception € 75,000
- Networking Dinner € 75,000
- UITP President's Dinner € 45,000
- Plenary Session 1 (?) € 20,000
- Plenary Session 2 (?) € 20,000
- Exhibition VIP Tour € 20,000
- Lunch Session 1 (?) € 15,000
- Lunch Session 2 (?) € 15,000
- Lunch Session 3 (?) € 15,000
- Lunch Session 4 (?) € 15,000
- Lunch Session 5 (?) € 15,000
- Lunch Session 6 (?) € 15,000
- Exhibition Coffee Place € 15,000
- UITP Side Event** € 10,000
- Youth for Public Transport € 20,000
- Awards sponsorship € 60,000

Increase your brand exposure

- Summit Registration Desks € 30,000
- Coffee Break Area(s) € 30,000
- Participant Bags € 30,000
- Participant Lanyards € 25,000
- Foldable Summit Map and Programme € 25,000
- Summit Wi-Fi € 20,000
- Summit Mobile App € 20,000
- Photo wall € 20,000
- Premium Lounge € 20,000
- Media Room € 15,000
- Poster Sessions € 15,000
- Event Wayfinding € 10,000
- MyLibrary (UITP digital library) € 6,000
- Basic Visibility € 5,000

*Prices are excluding VAT

**List of UITP side events are available upon request



Sponsorship Agreement

BETWEEN

The Sponsor:

Name Company : _____ Legal Form _____

Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Registration number (if applicable): _____ Name and title of representative: _____

AND

INTERNATIONAL ASSOCIATION OF PUBLIC TRANSPORT, an international non-profit association, with registered office at rue Sainte Marie 6, B-1080 Brussels (Belgium), and registered with the Crossroads Bank for Enterprises under the number VAT BE-0544.198.506 (RLE Brussels), represented by Mr. Mohamed MEZGHANI, Secretary General, who confirms to be duly authorized to sign this Agreement;

By signing below, UITP and the Sponsor agree to the specific terms and conditions of the Sponsorship Agreement and to the general terms and conditions set forth below.

Drawn up and signed at _____ on _____ in two (2) originals in English
[to complete with the location] *[to complete with the date]*

On behalf of the Sponsor

[to complete with legal representative's signature]

On behalf of UITP

Mohamed MEZGHANI ***
Secretary General

* Direct transfer payments should be made to UITP Bank Account: 210-0117353-35 - BIC: GEBA BE BB - IBAN: BE57210011735335 stating the number of the invoice.
Sender's bank charges are at the expense of the Sponsor.

** This application is legally binding on the Sponsor pending its acceptance in writing by the Organiser.

*** On behalf of Mohamed MEZGHANI SARL

General Terms and Conditions (1/6)

UITP and the Sponsor are hereinafter jointly referred to as the “Parties” and individually as “Party”.

ON THE PREMISES THAT:

- UITP is the International Association of Public Transport systems, authorities and supplying industry with worldwide recognition, a long tradition as well as comprehensive know how.
- The Sponsor is interested in participating in the Event (as defined in Article 2.1. of this Agreement) with the intent of promoting products or services provided by the same.
- Event: UITP Global Public Transport Summit – Barcelona 4 – 7 June 2023

ARTICLE 1: SUBJECT OF THIS AGREEMENT AND ENTIRE AGREEMENT

- 1.1. This Agreement sets forward the general provisions under which the Sponsor shall sponsor UITP during the Event organized by UITP. The details of the undertakings of each Party are set out in the specific terms and conditions and in Article 4 of the general terms and conditions.
- 1.2. The specific terms and conditions and the general terms and conditions and Annex 1 constitute the entire agreement between the Parties and supersede and extinguish all previous and contemporaneous negotiations, drafts, agreements, arrangements and understandings between them, whether written or oral, relating to this subject matter (hereinafter: “Agreement”).

- 1.3. Parts of this Agreement may be cancelled and/or amended by written common agreement between the Parties without prejudice to the rest of this Agreement.
- 1.4. The Parties shall use their best efforts and energy as may be required for the satisfactory performance of their undertakings under this Agreement, in accordance with the requests of the other Party and the agreed upon undertakings description.
- 1.5. The Parties will sign other documents and take other actions reasonably necessary to further effect and evidence this Agreement.

ARTICLE 2: DEFINITIONS

- 2.1. The following terms, when used in this Agreement, shall have the following meaning:
 - i. “Event” means the event as described in the specific terms and conditions;
 - ii. “Law” means any decree, resolution, law, statute, act, ordinance, rule, directive (to the extent having the force of law), order, treaty, code or regulation or any interpretation of the foregoing, as enacted, issued or promulgated by any governmental authority, including amendments, modifications, extensions, replacements or re-enactments thereof;
 - iii. “Authorized representative” means a person that is authorized in writing by a Party to act for, in the name of and on behalf of that Party for a specific purpose;

- iv. “Force Majeure Event” means any event outside the reasonable control of either Party affecting its liability to perform any of its obligations under this Agreement, including but not limited to acts of nature like natural catastrophes, fire, flood or lightning, war, revolution, acts of terrorism, global health issue (pandemic), riots or civil commotion, whether of the affected Party’s own employees or other, failure of supplies of power, fuel, transport, equipment, raw material or other goods or services.
- v. “Best Efforts” refers to the Belgian legal concept of “*middelenverbintenis*”/“*obligation de moyens*”.

ARTICLE 3: INTERPRETATION

- 3.1. Unless the context otherwise requires or admits, references in this Agreement to:
 - i. “month, monthly, year and yearly” and any other reference in time shall be construed by reference to the Gregorian calendar;
 - ii. “Articles, paragraphs, Annexes and schedules” shall be references to Articles, paragraphs, Annexes and schedules to this Agreement and shall include all amendments and addenda to the same;
 - iii. The singular includes the plural and vice versa;
 - iv. Headings and titles in this Agreement are used for ease of reference only and shall not affect the interpretation of this Agreement;

General Terms and Conditions (2/6)

- v. The words “herein, hereinafter and hereunder” and other words of similar import refer to the Agreement as a whole and not to any particular Article, sub-Article, paragraph, subparagraph, or other subdivision or schedule;
- vi. All accounting terms not otherwise defined have the meanings assigned to them in accordance with generally accepted accounting principles applied on a basis consistent with prior years.

ARTICLE 4: UNDERTAKINGS OF THE PARTIES AND BENEFITS FOR THE Sponsor

- 4.1. This Agreement is a synallagmatic contract under which each Party has obligations towards the other Party.
- 5.2. The undertakings of UITP and benefits for the Sponsor arising from this Agreement and from the chosen type of sponsorship are set out in the **details of the sponsorship items above**.
- 6.3. Unless expressly agreed in writing, none of the methods of sponsorship and services offered to the Sponsor and described in this Agreement are exclusively reserved for the Sponsor. UITP reserves the right to sell or assign the same methods of sponsorship and the same services as described in this Agreement to other natural persons and/ or legal entities without prior notification to the Sponsor.

ARTICLE 5: FINANCIAL CONSIDERATION

- 5.1. As sponsor of the Event, the Sponsor shall pay the financial contribution set forth in the specific terms and conditions to UITP before the start of the Event. This financial contribution constitutes the total fee for all the sponsorship opportunities referred to in this Agreement and particularly in the **details of the sponsorship items** which defines the benefits for the Sponsor (hereinafter: “Financial Consideration”).
- 5.2. UITP will establish an invoice for the total Financial Consideration. The Sponsor undertakes to pay the total Financial Consideration to UITP upon receipt of the corresponding invoice. In all cases, the Financial Consideration is required to be paid no later than 30 calendar days after the invoice issuing date.
- 5.3. In the event of non-payment of an invoice within the term, the Sponsor shall automatically be liable to pay interest calculated at the rate of 12% per year on the due amount, since the first day of delay till the day of full payment. In case of delay, the Sponsor shall also be liable to pay an indemnity of 10% of the due amount to UITP
- 5.4. The Sponsor shall pay the Financial Consideration via bank transfer to the bank account number specified in the invoice.
- 5.5. The payment should be made stating the number of the invoice as reference. Bank charges, such as transaction fees or administrative fees, are at the expense of the Sponsor

- 5.6. If the Sponsorship Agreement is signed less than 30 days prior to the Event starting date, the Sponsor shall carry out the payment of the Financial Contribution without delay and send a proof of payment (copy of bank transfer) to UITP proving the payment was properly settled. The communication of this proof of payment is required prior to the Event starting date.
- 5.7. If the Financial Contribution has not been paid prior to the Event starting date (or if the proof of payment has not been provided prior to the Event starting date), the Sponsor shall not benefit from the advantages agreed upon in this Agreement.
- 5.8. The specific terms and conditions contain the contact details of the person from UITP and from the Sponsor for payment follow-up.

ARTICLE 6: ENTRY INTO FORCE AND DURATION

This Agreement and its Annex 1 shall be binding on all Parties and enter into force from the Signing Date and time. This Agreement is specifically concluded for the duration of the Event (hereinafter: “Term”). It will take an end after the Event, provided that all the obligations under this Agreement have been executed by each Party. UITP can cancel the event or postpone it at any time. This will not give sponsors any right to claim cost of their travel, accommodation, production and other related services.

For the sponsorship fee paid to UITP, if the event is cancelled by UITP, the latter will refund this fee to the sponsor. If the event is postponed, UITP will inform the sponsor on new dates and within the 14 days from the announcement of the new

General Terms and Conditions (3/6)

dates, the sponsor needs to inform UITP in case they don't wish to continue for the announced new date, in that case, their fee will be refunded. If the sponsor don't turn back to UITP, this means they accept the new dates. If the event is substituted by a virtual event, only the basic visibility fee (5000€) will be charged to the Sponsor.

ARTICLE 7 : DOCUMENTATION

- 7.1. The agreed promotional documentation and/or material to be displayed by the Sponsor during the Event shall be sent by the Sponsor to UITP or to the venue of the Event when required (as detailed in **Annex 1 to be provided by UITP in a short delay after the signature of this Agreement**) respecting the deadlines stated in the annex 1.
- 7.2. UITP may choose not to display and/or use any documentation and/or material received or arrived at the venue of the Event after the agreed deadline.
- 7.3. UITP shall not be held responsible for any loss or deterioration of material arrived at the Event venue earlier or later than the agreed period for delivery.
- 7.4. A draft of all documentation and/or material to be displayed by the Sponsor during the Event will be sent to UITP within the delay specified in Annex 1.

UITP reserves the right to refuse to display any documentation and/or material of the Sponsor that could harm its image or reputation or the image or reputation of the Event.

ARTICLE 8: CONFIDENTIALITY

- 8.1. Each Party shall keep secret and confidential the financial aspects of this Agreement, as well as all information, including financial information, documents and agreements relating to the business, customers, trade secrets, processes or methods of or used by the other Party, that has been disclosed or obtained as a result of the relationship of the Parties under this Agreement or which they otherwise became aware of in the course of this Agreement (hereinafter: "Confidential Information"). Any disclosure of Confidential Information made to any employee, consultant, sub-contractor or agent shall be subjected to obligations equivalent to those set out in this Agreement.
- 8.2. The Sponsor shall not communicate or publish any information, drawings or photographs concerning the Event or discuss with or disclose to any third party any information obtained which in any way relates or pertains to this Agreement or to the Event without first obtaining the prior written consent of UITP.
- 8.3. The obligations of confidentiality shall not extend to the Parties' supervisory bodies, nor to requirements under applicable laws, by order of court or governmental body or authority.
- 8.4. This obligation of confidentiality shall not apply to Confidential Information which is or has become publicly available through actions that are not imputable to the Party bound by the confidentiality obligation or when disclosed with the written consent of the other Party.

- 8.5. Each Party shall immediately notify the other Party upon learning of any unauthorized use or disclosure of Confidential Information.
- 8.6. Any breach of obligations of this clause during the Term of this Agreement may be considered by either Party as a ground for immediate termination of this Agreement without prior notice of termination and without any liability for termination-related compensation, all this without prejudice to the Parties' right to claim damages.
- 8.7. In case of termination of this Agreement all originals and all copies of any Confidential Information, data, specifications, reports, papers, articles, memoranda or any other kind of record or document obtained from one Party by the other Party for obligations performed in connection with this Agreement shall be returned to the other Party upon its demand upon termination of this Agreement.
- 8.8. This confidentiality obligation shall apply for a duration of two (2) consecutive years after the end of this Agreement.

ARTICLE 9: INTELLECTUAL PROPERTY, BRANDING & CORPORATE IDENTITY

- 9.1. It is understood by both parties that UITP is the sole owner of the branding of the Event. The Sponsor is not allowed to use any of UITP logos related to the Event without prior written consent from UITP.

General Terms and Conditions (4/6)

- 9.2. The Sponsor grants UITP the non-exclusive right to use the branding and trademarks of the Sponsor, including the Sponsor's logos, and any and all presentations, videos, music or other materials provided by the Sponsor to UITP, before, during and after the Event and for all purposes related to the performance of this Agreement.
- 9.3. The Sponsor declares that it is the exclusive owner of the branding trademarks and that it has concluded binding agreements with the (original) rightsholders for the use of all presentations, videos, music or other materials provided by the Sponsor to UITP.
- 9.4. The Sponsor shall indemnify on demand and UITP hold and each of the UITP's associates, officers, directors, employees, agents, shareholders and any other person authorized by it harmless from and against any and all losses, demands, claims, damages, costs, expenses (including consequential losses and loss of profit, legal costs and expenses and VAT thereon) and liabilities suffered or incurred, directly or indirectly, by UITP as a result of any claims from third parties following the use of the intellectual property, trademarks and the use any and all presentations, videos, music or other materials provided by the Sponsor to UITP.

The Sponsor explicitly warrants that all presentations, videos, music or other materials provided by the Sponsor to UITP for use during the Event have not been created in violation of any third parties' rights and that he will hold UITP harmless against any and all claims in connection herewith.

ARTICLE 10: TERMINATION

- 10.1. If at any time the Sponsor considers not to pursue the sponsorship provided for in this Agreement, it shall immediately notify cancellation in writing (email or registered mail) to UITP.

In the event of termination of this Agreement by the Sponsor, the following conditions apply:

- i. In the event of termination of this Agreement 90 calendar days prior to the commencement of the Event, an amount equivalent to 50% of the total Financial Consideration provided for in Article 5 will be paid by the Sponsor to UITP;
 - ii. In the event of termination of this Agreement between 89 calendar days and 50 calendar days prior to the commencement of the Event, an amount equivalent to 80% of the total Financial Consideration provided for in Article 5 will be paid by the Sponsor to UITP;
 - iii. In the event of termination of this Agreement later than 50 calendar days prior to the commencement of the Event, an amount equivalent to 100% of the total Financial Consideration provided for in Article 5 will be paid by the Sponsor to UITP.
- 10.2. If the Event or part of the Event is cancelled by decision in common agreement by the Parties, no compensation will be granted to either Party. Each Party will be entirely and solely responsible for engagements made towards third parties.

- 10.3. Either Party may terminate this Agreement by serving termination written notice to the other Party if the other Party is in substantial or repeated material breach of its obligations under this Agreement and fails to remedy such breach within 30 (thirty) calendar days of the receipt of the written notice requiring it to do so, without having to pay any indemnity to the defaulting Party, and without prejudice to its other rights or remedies (including its right to claim an indemnity).
- 10.4. In the event of termination by UITP in accordance with Article 10.3., in addition to the amounts provided for in Article 10.1. being due in full by the Sponsor, the Sponsor shall bare full responsibility for all costs payable in connection with this Agreement and UITP shall be reimbursed for all expenses incurred up to the date of termination. The Sponsor shall in addition assume liability to any penalty and/or cancellation fee linked to termination of agreements with the concerned subcontractors.
- 10.5. In case one of the Parties would end its activities, would become insolvent or the object of seizures or other similar measures, would ask for a liquidation or bankruptcy or would be declared bankrupt or in liquidation, the other Party will have the right to terminate this Agreement immediately and unilaterally by registered letter or email with acknowledgment of receipt. This termination is possible without previous judicial authorization, without having to pay any compensation and without prejudice to all its other rights and remedies under Belgian law.

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10.6. Any termination of this Agreement shall be without prejudice to the acquired rights of the Parties on the date of such termination, and to the survival of all provisions of this Agreement expressed to survive after such termination.

ARTICLE 11: FORCE MAJEURE

11.1. If performance of this Agreement or any of the obligations contained herein by one of the Parties is prevented, restricted or interfered with by a Force Majeure Event, the Party so affected, upon giving prompt notice to the other Party, will be excused from such performance to the extent of such prevention, restriction or interference, provided that the Party so affected will make its Best Efforts to avoid or remove such causes of non-performance, or at least to limit them or their consequences.

11.2. UITP reserves the right to change the date of the Event, change its schedules, decrease or extend its duration if a Force Majeure Event justifies such action. In such exceptional cases, the Sponsor has no right to request the cancellation of the Agreement and ask for compensation whatsoever.

ARTICLE 12 : SUB-CONTRACTING & ASSIGNMENT

12.1. The Sponsor is not entitled at any time to subcontract, assign or delegate any or all of its obligations, duties or commitments under this Agreement to any other entity or person without prior written consent of UITP, which UITP may withhold at its sole discretion.

12.2. UITP reserves the right to subcontract, assign or delegate any or all of its obligations, duties or commitments under this Agreement to any other entity or person without prior written consent of the Sponsor.

ARTICLE 13 : LIABILITY

13.1. Each Party to this Agreement shall indemnify, defend and hold harmless the other Party to this Agreement from and against any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including without limitation, interest, penalties and reasonable attorney's fees and costs, that the other Party may incur or suffer and that arise, result from, or are related to any breach or failure of the other Party to perform any of the obligations, representations and undertakings contained in this Agreement.

13.2. A Party shall only be liable towards the other Party for damages in direct link with its serious fault or negligence, or the serious fault or negligence of its employees, agents and representatives.

13.3. The Parties confirm that they are duly insured for the conduct of their respective business. At the request of one of the Parties the other Party shall submit the proof of its insurance policy.

ARTICLE 14: ELECTION OF DOMICILE AND NOTICE

14.1. For the execution of this Agreement, the Parties elect as domiciles the addresses set forth in the specific terms and conditions.

In order to be valid, any notification, communication or document between the Parties, with the exception of legal notices, court summons and all other judicial notifications whatsoever, shall be hand delivered to the elected domicile of the other Party or addressed by registered letter with acknowledgement of receipt, and shall be addressed by email with acknowledgment of receipt.

14.2. Any notice, communication or other documents so given, served or forwarded, shall be deemed to have been received by the Party to whom it was addressed (i) in the case of delivery by hand, forthwith, (ii) in the case of email with acknowledgment of receipt, at the time when the said acknowledgment of receipt is received, (iii) in the case of registered post, at the time when received as evidence by the acknowledgment, and (iv) in the case of any other mode as provided by law.

14.3. Each Party shall notify the other Party promptly and in writing of any change of domicile.

ARTICLE 15: SEVERABILITY

15.1. Should one or more clauses of this Agreement be nullified or become invalid, this will not imply nullification or invalidity of the other clauses of this Agreement, nor will it affect the validity of this Agreement as a whole, unless the invalid provisions are of such essential importance to this Agreement that it is to be reasonably assumed that the Parties would not have entered into this Agreement without the invalid provisions.

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- 15.2. Should the validity or opposability of one or more clauses be challenged, the Parties will collaborate on its replacement by a clause with equivalent legal and economic effect and whose validity or opposability cannot be challenged.

ARTICLE 16 : GENERAL PROVISIONS

- 16.1. Except as otherwise provided herein, no failure or delay of a Party to exercise any right or remedy under this Agreement shall be considered as a waiver of such right or remedy, or any other right under this Agreement, nor shall any partial exercise of any right or remedy under this Agreement preclude any further exercise thereof or the exercise of any other right or remedy under the Agreement.

No waiver will be effective and binding on a Party unless it is in writing and signed by the Party who gives the waiver.

A Party's waiver of a breach of a provision of this Agreement will not constitute a waiver of a breach any other provision nor a waiver of a subsequent breach of the same provision.

- 16.2. The Parties agree that they will in no case and at no time commit the other Party as an entity, its members, affiliates or personnel in any formal, legal and/or financial way without prior written consent of a designated and authorized representative of that Party.

ARTICLE 17: APPLICABLE LAW AND DISPUTE RESOLUTION

- 17.1. This Agreement shall be governed by and interpreted in accordance with the laws of Belgium. All issues, questions and disputes concerning the validity, interpretation, enforcement, performance and termination of this Agreement and its Annexes and any non-contractual obligations arising out of or in connection with it shall be governed by and construed in accordance with the laws of Belgium.

No effect shall be given to any other choice-of-law or conflict-of-laws rules or provisions (Belgian, foreign or international), that would cause the laws of any other jurisdiction to be applicable.

- 17.2. In case of dispute regarding the validity, the interpretation, the enforcement, the performance or the termination of this Agreement, the Parties shall first seek to resolve it in amicable negotiations conducted in the utmost good faith.

If the dispute cannot be resolved through such negotiations, each Party will be entitled to bring the dispute before a mediation body or before the French-speaking courts of Brussels, Belgium.

ARTICLE 18: PRIVACY POLICY

- 18.1. For the execution of this Agreement, personal data of the employees of each Party will be processed by the other Party. When processing personal data, each Party commits to complying with the dispositions of the Law of 30 July 2018 on the protection of individuals with regard to the processing of personal data, of the EU General Regulation on Data Protection 679/2016 and of all possible dispositions of the competent Data Protection Authority.
- 18.2. In order to be GDPR compliant, both Parties will sign each other's Data Processing Agreement.

ARTICLE 19: COUNTERPART

This Agreement may be signed in counterparts, in the number of originals stated hereinafter on the signature page. When taken together, the counterparts signed by all Parties shall constitute one and the same instrument.

ANNEX 1 – Promotional material/documentation to be sent by the Sponsor and description of use will be provided by UITP in a short delay after the signature of this Agreement.