



The
**Sustainable
Transport & Mobility**
Conference and Exhibition

Gallagher Estate, Midrand
29 - 30 April 2010



April 29th and 30th
2010

Gallagher Estate, Midrand
Johannesburg

The Sustainable Transport and Mobility Conference and Exhibition is the event for South Africa's leading transport sector stakeholders, policy-makers, designers and specifiers:

- National infrastructure stakeholders
- Ports and harbour authorities
- Key government decision-makers
- Shipping and marine commercial companies
- Airport authorities and related organisations
- Airfreight and logistics companies
- Rail network operators and stakeholders
- City planners and designers
- Urban mobility planners
- Automotive industry stakeholders
- Research institutes
- Vehicle technology companies
- Mechanical engineers and engine designers
- Universities
- Fuel, gas and bio-fuel tech companies
- Traffic management
- Public transport operating organisations

As South Africa is gripped by the excitement of the FIFA Soccer World Cup, certain key stakeholders will be celebrating the successful completion of various Transport and Mobility projects that owe their existence to this same event. Projects such as Gautrain, BRT and many others are legacy projects of the World Cup but have also emerged as a result of the ever increasing pressure on South African urban communities to provide sustainable mobility solutions for their people.

The City planners and managers involved have been placed under immense pressure to deliver these projects to global standards. Infrastructural project benchmarks have included: increased quality, lower maintenance costs and a reduced energy footprint to what may have been regarded as the conventional approach.

These projects could not have come at a better time as the growth in urban populations and the commensurate growth in consumption and demand for products and service is placing huge pressure on our transport and mobility systems. Our ports are full and our rail and road networks are under strain and our airports cannot keep up with the increased requirement for airfreight.

At the same time transport and mobility systems are responsible for as much as 25% of energy consumption, carbon dioxide emissions and smog worldwide and in South Africa, government is introducing tighter regulations governing air pollution.

It is within the context of these conflicting pressures of economic growth and environmental impact constriction that the opportunity exists for leading transport manufacturers, operators, goods and services providers to gain commercial advantage by understanding the ways in which they can innovate, modify or intervene under the banner of sustainability.

Introducing: the Sustainable Transport and Mobility Conference and Exhibition, Gallagher Estate, Midrand 29-30 April 2010.

Join South Africa's leading Transport & Mobility sector decision makers as they engage with each other and with global and national thought leaders and policy makers on sustainable solutions for Transport and Mobility in South Africa.

Profile your solutions, products and services at the Sustainable Transport & Mobility Exhibition adjacent to the conference.

Don't miss this opportunity to participate in case-study breakout sessions, product demonstrations and networking sessions with government and industry leaders and sector professionals!

For further information please email apieters@alive2green.com



An exhibition hall of leading product and service providers will complement the conference agenda where delegates, exhibitors and service providers will be able to network, engage and do business:

- International presentations from leading analysts, personalities and designers
- Highly relevant plenary content for the local transport and mobility sectors
- Emphasis on practical, locally applicable, case study-based break away sessions

The Sustainable Transport and Mobility Conference and Exhibition 2010 will bring thought leaders from global markets to join leading national experts to present, debate and apply global thoughts and trends to the local environment in South Africa. The Conference will take place at Gallagher Estate, Midrand on the 29th and 30th of April 2010 and is likely to coincide with the opening of the Gautrain service to the area of Midrand.

“Inefficient transport systems dramatically slow down and increase the cost of delivery of goods and services to our communities.”

Value-added event features will incorporate:

- Large break-out session rooms on the exhibition floor
- Large product demonstration stage area on the exhibition floor
- Electronic exhibition directory terminals on the exhibition floor
- Build-up and on-site value for sponsors

DELEGATE RATES

Corporate Delegates

Before 31 st December '09:	R5950
January - 31 st March '10:	R6950
April '10:	R7500

“The purpose of transport is to provide access, access to work, access to education and access to goods and services.”





EXHIBITOR PACKAGE

Book your exhibition stand early and enjoy many new opportunities to promote your organization to an even broader audience:

- Company/Product Profile in the event-program supplement that will be published in a leading daily business newspaper distributed to in excess of 30000 business readers just prior to the event.
- The same profile incorporated in the Green Business Network Directory and on www.transportandmobility.co.za for the entire period leading up to the 2010 Conference in April 2010.
- Announcements on facebook, twitter and other social media networks released by the alive2green marketing team leading up to the event.
- Priority networking service for meetings with other customers/delegates prior to and during the event.

Why Should You Exhibit?

Interact personally with South Africa's leading transport sector stakeholders, policy-makers, designers and specifiers. The Sustainable Transport and Mobility Conference and Exhibition will attract leading decision makers whom are committed to learning about and embracing the sustainable transport and mobility agenda. The quality of the audience and the interaction between delegates and exhibitors will create meaningful business relationships and increased awareness in appropriate communities.

Standard Exhibitor Package - Package Price R18950

- Exhibition booth in the exhibition hall
- Company/product profile (50 words) in the event-programme supplement that will be published in a leading daily business newspaper distributed to in excess of 30 000 business readers just prior to the event
- Company/product profile (50 words) on www.transportandmobility.co.za leading up to the event
- Company/product profile in the Green Business Directory

Premier Exhibitor Package - Package Price R24295

- Exhibition booth in the exhibition hall
- Company/product profile (50 words) in the event-programme supplement that will be published in a leading daily business newspaper distributed to in excess of 30 000 business readers just prior to the event
- Company/product profile (50 words) on www.transportandmobility.co.za leading up to the event
- Company/product profile in the Green Business Directory
- 20 free exhibition day-passes for invited guests
- 2 x Full Conference Delegate tickets

The Top 5 Reasons to Sponsor the Sustainable Transport and Mobility Conference and Exhibition 2010

Brand Association and Connection

1

By connecting your brand with the Sustainable Transport and Mobility Conference and Exhibition, the partner organisations and the various VIP speakers and guests, your organisation can be positioned as a leader in this exciting space. Depending on strategic objectives, sponsors are able to connect their brands with the various ideals and themes that are associated with Sustainable Transport and Mobility.

Demonstrate Corporate Responsibility

2

Sponsors of the Sustainable Transport and Mobility Conference and Exhibition enjoy the benefit of being able to profile their social/environmental initiatives, projects and programs. Current market perception of companies who are targeting triple bottom line strategies has never been higher. Within the transport sector there are meaningful opportunities for companies that are prepared to embrace and demonstrate a responsible approach to the way that they do business. Customers want to do business with responsible companies and employees want to work for these same companies.

Maximise Exposure to a Targeted Audience

3

Sponsors of the Sustainable Transport and Mobility Conference and Exhibition enjoy significantly higher exposure to the attending audience and the broader industry both leading up to and during the event. In a relatively suppressed media environment, sponsors are able to leverage their event involvement to the full by enjoying significant exposure within one of the sectors that appears to have avoided the recession. Transport industry professionals are under pressure to impress and deliver to new standards and are alive to corporate messages that are aligned with their work.

Maximise Return on Investment

4

Massive investment in green technologies, renewable energy sources and sustainable materials has produced the emergence of a new green economy. The organizations that embrace these trends now and demonstrate thought leadership in environmental concerns will be the organizations that benefit from the emergence of this new market. The nature of the Sustainable Transport and Mobility Conference and Exhibition is such that Sponsors are able to use the facilities and features at their disposal to engage with their most important clients and suppliers in order to drive sales and relationships.

Maximise Return on Objective

5

In addition to the pure commercial outcomes that sponsors aim for, there exists a platform for sponsors to achieve a return on other objectives such as communication, brand equity and association, relationship building, PR content creation and staff development/training. Sponsors are assisted by the alive2green team to explore the various secondary returns that exist for them around the event.

The Greatest Reason

It is up to us to take a stand on what matters. It matters to your employees, to your customers and your suppliers and to our future generations. We cannot continue to ignore pressing issues such as climate change, deforestation and the myriad other conditions that beset a struggling planet. These are not the idealistic fantasies of a few fundamentalist tree-huggers; these are very real threats to our civilization. Together we must make a difference to reverse these trends. By sponsoring you are playing a part by bringing innovative ideas to those that have the power to make changes. Demonstrate your corporate desire to be a part of the solution!

PREMIER SPONSORS



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The Opportunity

Premier Sponsorship delivers a powerful suite of branding, marketing and selling opportunities. Premier Sponsors have significant presence at the event, with their company name and logo integrated throughout the conference experience. Premier Sponsors enjoy exclusive access to key marketing and promotional opportunities that increase brand awareness and build relationships with VIP's and attendees. The Premier Sponsor package includes our most significant exhibition space, exclusive plenary branding, integrated marketing exposure in the program guide and website, pre-event attendee marketing opportunities, conference white-paper CD-ROM branding, Build-up PR and more.

Why You should Sponsor

Sustainable Transport and Mobility Conference and Exhibition sponsors enjoy an 'ownership' of the event and are powerfully aligned with its ideals, its partners and VIP delegates. This 'ownership' extends beyond the walls of the plenary and the exhibition hall to the newspapers, signposts, emails, websites, interviews, presentations and magazines that will all communicate with the country's transport and mobility sector leading up to, during and following the 2010 event.

Premier Sponsors enjoy a uniquely valuable return on their investment and are able to leverage the media opportunities that they receive into the professional community that is more strongly represented at the Sustainable Transport and Mobility Conference and Exhibition than at any other industry professional event in South Africa.

Premier Sponsors make the event their own and play host to their own VIP guests as well as those of other stakeholders. The objectives are to create meaningful business relationships, increases awareness and unlock (and service) valuable business relationships.

Premier Sponsorship Package

- Dominant co-branding on pre-event marketing material
- Dominant and exclusive co-branding in the Conference Plenary
- Dominant co-branding in the exhibition hall
- 6m X 6m booth space and premium location in the exhibition hall
- Dominant co-branding in all pre-event marketing material
- Dominant co-branding on www.transportandmobility.co.za
- Full-page company/product profile on www.transportandmobility.co.za
- Dominant co-branding in the Event Program
- High profile newspaper advertising in the event-program supplement that will be published in a leading daily business newspaper distributed to in excess of 30000 business readers just prior to the event
- Premier listing of company/product profile in the Event Program
- Premier PR package leading up to the event
- Sponsor White Paper included on the Delegate Bag CD-Rom
- Promotional insert in the Delegate Bags
- Right to use event logos
- 8 x VIP Conference Delegate passes
- Up to 40 free exhibition day-passes for invited guests
- Up to 10 free Cocktail Reception passes for invited guests

Package Price: R170 000

PRESENTING SPONSOR

The Presenting Sponsorship is available as an upgrade to any one of the Premier Sponsors on a first-come first-served basis. Over and above the extensive media value on offer in the form of the Premier Sponsorship package, the presenting Sponsors will receive a customized, high-level media plan leading up to the event valued at more than R350 000. Should a Premier Sponsor wish to upgrade to the Presenting Sponsor Package, alive2green and its associates will develop and activate a measurable high profile Media and PR campaign that strongly aligns the sponsor with The Sustainable Transport and Mobility Conference and Exhibition and with various secondary Transport and Mobility themes and announcements by using the sponsor's desired media platforms.

The essence of the Presenting Sponsorship package is that it provides a single company with the opportunity to fully leverage the incredible PR content that becomes available in the lead-up to the event – PR ammunition that should provide a 3-fold return on investment, before, during and after the event. Very few movements have the ability to provide ideal association value and media leverage as does the Transport and Mobility Movement that culminates just before the Soccer World Cup in 2010

Package Price: Premier Sponsorship Package plus R200 000

ASSOCIATE SPONSOR

The Opportunity

Within the broader theme of Transport and Mobility there exist a number of components that in their own right attract specific interest from the delegates that attend the Sustainable Transport and Mobility Conference. Associate Sponsors are able to target certain key sub-communities at the conference in the Breakout Sessions and 'own' the sessions that are directed at these delegates in a very focussed and personalised manner. Breakout Sessions at the 2010 event will be housed in custom rooms in each corner of the exhibition floor thus ensuring that the maximum amount of traffic and exposure is afforded to the sessions and their respective sponsors.

Not only can Associate Sponsors 'own' these sessions but they are able to deliver a brief company/product presentation to the audience immediately after the session speaker has finished. The opportunity to speak personally to a captive audience in this context is extremely valuable and if positioned correctly can result in a material return for the sponsor.

Why You should choose an Associate Sponsorship Package

In addition to the exclusive brand association and ownership in the Breakout Session rooms, Associate Sponsors may deliver presentations of their own to the audience and field questions. Sponsors receive an elevated presence in a wide variety of event materials and marketing campaigns leading up to, during and beyond the event. Breakout Session Sponsors also have a premium presence in the exhibition hall where they can display products and services and interact with attendees.

Associate Sponsor Package - Package Price: R71 500

- Ownership level branding of breakout session room in Exhibition Hall
- Speaking opportunity in conjunction with breakout session VIP Speaker
- Co-branding in pre-event marketing materials
- Co-branding in all event materials
- Co-branding on the event web site
- 3m x 3m Exhibition Stand
- Half-page company/product profile on the event web site
- Co-branding in the Event Program
- Premium listing of company/product profile in the Event Program
- Right to use event logos
- 4 x Full Conference Delegate passes
- Up to 20 free exhibition day-passes for invited guests
- Up to 5 free Cocktail Reception passes for invited guests

Package Price: R71 500

ADDITIONAL SPONSORSHIP PACKAGES

Why not enjoy some of the great benefits associated with high level event involvement by taking advantage of one of these Additional Sponsorship opportunities?

All sponsors are recognised prominently before, during and after the event and all sponsors receive VIP treatment, both in terms of the event experience and the marketing campaigns prior to the event.

COCKTAIL FUNCTION SPONSOR

Engage and entertain the event's attendees and exhibitors at a cocktail function after the first day's events. The Cocktail Function takes place on and around the Product Demo Stage area on the Exhibition floor while delegates, exhibitors and VIP guests are entertained and catered for.

Cocktail Function Sponsors receive an opportunity to welcome guests and to deliver a brief presentation and may also brand the entire area, including the big screen during the evening's events. A Cocktail Reception photograph and editorial-review PR-pack is made available to the sponsor and also to selected Editors and media owners representing the national press.

Address VIP's and delegates in an informal yet powerful environment, distribute promotional literature and exclusively brand the area.

Cocktail Function Sponsorship Package also includes a stand on the Exhibition floor.

Package Price: R65000

REGISTRATION SPONSOR

Be the first to welcome the attendees to the event with your logo and literature prominently displayed at the registration desk and on the attendees' lanyards. Also include your pens, pads and literature in the attendees' welcome kit.

Option 1 (Registration only): R10000
Option 2 (Includes branded delegate bags): R45000
(Add 1 x 3m x 3m Exhibition stand to either option at only R12000)

LUNCHEON SPONSOR

Treat the attendees and exhibitors to one of the two luncheons that will be provided during the event. Display your logo on meal vouchers, at the buffet line and on table tents and distribute your literature on the tabletops.

Option 1 (1 x luncheon without exhibition stand): R8000
Option 2 (Includes 3m x 3m exhibition stand): R23000
Option 3 (Option 2 for both days): R28000

Contact sales@alive2green.com or call 021.4474733