UPDATED SPONSORSHIP BENEFITS 2021
GET READY

For the 2nd edition of the largest public transport and mobility event in Latin America

UITP LATIN AMERICA WEEK 2021
DIGITAL EXPERIENCE

JUNE 22 AND 23, 2021
THE SUCCESS IN 2020:

+18 Sponsors, leading and globally recognized brands

919 Participants enrolled

4970 Virtual business cards received

2500 Visits to virtual stands

16 Hours of exclusive, live, and on-demand content

+25 Speakers and public figures from different countries
FOR 2021:

We have prepared an immersive and even more complete digital experience:

- 100% virtual
- 2 days of live sessions
- Participation of 1000 delegates, 80% from Latin America
- Representatives from 10 countries in the Latin American region
- A new pavilion with 25 booths, available for 30 days
A new pavilion with 25 booths, available for 30 days
Although 2021 is still quite similar to 2020, to everyone’s discomfort and dismay, we at the Latin American Division are optimistic that this could be an opportunity to improve the mobility ecosystem in the region. In these unprecedented circumstances, agility is key to overcome the current scenario.

Therefore, this conference and tradeshow is dedicated to how we can play our part in building a more sustainable future and helping to create an accelerated recovery in a better world.

**The objective of the conference is to start designing what we want for the mobility industry in the next decade.**

**Our mission** - and we accept it with open arms – is to safeguard the future and economic influence of the mobility industry by empowering all players in public transport.

We want to explore the opportunities that lie ahead to help build greater resilience in a post-COVID world, understanding the financial context, the possibility of new business models, and how the great impact of new technologies could transform the industry.

By systematically addressing root causes of vulnerability in sessions throughout the event and going beyond simply returning to ordinary economies and livelihoods, the core of the themes will act as a framework in which each initiative can be designed to make the mobility and public transport industry better.

**WE WILL ADDRESS THE FUTURE OF MOBILITY.**
We hope your organization will support the transformation of the sector.
GENERAL PARTICIPANT PROFILE:

1000 DELEGATES FROM 315 ORGANIZATIONS

- Authority: 77
- Development bank: 7
- Industry / Service: 82
- Media: 1
- NGOs and Associations: 16
- Operator: 124
- University: 2

(University: 3% of delegates, Authority: 33%, Operator: 43%, NGOs and Associations: 3%, Industry / Service: 17%, Development bank: 1%)
<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:55 - 10:00</td>
<td>Expositor chat</td>
<td></td>
</tr>
<tr>
<td>10:00-10:10</td>
<td>Introduction Welcome address</td>
<td>President UITP</td>
</tr>
<tr>
<td>10:10-10:30</td>
<td>Keynote speaker Keynote: A luta por um futuro sustentável</td>
<td>Patrick Leclerc Directeur Développement, marketing &amp; communications at Société de transport de l’Outaouais (STO)</td>
</tr>
<tr>
<td>10:30 - 11:10</td>
<td>Session 1 - Roundtable DEBATE: Compromisso com o transporte público como motor de desenvolvimento econômico</td>
<td>Ministros de Transporte e Autoridades Nacionais América Latina</td>
</tr>
<tr>
<td>11:10 - 11:40</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
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</tr>
<tr>
<td>11:40 - 12:40</td>
<td>Session 2 Inovação em cidades do mundo e da América Latina</td>
<td>Umii-UITP tem como objetivo fornecer insights sobre mobilidade urbana e inovação em cidades em todo o mundo, e fornecer um guia para as cidades promoverem a inovação em seus serviços e sistemas de mobilidade urbana. Seguido de debate de cidades da América Latina</td>
</tr>
<tr>
<td>12:40 - 14:00</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
<td></td>
</tr>
<tr>
<td>14:00 - 15:30</td>
<td>Session 3 Redefinindo o transporte urbano</td>
<td>O desenvolvimento das cidades e dos serviços de transporte em multimodalidades influenciam um ao outro e desenham os novos comportamentos de mobilidade. Juntos, eles têm o potencial de reduzir o uso do carro privado e dos congestionamentos, ou de encorajá-los. O setor de transporte público pode se beneficiar enormemente liderando a mudança da multimodalidade das cidades.</td>
</tr>
<tr>
<td>15:30 - 16:30</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
<td></td>
</tr>
<tr>
<td>16:30 - 18:00</td>
<td>Session 4 Desmistificando conceitos dos sistemas de emissão de bilhetes e pagamento</td>
<td>Avanço tecnológico ajudou as sistemas a evoluir dramaticamente nos últimos décadas. No entanto, as coisas ficaram complicadas para operadores de transporte público e autoridades. Vinte anos atrás, era apenas uma questão de escolher o esquema tarifário, a tecnologia, para projetar o sistema dependendo dos fluxos de passageiros e, finalmente, escolher o fornecedor. Em outras palavras, era definir o integrador que se encarregaria de todo projeto. Nos dias de hoje, o desafio começa tentando entender closed-loop versus open-loop, card-centric vs system-centric, prepago vs post-pago, account-based ticketing, open payment, SIM-centric mobile ticketing, Secure Element, HCE, interoperability, multiservice, beacons, NFC, QR code...e assim por diante.</td>
</tr>
</tbody>
</table>

**June 22**
<table>
<thead>
<tr>
<th>10h00-10h20</th>
<th>Introduction</th>
<th>Fireside Chat</th>
<th>Mohamed Mezghani</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>10h20-11h20</td>
<td>Keynote</td>
<td>Keynote:</td>
<td>Obervando o cenário econômico atual na América Latina será avaliado o que esperar de recuperação para o setor da mobilidade</td>
<td>Live</td>
</tr>
<tr>
<td>11h20-11h50</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
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</tr>
<tr>
<td>11h50 - 13h00</td>
<td>Session 5</td>
<td>A experiência do cliente conduzindo o transporte público que melhore a qualidade de vida dos passageiros e agreguem valor à experiência geral dos clientes. Esta sessão terá uma apresentação de Yulia TEMNIKOVA Deputy CEO on Client Services and Passenger Work Moscow</td>
<td>Live Roundtable</td>
<td></td>
</tr>
<tr>
<td>13h00-14:30</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
<td>Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)</td>
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<td></td>
</tr>
<tr>
<td>14h30 - 15h30</td>
<td>Session 6</td>
<td>Eficiência energética e mobilidade</td>
<td>Os desenvolvimentos inovadores, como os sistemas de propulsão alternativos, levaram a uma evolução no mercado de energia. Os operadores de transportes públicos e os fabricantes de veículos estão agora na posição ideal para beneficiar-se de uma maior eficiência energética, contribuindo efetivamente para uma vida urbana mais saudável e sustentável. Esta sessão terá uma apresentação de Josipa Petrunic that is President and CEO of CUTFIC.</td>
<td>Live Roundtable</td>
</tr>
<tr>
<td>15h30 - 16h30</td>
<td>Session 7</td>
<td>Como os dados apoiam o desempenho da operação de transporte público</td>
<td>Quando uma organização decide investir fortemente na aquisição de software, soluções e tecnologias emergentes, ela acredita, em muitos casos, que essa é a parte mais importante. Na verdade, o ponto principal será a adoção dessa tecnologia. A adoção ocorre quando toda a organização incorpora novas tecnologias em seu dia a dia e vê o valor de usá-las, entendendo que é essencial para manter o negócio funcionando, além de ser confiável e trabalho diário. Adicional está todo o tema organização e legalidade dos dados.</td>
<td>Live Mesa redonda</td>
</tr>
<tr>
<td>16h30 - 18h00</td>
<td>Session 8</td>
<td>Cidades Inteligentes: de novo!</td>
<td>Possivelmente a mais de uma década se fala sobre cidades inteligentes. O que realmente fizemos nos últimos anos para as cidades estarem mais inteligentes a os resultados concretos. As tendências da digitalização e a constante inovação estão impulsionando o setor para a necessidade de novas competências em todo o setor. A fim de continuar atendendo as necessidades dos consumidores, bem como de se manter competitivo, todo o setor deve se adaptar - e participar do desenvolvimento - de novas tecnologias, além de lidar com os desafios de cybersecurity.</td>
<td>Live Mesa redonda</td>
</tr>
</tbody>
</table>
VIRTUAL SCENARIOS
INTERACTIVE ENVIRONMENTS
COMPLETE PLATFORM

Platform provider:

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

CLICK TO SEE

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

CLICK TO SEE
Package

PREMIUM
Package **PREMIUM:**

<table>
<thead>
<tr>
<th>Package</th>
<th>Available</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>4</td>
<td>6,500.00 €</td>
</tr>
<tr>
<td>Gold Plus</td>
<td>5</td>
<td>4,800.00 €</td>
</tr>
<tr>
<td>Gold</td>
<td>8</td>
<td>3,500.00 €</td>
</tr>
<tr>
<td>Silver</td>
<td>8</td>
<td>2,700.00 €</td>
</tr>
</tbody>
</table>
Benefits
Package
PLATINUM
Investment
6,500.00 €

✓ Interview of your CEO at the opening session or other session
✓ Commercials lasting 30 or 45” in the live presentations in between sessions, which can be an institutional video, pre-recorded video or a live interaction.
✓ Permanent logo in the live opening session (banner at the bottom of the video)
✓ Interview with your CEO or other material in the LAD UITP newsletter
✓ Logo in the official promotional video of the event
✓ Electronic insert during the live session (window - flash 3 sec.)
✓ QR code insert during the live session
✓ Premium stand in the first row with color and customizable image
  - Institutional video 60” – 40Mb
  - Powerpoint Corporate Presentation – max 100Mb
  - PDF folder – max 30Mb
  - Contact WhatsApp and social media
✓ Naming rights for the opening session (programme)
✓ Logo on the website
✓ Logo in the newsletter and promotional emails
Some examples Platinum:

- Logo in the official promotional video of the event
- Naming rights of the opening session (programme)
- Interview of your CEO
- Electronic insert during the live session (window - flash 3 sec.)
- Logo on the official website of the event
- QR code insert during the live session
Premium stand at 1st viewing - with color and customizable image
Example of Premium Stand in the 1st visualization, with color and customizable image

4 design templates to choose from
Benefits
Package
GOLD PLUS

Investment
4,800.00 €

✓ Interview of your CEO at the closing session or other session
✓ Permanent logo in the live opening session (banner at the bottom of the video)
✓ Interview with your CEO or other material in the LAD UITP newsletter
✓ Logo in the official promotional video of the event
✓ Electronic insert during the live session (window - flash 3 sec.)
✓ QR code insert during the live session
✓ Premium stand in the second row - with color and customizable image
  - Institutional video 60” – 40Mb
  - Powerpoint Corporate Presentation – max 100Mb
  - PDF folder – max 30Mb
  - Contact WhatsApp and social media
✓ Naming rights for the closing session (programme)
✓ Logo on the website
✓ Logo in the newsletter and promotional emails
Some examples Gold Plus:

- Logo in the official promotional video of the event
- Logo on the official website of the event
- Interview of your CEO
- Electronic insert during the live session (window - flash 3 sec.)
- QR code insert during the live session
Example of Premium Stand in the 2nd visualization, with color and customizable image.
Example of Premium Stand in the 2nd visualization, with color and customizable image.

4 design templates to choose from.
Benefits Package
GOLD
Investment 3,500.00€

✓ **500.00 €** - Electronic insert during live session - except opening / closing (flash window 3’’)

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

✓ Premium stand in 3rd view - with color and customizable image
  - Institutional video 60” – até 40Mb
  - Powerpoint Corporate Presentation – max 100Mb
  - PDF folder – max 30Mb
  - Contact WhatsApp and social media

✓ Logo on the website

✓ Logo in the newsletter and promotional emails
Example Gold:

- Logo in official communications
- Logo on the official website of the event
- QR code insert during the live session
Example of Premium Stand in the 3rd visualization, with color and customizable image
Example of Premium Stand in the 3rd visualization, with color and customizable image

4 design templates to choose from
Benefits
Package
SILVER
Investment
2,700.00 €

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

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

✓ Logo on sites

✓ Logo on newsletter and emails
Examples Silver:
Side Stand Example, with customizable color
Side Stand Example, with customizable color

Standard design template
## Comparison of PREMIUM benefits:

<table>
<thead>
<tr>
<th>Available quotas</th>
<th>Platinum</th>
<th>Gold Plus</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>6,500.00 €</td>
<td>4,800.00 €</td>
<td>3,500.00 €</td>
<td>2,700.00 €</td>
</tr>
<tr>
<td>Participation of the organization’s CEO with a question at the opening session</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Participation of the organization’s CEO with a question in the closing session or another preferred session</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Permanent logo in the live opening session - Banner at the bottom of the video</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Permanent logo in the live closing session - Banner at the bottom of the video</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>CEO interview or newsletter article</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on the official video of the event</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Electronic insert during live opening / closing (flash window 3”)</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Permanent QR Code in the live session of the event - opening / closing</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Electronic insert during live session - except opening / closing (flash window 3”)</td>
<td>-</td>
<td>-</td>
<td>500.00 €</td>
<td>-</td>
</tr>
<tr>
<td>Permanent QR Code in the live session of the event - except opening / closing (flash window 3”)</td>
<td>-</td>
<td>-</td>
<td>500.00 €</td>
<td>500.00 €</td>
</tr>
<tr>
<td>Premium stand at 1st viewing - with color and customizable image</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Premium stand in 2nd viewing - with color and customizable image</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Premium stand in 3rd view - with customizable color</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
</tr>
<tr>
<td>Side stand</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>X</td>
</tr>
<tr>
<td>Naming rights of the opening / closing sessions (program)</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on sites</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo in newsletter and promotional email</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Inscrições gratuitas</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>
Package
Branding
Package **BRANDING**

**Available packages**

1. **Logo registrations desk**
   - 3,000.00 €
2. **Logo in Cyber Café (networking area)**
   - 2,000.00 €
3. **Logo in lobby (main wall)**
   - 2,000.00 €
4. **Logo in lobby (totem programm)**
   - 2,000.00 €
5. **Logo in wall (billboard 5”)**
   - 1,500.00 €
6. **Naming rights on record session**
   - 800.00 €
7. **Logo in lobby (totem)**
   - 600.00 €
Example of branding benefits

- Logo variable message in the lobby (billboard 5”)
- Logo in lobby (totem)
- Logo in lobby
- Logo in lobby (Totem in programa)
- Logo Registration desk
- Logo in Cyber Café
There are many new features for 2021, with an extensive list of Analytics that we provide to ensure the success of the event:
THANK YOU!

www.UITP.org