



Boosting public transport : **ACTION !**



59th UITP World Congress and
Mobility & City Transport Exhibition

Dubai, 10 - 14 April 2011

PARTNER PACKAGES

www.uitp.org/dubai2011

حكومة دبي
GOVERNMENT OF DUBAI

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



Local host



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Message from Chairman of the Board and Executive Director RTA, Roads and Transport



Since the initiation of projects such as The Palm, Dubai has become world-renowned as a destination where dreams become built reality. The Emirate is also stepping boldly forward in the transport sector, promoting major projects and realizing new ideas for first-rate infrastructure.

Jebel Ali Airport, for example, has been planned on an unprecedented scale. In the final stage, six parallel runways and gigantic cargo and passenger facilities will provide huge capacities. Several urban developments have been planned adjacent to the airport complex to accommodate business, exhibition and residential needs. Jebel Ali will be a superlative example of inter modal mobility - a closely-meshed interface of airport and harbor facilities, mass transit systems and motorways.

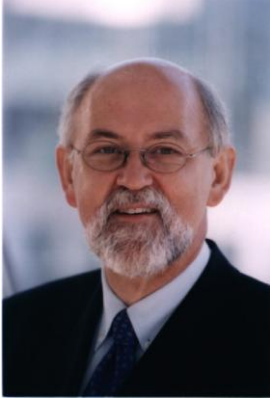
Dubai Metro will be the first highly efficient commuter rail system on the Arabian Peninsula. The system, featuring fully automatic driverless trains, enclosed air-conditioned stations and an e-ticketing system, will define a new standard of comprehensive quality in public transport.

In order to cater for this growth, we are committed to developing an extensive and integrated public transport network, not only within Dubai and the UAE, but in the entire MENA region. We thus recognize the importance of this prestigious congress and exhibition and are proud to host the 59th UITP World Congress and Mobility & City Transport Exhibition in 2011.

Matar Al Tayer

*Chairman of the Board and Executive Director
RTA, Roads and Transport Authority*

Message from the UITP Secretary General



For over 125 years now UITP has been advocating for sustainable mobility and better public transport for our cities and urban centres. Efficient public transport means a better quality of life for our citizens and a more sustainable future for all.

The UITP Mobility & City Transport Exhibition supports and empowers this approach and it has established itself as a reference in the world of public transport. This multimodal international meeting is a unique opportunity to nourish ambitions, bring new ideas and materialise new projects.

This is the first time that UITP organises its Mobility & City Transport Exhibition in the Middle East and North Africa (MENA) region. The UITP MENA Division was established in 2005 but over this short period the number of projects in the region has grown in an exponential manner.

Dubai was among the first cities of the region to recognise the role public transport plays in the development of urban centres and to embrace a radical mindset shift with the development of an ambitious multimodal system supported by visionary policies.

The conditions are all met to enable operators, organising authorities and public transport industry to showcase their latest innovations, operating skills and solutions. The exhibition will help them to develop business opportunities and fully benefit of the networking facilities offered by UITP in a booming market.

I look forward to you joining us for this key moment for political decision makers and public transport professionals worldwide.

Hans Rat
UITP Secretary General



About RTA The Roads and Transport Authority

RTA was established by the decree number 17 in 2005 and is responsible for planning and providing the requirements of transport, roads & traffic in the Emirate of Dubai, and between Dubai and other Emirates of the UAE, neighbouring countries in order to provide an effective & an integrated transport system capable of achieving Dubai's vision & serving the vital interests of the Emirate.

RTA's mission focus on to preparing legislation and develop integrated solutions of road systems and land/marine transportation networks that are safe and in line with Dubai's economic development plans and the highest international standards.

About UITP The International Association of Public Transport

UITP is a global network of nearly 3 100 public transport professionals from more than 90 countries. It represents urban and regional passenger transport operators, authorities and supplying and service industry, as well as a broad range of other mobility actors. UITP gathers and monitors public transport best practices, statistics and mobility indicators. It also acts as a knowledge centre on past and current developments and studies future trends and offers a platform for networking and business opportunity. As such, UITP is the worldwide expert network on public transport and related issues. As the global advocate of public transport, UITP also works to mobilize political will, and to create a favourable climate for the sector.

For over 125 years now UITP has been advocating for sustainable mobility and better public transport for our cities and urban centres. Efficient public transport means a better quality of life for our citizens and a more sustainable future for all.

About 59th UITP World Congress and Mobility & City Transport Exhibition

Overview on 59th UITP World Congress and Mobility & City Transport Exhibition
10-14 April 2011

It is the most important gathering for the public transport sector encouraging interaction between public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. This bi-annual gathering is the best platform for the supply industry and buyers to network learn about the latest innovations across all modes and services – where making the best deal becomes easy.



Congress Statistics & Delegates' Profile

- 2300 delegates from more than 80 countries representing the key decision-makers of Public Transport: operators, authorities, supplying and service industry.
- The participant's profiles are ranging from Senior to Operational and Technical Management of UITP Member and Non-Member Organisations.
- Ministers of Transport, State Secretaries, Presidents and Senior Management of multinational industries spent an average of 2 days on the premises.
- Approx 350 accompanying persons (partners) join the Congress delegates.
- Approx 300 exhibiting companies covering some 30,000 gross m² and representing up to 30 nationalities.
- Approx. 3000 exhibitor staff being present at different times during the event.
- Up to 7000 professional trade visitors (including Congress delegates) are visiting the Exhibition.
- Up to 250 press & media representatives being present at different times during the event.
- Up to 200 persons working permanently on-site during the Events.

Dubai & Conference Venue

The United Arab Emirates (UAE) comprises the seven member states of Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah and Fujairah. The city of Abu Dhabi is the capital.

The total area of the country is about 83,600 square km. Abu Dhabi is by far the largest Emirate, occupying approximately 87% of the total area of UAE territory. Dubai, with an area of 3885 square km, is the second largest emirate with a population of approx 1.4 million. Situated on the banks of the Dubai Creek, a natural inlet from the Arabian Gulf that divides the city into the Deira district to its north and Bur Dubai to its south, the city ranks as the UAE's most important port and commercial center.



Dubai International Convention and Exhibition centre - DICEC

Is located 15-minute drive away from the Dubai International Airport and directly connected by the Metro Red Line. DICEC offers a total of 85,000 sqm of flexible exhibition space, equipped to meet the most demanding expectations.



مركز دبي الدولي للمؤتمرات والمعارض
Dubai International Convention and Exhibition Centre

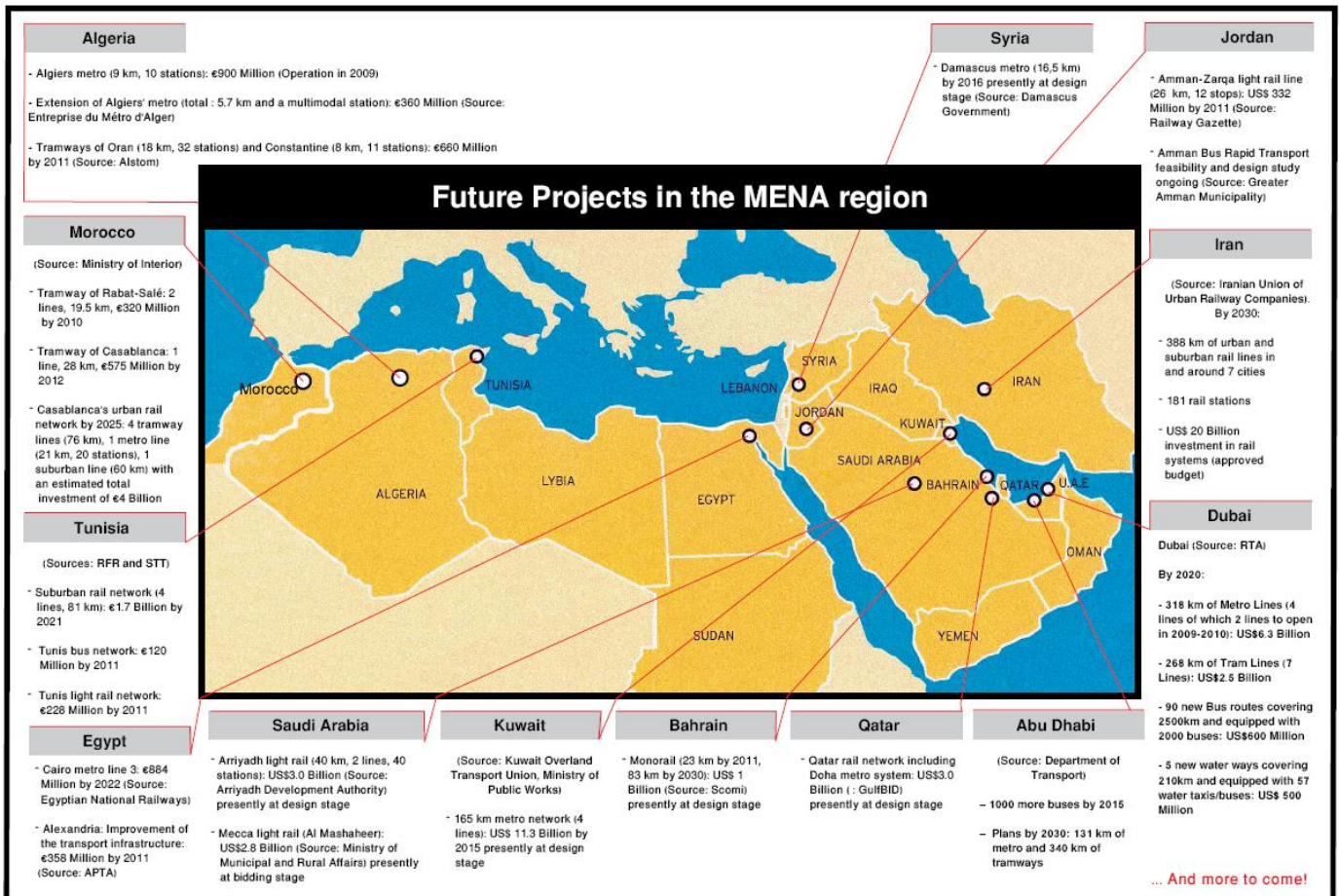


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Useful facts about Dubai

- The present Ruler of Dubai, his Highness Sheikh Mohammed bin Rashid Al Maktoum, who is also Vice-President and Prime Minister, is committed to his father's dream of making Dubai one of the foremost cities in the world.
- The local currency in Dubai is Arab Emirate Dirham (AED) which is approximately 0.27 USD and 0.20 EUR (As of February 2010)
- Dubai uses 220W power. Adaptors can be rented/borrowed directly from the hotel.
- The UAE lies in the arid sub-tropical zone. Its climate is characterised by high temperature and humidity in summer and a moderate winter with irregular rainfall. The average temperature in April is min 20° C max 30° C.
- Arabic is the official language of Dubai, with Arabic and English commonly used in business and commerce.

Future Projects in the MENA Region





Partners' Packages

Networking Dinner (Exclusive) –

SOLD OUT

Date: Thursday 14th April 2011

Cost: US\$ 375,000

Logo Presence

- Partner Logo on Networking Dinner Invitation
- Partner Logo on menus
- Partner Logo on the list of participants, in the event programme and projections during the closing ceremonies

Online Logo Presence

- Partner Logos on the UITP event website with a link to partner's website

Special Logo Presence

- Dubai World Trade Centre Metro Station advertising panel
- On the interior of the Metro trains to raise public awareness - including partner's logos.

Corporate Presentation on Congress proceedings CD (presentation specifically listed under Congress Partners)

Advertising media (banners or flags) at the Networking Dinner

- **Presidential Table** - seating for 1 person plus 1 accompanying person
- **VIP Table** - reserved seating for 1 person plus 1 accompanying person
- **Corporate Table** - exclusive occupancy

The CEO or their representative may be invited by the UITP Secretary General or local host to propose a toast.

Other advertising media opportunities

- Opportunity to distribute literature or gift to the delegates at the Networking dinner.



Other benefits

- **UITP Presidential Dinner**
for board members and selected UITP guests- invitation for 1 person plus 1 accompanying person (per partner)
- **Cultural Evening**
Invitation for 5 persons plus 5 accompanying persons in especially reserved row
- **Exhibition catalogue**
A single-page advertising placement (A4 format)
- **Brochure or flyer insert**
Included in the delegate bags
- **List of delegates**
Supplied a few weeks ahead of the event
- **Congress registration**
Three free registrations to Congress



Cultural Evening

Date: Wednesday 13th April 2011

Cost: US\$250,000

Logo Presence

- Partner Logo on Cultural Evening Invitation
- Partner Logo on the list of participants, in the event programme and projections during the closing ceremony
- Partner Logos on the UITP event website with a link to partner's website
- Dubai World Trade Centre Metro Station advertising panel
- On the interior of the Metro trains to raise public awareness - including partner's logos.

Corporate Presentation on Congress proceedings CD (presentation specifically listed under Congress Partners)

Advertising media (banners or flags) at the cultural evening (in the foyer)

- **UITP Presidential Dinner** for board members and selected UITP guests
Invitation for 1 person plus 1 accompanying person
- **Networking Dinner**
Invitation for 2 persons plus 2 accompanying persons
- **Cultural Evening**
Invitation for 5 persons plus 5 accompanying persons in especially reserved row
- **Cultural Evening**
Invitation for 10 persons plus 10 accompanying persons
- **Exhibition catalogue**
A single-page advertising placement (A4 format)
- **Brochure or flyer insert**
Included in the delegate bags
- **List of delegates**
Supplied a few weeks ahead of the event
- **Congress registration**
Two free registration

Other advertising media opportunities

- Opportunity to distribute literature or gift to the delegates at the cultural evening.



SOLD OUT

Opening Ceremony

Date: Sunday 10th April 2011

Cost: US\$ 375,000

Logo Presence

- Partner Logo on all visible electronic screens at intervals – extensive exposure amongst the delegates.
- Partner Logo on the list of participants, in the event programme and projections during the opening and closing ceremonies

Online Logo Presence

- Partner Logos on the UITP event website with a link to partner's website

Special Recognition

- Reference made to the sponsor's support by the master of ceremony.

Networking Dinner Invitation:

- **VIP Table** - reserved seating for 1 person plus 1 accompanying person

Other advertising media opportunities

- Opportunity to distribute literature or gift to the delegates at the Opening Ceremony.

Other benefits

- **Cultural Evening**
Invitation for 5 persons plus 5 accompanying persons in a specially reserved row
- **Exhibition catalogue**
A single-page advertising placement (A4 format)
- **Brochure or flyer insert**
Included in the delegate bags
- **List of delegates**
Supplied a few weeks ahead of the event
- **Congress registration**
Five free registrations to Congress



SOLD OUT

UITP President & Local Host Reception

Date: Sunday 10th April 2011

Cost: US\$350,000

Logo Presence

- Partner Logo on the list of participants, in the event programme and projections during the closing ceremony
- Partner Logos on the UITP event website with a link to partner's website
- Dubai World Trade Centre Metro Station advertising panel
- On the interior of the Metro trains to raise public awareness - including partner's logos.

Corporate Presentation on Congress proceedings CD (presentation specifically listed under Congress Partners)

Advertising media (banners or flags) at the Local Host Reception

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Cultural Evening

Invitation for 2 persons plus 2 accompanying persons

Exhibition catalogue

A single-page advertising placement (A4 format)

Brochure or flyer insert

Included in the delegate bags

List of delegates

Supplied a few weeks ahead of the event

Congress registration

Two free registration

Other advertising media opportunities

- Opportunity to distribute literature or gift to the delegates at the local host reception.



Lunch (4 Lunches Available)

Date: Daily

Cost: US\$80,000 each Lunch

Branding

Various promotional materials at the lunch (advertising media to be supplied by partner and subject to organisers' approval)

Exhibition catalogue

A single-page advertising placement (A4 format)

Logo presence

Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Coffee Break (12 Coffee Breaks Available)

Date: Various Timings

Cost: US\$32,500 each Coffee Break

Branding

Various promotional materials during the coffee break (advertising media to be supplied by partner and subject to organisers' approval)

Exhibition catalogue

A single-page advertising placement (A4 format)

Logo presence

Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites



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Dubai City Tour

Date: 10th April 2011

Cost: US\$160,000

Branding

- The city tour/meeting points at the time of the event (advertising media to be supplied by partner and subject to organisers' approval)
- Opportunity to provide partner branded bottle of waters (at partner cost)

Lunch

The Lunch Sponsorship on the day of the Tour is included in the sponsorship (Value: US\$80,000)

Logo presence

Partner logo on the list of participants, and in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Cultural Evening

Invitation for 2 persons plus 2 accompanying persons

Exhibition catalogue

A single-page advertising placement (A4 format)

Brochure or flyer insert

Included in the delegate bags

List of delegates

Supplied a few weeks ahead of the event

Congress registration

One free registration

Cyber Café Internet 'Connection Zone'

Cost: US\$20,000

Branding

Total branding of the Cyber Café.
(Screen saver or desktop with company logo etc.)

Logo presence

Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Exhibition catalogue

A single-page advertising placement (A4 format)



RTA Information Day

SOLD OUT

Date: Thursday 14th April 2011

Cost: US\$70,000

Promotions and advertising

As agreed with the supporting partner

Branding measures

On site (advertising materials to be provided by partner)

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Logo presence

Partner logo in the event programme

Brochure or flyer insert

Included in the delegate bags

Simultaneous Interpretation

Date: Date: 10-14th April 2011

Cost: US\$160,000

Logo Presence

- Partner logo on the list of participants, and in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Brochure or flyer insert

Included in the delegate bags

On Screen Branding

Prior to all official sessions a slide will be shown naming the sponsor as the **"Official Simultaneous Translation Sponsor"**

Congress registration

Two free registration

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Note: This sponsorship does not include the Opening Ceremony.



Audio Visual

Date: 10-14th April 2011

Cost: US\$ 225,000

Logo Presence

- Partner logo on the list of participants, and in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Brochure or flyer insert

Included in the delegate bags

On Screen Branding

Prior to all official sessions a slide will be shown naming the sponsor as the **“Official Audio Visual Sponsor”**

Congress registration

Two free registration

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Cultural Evening

Invitation for 5 persons plus 5 accompanying persons in especially reserved row

Exhibition catalogue

A single-page advertising placement (A4 format)

Brochure or flyer insert

Included in the delegate bags

List of delegates

Supplied a few weeks ahead of the event

Congress registration

Two free registration

Note: This sponsorship does not include the Opening Ceremony.



Coffee Table Book on Mobility Vision of Dubai

Cost: US\$150,000

Branding

Logo on the book

Logo presence

Partner logo on the list of participants and in the event programme and projections during the closing ceremony

Online logo presence

Partner logos on the UITP event website with a link to partner's website

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Cultural Evening

Invitation for 2 persons plus 2 accompanying persons

Exhibition catalogue

A single-page advertising placement (A4 format)

List of delegates

Supplied a few weeks ahead of the event

Congress registration

Two free registration

Other advertising media opportunities

- Opportunity to distribute literature or gift to the delegates together with the coffee table book.



Mobile Visibility - Taxis

Duration: 5 Conference days

Cost: US\$250,000

Branding

Exclusive branding on the rear wind screen of the Dubai Taxis (300 taxis)

Logo presence

Partner logo on the list of participants

Online logo presence

Partner logos on the UITP event website with a link to partner's website

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Cultural Evening

Invitation for 2 persons plus 2 accompanying persons

List of delegates

Supplied a few weeks ahead of the event

Congress registration

Two free registration

Other advertising media opportunities

- Opportunity to provide partner branded bottle of waters (at partner cost)



Mobile Visibility - Buses

Duration: 5 Conference days

Cost: US\$300,000

Branding

Exclusive branding on the rear wind screen of the Dubai Buses (100 Buses)

Logo presence

Partner logo on the list of participants

Online logo presence

Partner logos on the UITP event website with a link to partner's website

Networking Dinner

Invitation for 2 persons plus 2 accompanying persons

Cultural Evening

Invitation for 2 persons plus 2 accompanying persons

Exhibition catalogue

A single-page advertising placement (A4 format)

List of delegates

Supplied a few weeks ahead of the event

Congress registration

Two free registration

Other advertising media opportunities

- Opportunity to provide partner branded bottle of waters (at partner cost)



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Other Partnership Options

Delegate bags

SOLD OUT

Cost: US\$95,000

Logo presence

- On the delegate bags
- Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Exhibition catalogue

A single-page advertising placement (A4format)

Note: The bags are provided by the organisers.

Note pads and pens

SOLD OUT

Cost: US\$50,000

Logo presence

- On the note pads and pens
- Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Exhibition catalogue

A single-page advertising placement (A4 format)

Note: The note pads & pens are provided by the organisers.

Traditional Ladies' Gift (Provided by Sponsor)

Logo presence

On traditional ladies' gift - a present to take home from Dubai

Conference Lanyards (To be provided by the Sponsor)

SOLD OUT

Cost: US\$85,000

Logo presence

- On the lanyards
- Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Exhibition catalogue

A single-page advertising placement (A4 format)



Exhibition floor plan Z-Card Advertising

Cost: Various

| Ad nr. | Advertising location | Size | Cost |
|--------|--|------------|-------------|
| Ad 7 | Inside front cover | 10 x 7 cm | US\$ 12,500 |
| Ad 3 | Exhibition floor plan - Right top hand corner | 8.5 x 7 cm | US\$ 8,000 |
| Ad 6 | Exhibition floor plan - Right middle section | 10 x 7 cm | US\$ 10,000 |
| Ad 4 | Exhibition floor plan - Right bottom hand corner | 8.5 x 7 cm | US\$ 8,000 |
| Ad 1 | Exhibition floor plan - Left top hand corner | 8.5 x 7 cm | US\$ 8,000 |
| Ad 5 | Exhibition floor plan - Left middle section | 10 x 7 cm | US\$ 10,000 |
| Ad 2 | Exhibition floor plan - Left bottom hand corner | 8.5 x 7 cm | US\$ 8,000 |

Logo and stand number presence

- On the selection Z-car location
- Partner logo in the event programme

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Exhibition catalogue

A single-page advertising placement (A4 format)

Note: The Z-card is produced by the organisers.



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UITP Stand Cyber Café & USB Keys

Cost: US\$40,000

Branding

Branding of the Cyber Café on UITP stand

Logo presence

- Partner logo on the packaging containing the USB keys (4GB) to be distributed to all delegates for the collection of the Congress proceedings
- Partner logo in the event programme
- Partner logo on computer screen saver

Online logo presence

Partner logos on the UITP event website with a link to partner's websites

Exhibition catalogue

A single-page advertising placement (A4 format)

Note: USB keys are provided by the organizers



Sponsorship booking form

Please complete and return the form to Congress Solutions International Sheikh Zayed Road, PO Box: 7631, Dubai, UAE, Fax: +9714 343 2251

We would like to book a Sponsorship at the UITP Congress

Company / Organisation _____

Contact person _____

Full address _____

Telephone _____ Fax _____

E-mail _____

Partners' Packages

- | | |
|--|-------------------------------|
| <input type="checkbox"/> Networking Dinner (Exclusive) | US\$375,000 – SOLD OUT |
| <input type="checkbox"/> Cultural Evening | US\$250,000 |
| <input type="checkbox"/> Opening Ceremony | US\$375,000 – SOLD OUT |
| <input type="checkbox"/> UITP & Local Host Reception | US\$350,000 – SOLD OUT |
| <input type="checkbox"/> Lunch | US\$80,000 per Lunch |
| <input type="checkbox"/> Coffee Break | US\$32,500 per Break |
| <input type="checkbox"/> Dubai City Tour | US\$160,000 |
| <input type="checkbox"/> Cyber Café Internet 'Connection Zone' | US\$20,000 |
| <input type="checkbox"/> RTA Information Day | US\$70,000 – SOLD OUT |
| <input type="checkbox"/> Simultaneous Translation | US\$160,000 |
| <input type="checkbox"/> Audio Visual | US\$225,000 |
| <input type="checkbox"/> Coffee Table Book on Mobility Vision of Dubai | US\$150,000 |
| <input type="checkbox"/> Mobility Visibility – Taxis | US\$250,000 |
| <input type="checkbox"/> Mobility Visibility – Buses | US\$300,000 |

Other Partnership Options

- | | |
|--|------------------------------|
| <input type="checkbox"/> Delegate bags | US\$95,000 – SOLD OUT |
| <input type="checkbox"/> Note pads and pens | US\$50,000 – SOLD OUT |
| <input type="checkbox"/> Traditional Ladies' Gift at the Networking Dinner | To be discussed |
| <input type="checkbox"/> Conference Lanyards (To be provided by the Sponsor) | US\$85,000 – SOLD OUT |
| <input type="checkbox"/> Exhibition floor plan Z-Card Advertising | Various Costs |
| <input type="checkbox"/> UITP Stand Cyber Café & USB Keys | USD40,000 |

We agree to pay the total sponsorship rate 30 days after date of invoice. ¹

We accept the regulations as stipulated in the Partners' Package and agree to observe and be bound by them. ²

Signature _____ Date _____ Company Stamp _____

1 Direct transfer payments should be made to Roads and Transport Authority, A/c. No.: 101-1000007-202 held with Emirates Bank International, BIC/SWIFT Code EBILAEAD, Dubai United Arab Emirates, stating the number of the invoice. Sender's bank charges are at the expense of the sponsor. Crossed cheques or bank drafts should be made payable to Roads and Transport Authority, PO Box 118899, Dubai, United Arab Emirates and should be sent by registered post to the attention of the 'Treasury Section'.

2 This application is legally binding on the partner pending its acceptance in writing by the Organiser.