UPDATED

SPONSORSHIP
BENEFITS 2021

UITP
LATIN AMERICA

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

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THE SUCCESS IN 2020:

+18
Sponsors, leading and globally recognized brands

919
Participants enrolled

4970
Virtual business cards received

2500
Visits to virtual stands

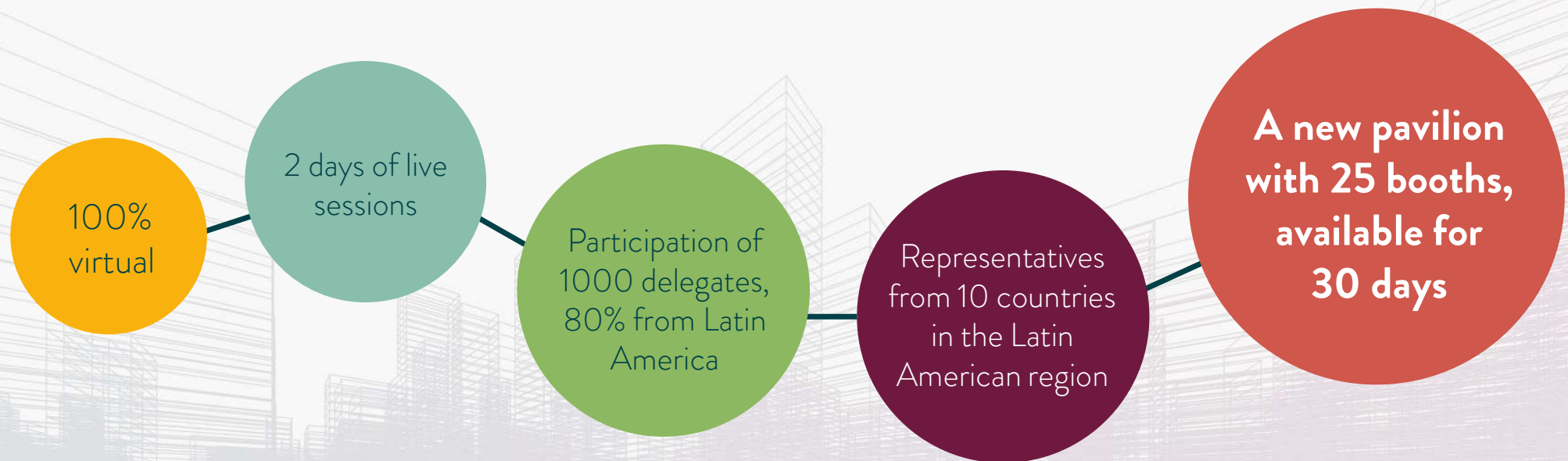**16**
Hours of exclusive, live, and on-demand content

+25
Speakers and public figures from different countries

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FOR 2021:

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

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- 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**

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A new pavilion with 25 booths, available for 30 days

UITP LATIN AMERICA WEEK 2021 DIGITAL EXPERIENCE

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WE WILL ADDRESS THE FUTURE OF MOBILITY.

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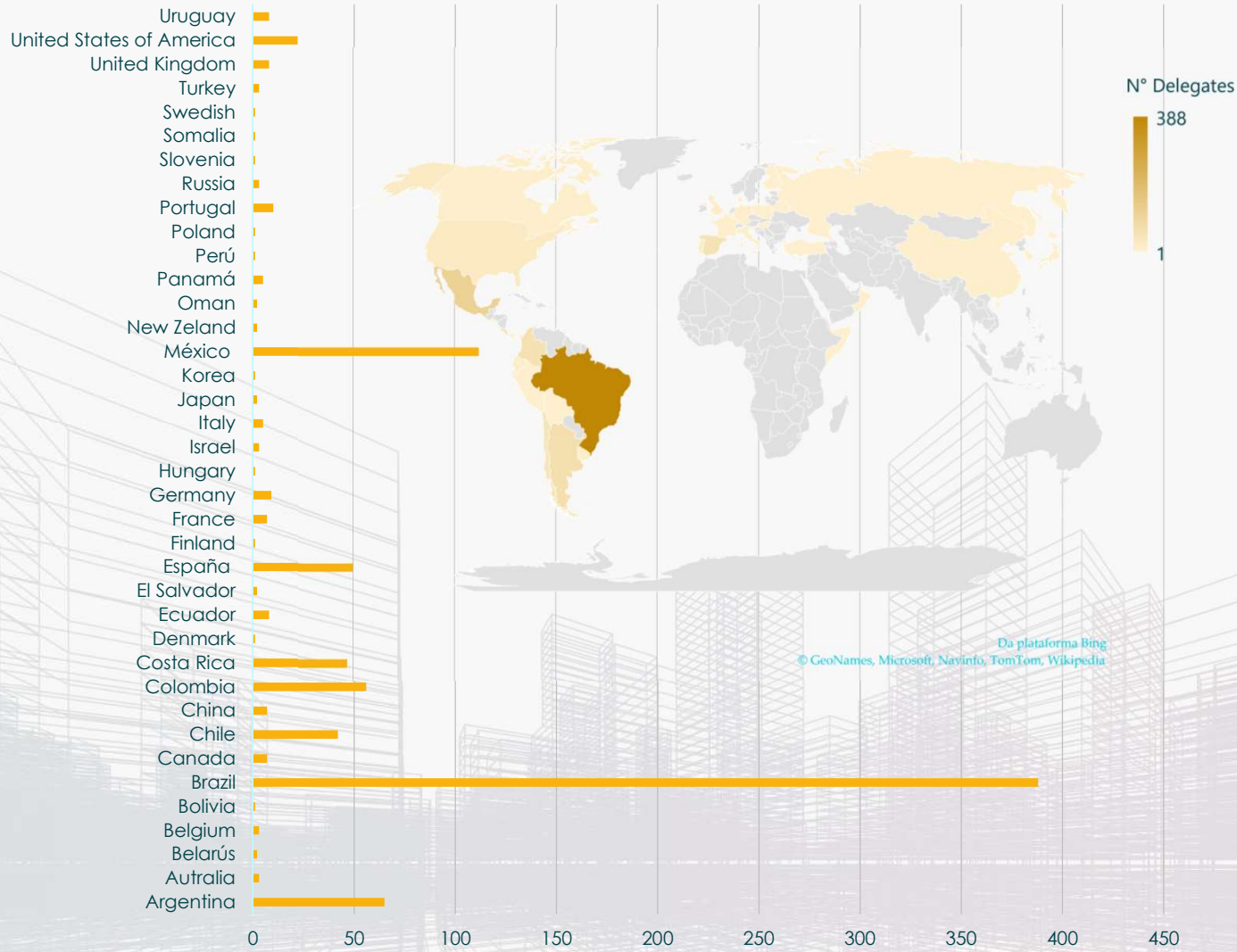
Our mission - and we accept it with open arms—is to safeguard the future and economic influence of the mobility industry by empowering all players in public transport.

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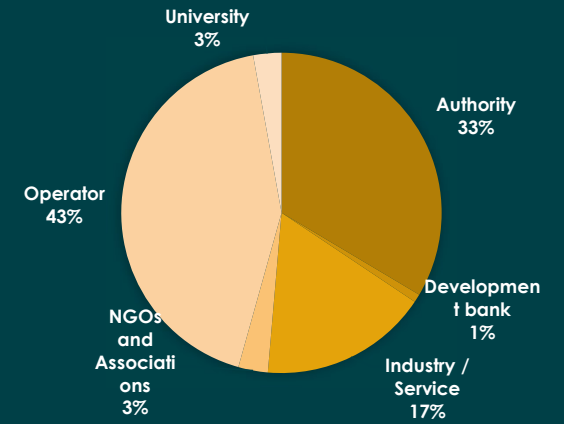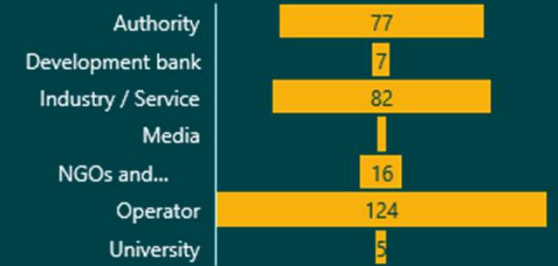
By systematically addressing root causes of vulnerability in sessions throughout the event and going beyond simply returning to ordinary economies and livelihoods, the core of the themes will act as a framework in which each initiative can be designed to make the mobility and public transport industry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

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We hope your organization will support the transformation of the sector.

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GENERAL PARTICIPANT PROFILE:

N° Delegates

388

1

Da plataforma Bing
© GeoNames, Microsoft, Navinfo, TomTom, Wikipedia

1000 DELEGATES FROM 315 ORGANIZATIONS

Category	Value
Authority	77
Development bank	7
Industry / Service	82
Media	
NGOs and...	16
Operator	124
University	5

Pie chart:
- University 3%
- Authority 33%
- Development bank 1%
- Industry / Service 17%
- NGOs and Associations 3%
- Operator 43%

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June 22

| Time	Session	Title	Speaker	Format
9:55 – 10h00	Exponsitor chat			Live
10h00-10h10	Introduction	Welcome address	President UITP	Live
10h10-10h30	Keynote speaker	Keynote: A luta por um futuro sustentável	**Patrick Leclerc** Directeur Développement, marketing & communications at Société de transport de l'Outaouais (STO)	Live
10h30 - 11h10	Session 1 - Roundtable	DEBATE: Compromisso com o transporte público como motor de desenvolvimento econômico	Ministros de Transporte e Autoridades Nacionais América Latina	Live Roundtable
11h10 - 11h40	Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)			
11h40 - 12h40	Session 2	Inovação em cidades do mundo e da América Latina	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	Live Roundtable
12h40- 14h00	Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)			
14h00- 15h30	Session 3	Redefinindo o transporte urbano	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.	Live Roundtable
15h30- 16h30	Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)			
16h30 - 18h00	Session 4	Desmistificando conceitos dos sistemas de emissão de bilhetes e pagamento	Avanço tecnológico ajudou os 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.	Live Roundtable

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June 23

Time	Session	Topic	Description	Format
10h00-10h20	Introduction	Fireside Chat	Mohamed Mezghani	Live
10h20-11h20	Keynote	Keynote: Heterogeneidade do impacto econômico da pandemia na América Latina	Obeservando o cenário ecônimico atual na America Latina será avaliado o que esperar de recuperação para o setor da mobilidade	Live
11h20 - 11h50	Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)			
11h50 - 13h00	Session 5	A experiência do cliente conduzindo o transporte público	No atual mercado da mobilidade, os clientes estão cada vez mais conectados e, sendo assim, têm a possibilidade de escolher entre uma variedade crescente de opções de transporte. Nesse contexto, manter e expandir uma base de clientes satisfeitos exige que haja foco nas experiências dos clientes como usuários. Significa definir uma estratégia que vá muito além do transporte e que preste serviços que melhorem a qualidade de vida dos passageiros e agreguem valor à experiência geral dos clientes. Esta sessão terá uma apresentação de YuliaTEMNIKOVA Deputy CEO on Client Services and PassengerWork Moscow	Live Roundtable
13h00-14:30	Networking Break: Debate on the Expo CHAT (to be promoted by sponsor)			
14h30 - 15h30	Session 6	Eficiência energética e mobilidade	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 que é Presidenta e CEO of CUTRIC.	Live Roundtable
15h30- 16h30	Session 7	Como os dados apoiam o desempenho da operação de transporte público	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, entendo que é essencial para manter o negócio funcionando, além de ser confiável o trabalho diário. Adicional está todo o tema organização e legalidade dos dados.	Live Mesa redonda
16h30 – 18h00	Session 8	Cidades Inteligentes: de novo!	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.	Live Mesa redonda

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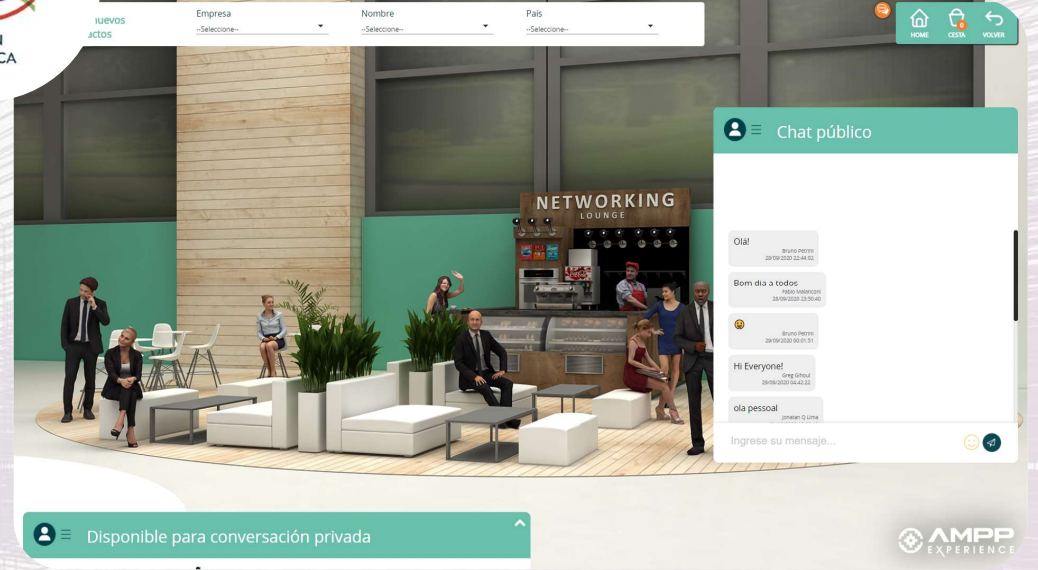
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INVEST,
SPONSOR.

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BRAND DISPLAY AND SPONSORSING
OPPORTUNITIES

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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

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Package
PREMIUM

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Package **PREMIUM:**

	Platinum	Gold Plus	Gold	Silver
Available packages	4	5	8	8
	6,500.00 €	4,800.00 €	3,500.00 €	2,700.00 €

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Benefits
Package
PLATINUM

**Investiment
6,500.00 €**

✓ **Interview of your CEO at the opening session or other sesion**

✓ **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**

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Some examples Platinum:
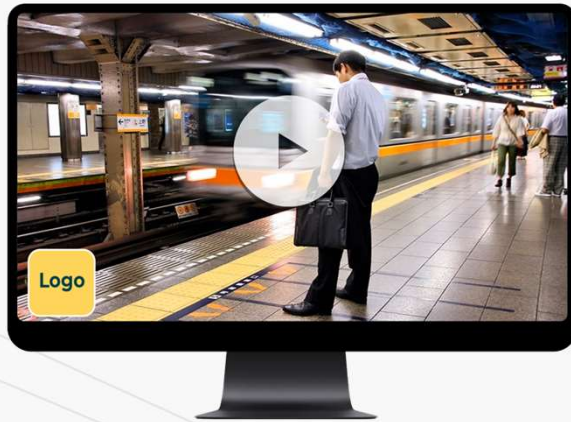
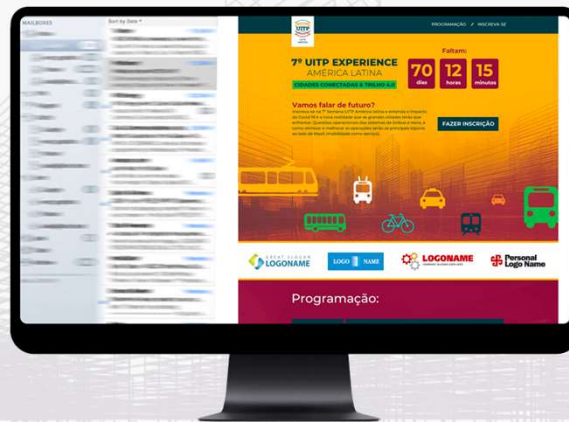Logo in the official promotional video of the event

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

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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

LATIN AMERICA
WEEK 20

LOGO

VER VÍDEO

LOGO

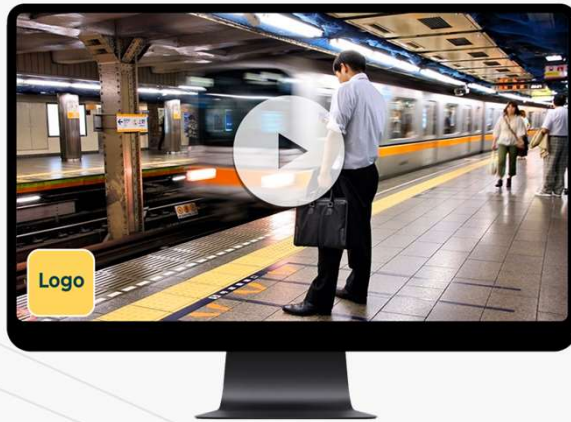MÍDIAS SOCIAIS

E-MAIL

WEBCHAT

APRESENTAÇÃO CORPORATIVA

CATÁLOGO DE PRODUTOS

Benefits
Package
GOLD PLUS

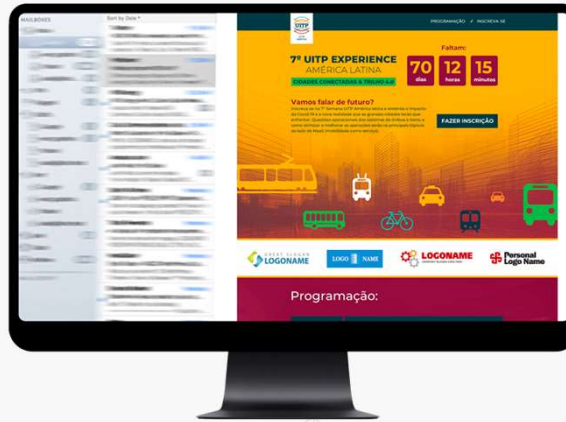**Investiment**
4,800.00 €

✓ **Interview of your CEO at the closing session or other sesion**

✓ **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**

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Some examples Gold Plus:

Logo in the official promotional
video of the event

Logo on the official website of the event

QR code insert during
the live session

Interview of your CEO

Electronic insert during the live
session (window - flash 3 sec.)

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

atlas

VER VÍDEO

atlas

MÍDIAS SOCIAIS

E-MAIL

WEBCHAT

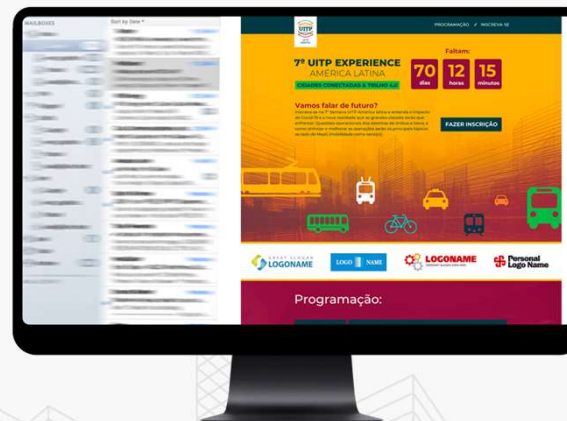APRESENTAÇÃO CORPORATIVA

CATÁLOGO DE PRODUTOS

Benefits
Package
GOLD

Investiment
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**
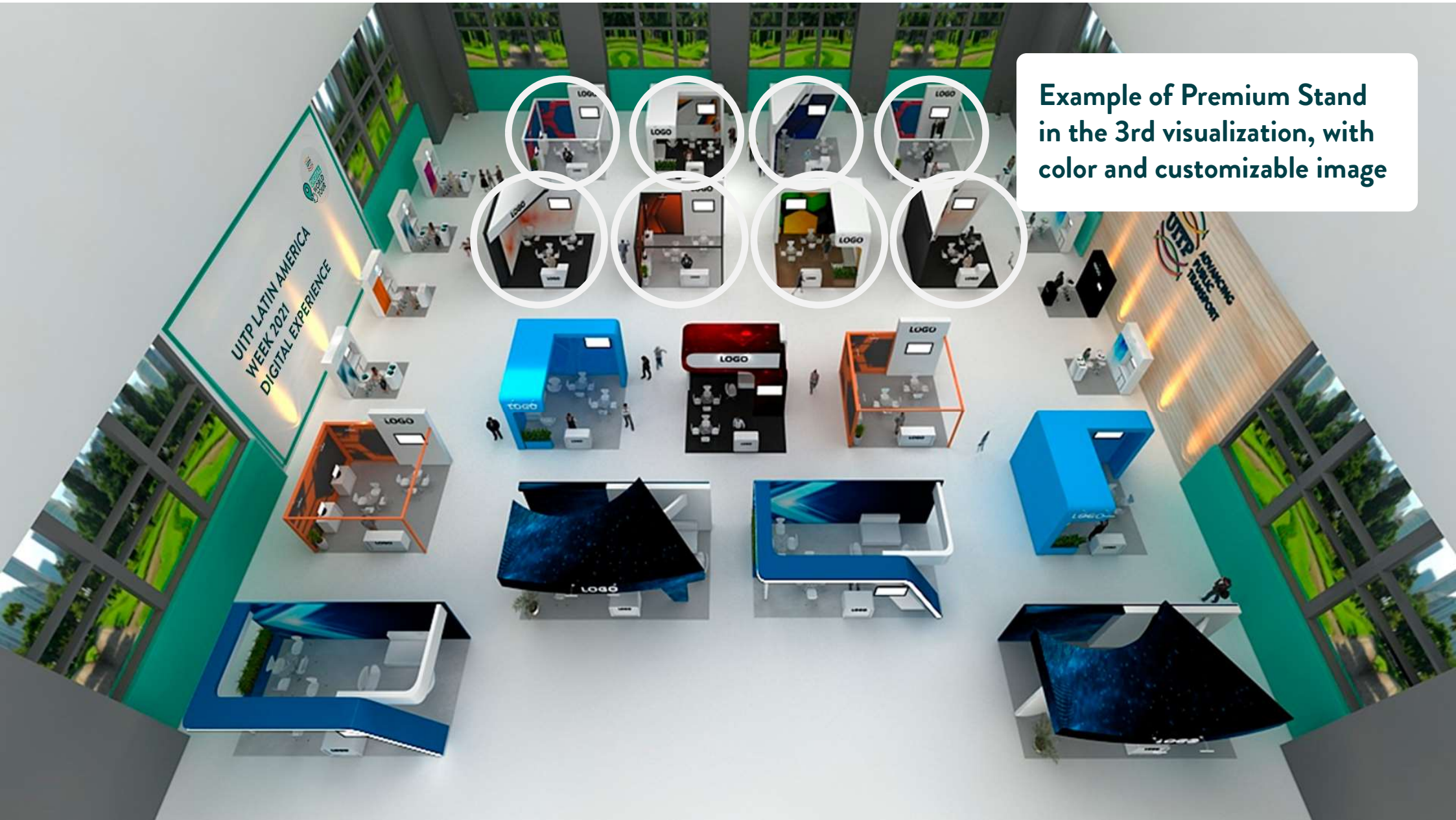
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Example Gold:

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

Investiment
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**
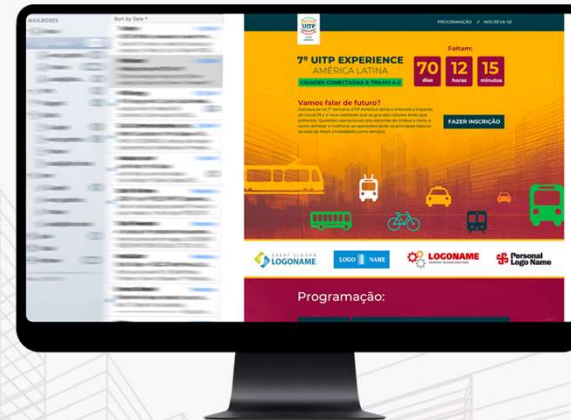- **Contact WhatsApp and social media**

✓ **Logo on sites**

✓ **Logo on newsletter and emails**

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Examples Silver:

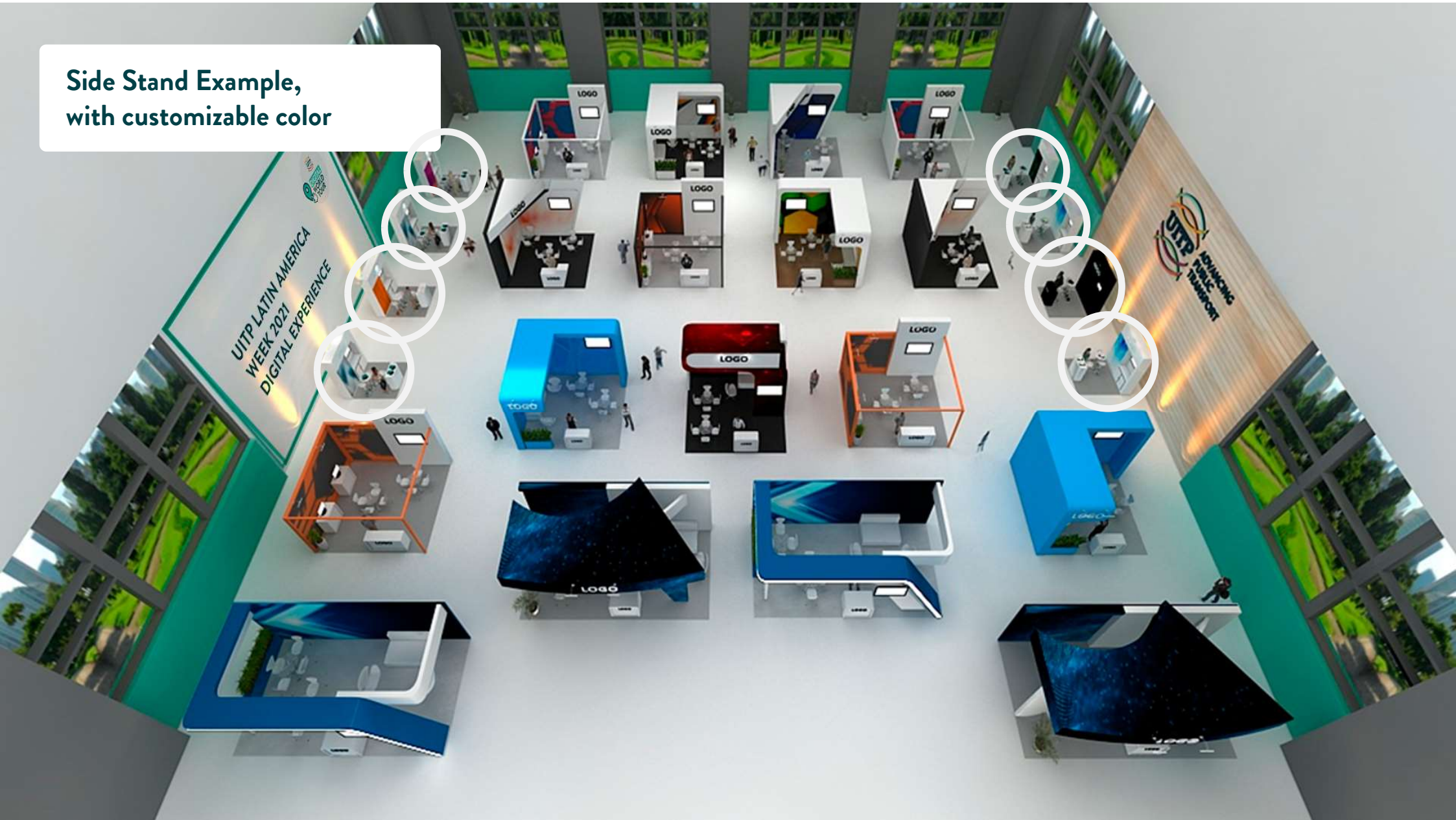Logo on the website

Logo in official communications

Side Stand Example,
with customizable color

Side Stand Example,
with customizable color

Standard design template

PARIATUR

VER VÍDEO

PARIATUR

MÍDIAS SOCIAIS

E-MAIL

WEBCHAT

APRESENTAÇÃO
CORPORATIVA

CATÁLOGO
DE PRODUTOS

Comparison of PREMIUM benefits:

BENEFITS	Platinum	Gold Plus	Gold	Silver
Available quotas	4	5	8	8
Investiment	6,500.00 €	4,800.00 €	3,500.00 €	2,700.00 €
Participation of the organization's CEO with a question at the opening session	X	-	-	-
Participation of the organization's CEO with a question in the closing session or another preferred session	-	X	-	-
Permanent logo in the live opening session - Banner at the bottom of the video	X	-	-	-
Permanent logo in the live closing session - Banner at the bottom of the video	-	X	-	-
CEO interview or newsletter article	X	-	-	-
Logo on the official video of the event	X	X	-	-
Electronic insert during live opening / closing session (flash window 3 ")	X	X	-	-
Permanent QR Code in the live session of the event - opening / closing	X	X	-	-
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 ")	-	-	500.00 €	500.00 €
Premium stand at 1st viewing - with color and customizable image	X	-	-	-
Premium stand in 2nd viewing - with color and customizable image	-	X	-	-
Premium stand in 3rd view - with customizable color	-	-	X	-
Side stand	-	-	-	X
Naming rights of the opening / closing sessions (program)	X	X	-	-
Logo on sites	X	X	X	X
Logo in newsletter and promotional email	X	X	X	X
Inscrições gratuitas	20	15	10	5

Package
Branding

Package BRANDING

Available packages

Logo registrations desk	Logo in Cyber Café (networking area)	Logo in lobby (main wall)	Logo in lobby (totem programm)	Logo in wall (billboard 5")	Naming rights on record session	Logo in lobby (totem)
1	2	1	1	2	5	3
3.000.00 €	2,000.00 €	2,000.00 €	2,000.00 €	1,500.00 €	800.00 €	600.00 €

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Example of branding benefits

HOME CESTA VOLVER

Logo variable message in the lobby (billboard 5")
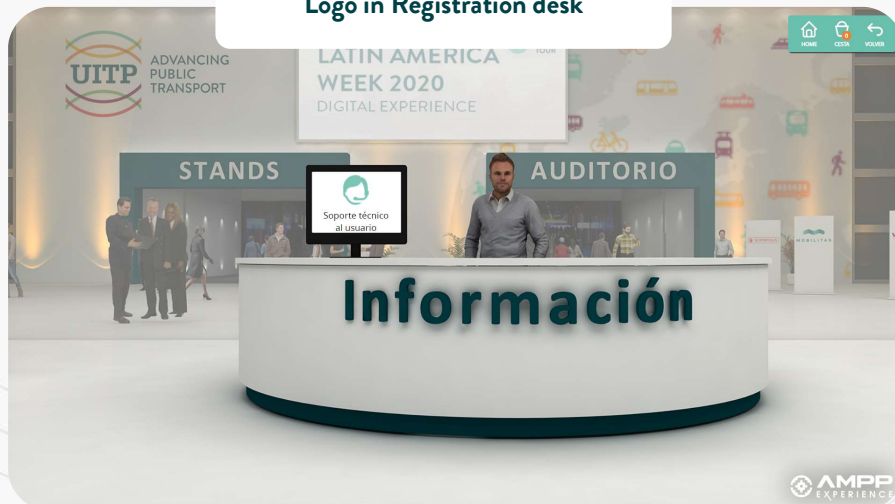
Logo in lobby (totem)

Logo in Cyber Café

Logo in lobby
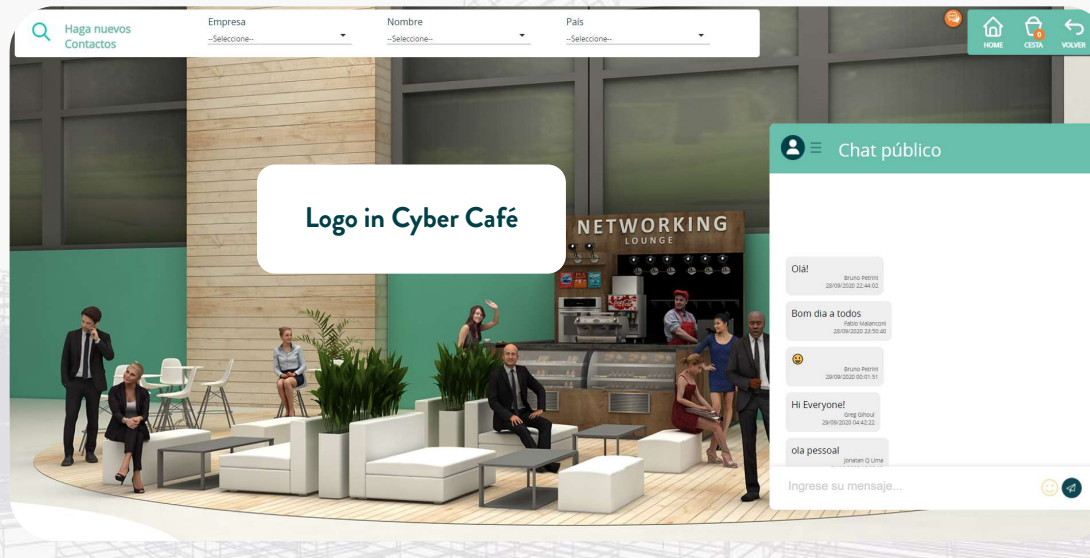
Logo in lobby (Totem in programa)

Logo Registration desk

Logo in Registration desk

Logo in lobby
(Totem in programa)

Logo in Cyber Café

UPDATED

There are many new features for 2021, with an extensive list of Analytics that we provide to ensure the success of the event:

LIST OF ANALYTICS AMPP EXPERIENCE

Number of subscribers	✓
Name of participants in each session	✓
Number of single users	✓
Participants per environments	✓
Transit time per environments	✓
Downloaded Accomplished Downloads	✓
Number of visitors to the stands	✓
Name of participants who visited the stands	✓
Exchanges of virtual cards	✓
Top Times Sessions	✓
Time spent by attendees on different pages	✓
Number of relationships made in the event	✓
Most accessed devices	✓
Public Chat exchanged messages	✓
Other incremental improvements, such as The top five largest accesses	✓

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THANK YOU!

🌐 www.UITP.org