

## 7TH INTERNATIONAL CONGRESS ON TRANSPORTATION RESEARCH

### **SPONSORSHIP LEAFLET**

This contributory sponsorship leaflet outlines the main benefits for the potential sponsors of the 7<sup>th</sup> International Congress on Transportation Research (ICTR 2015).

The ICTR 2015 organizers - consisting of the Hellenic Institute of Transportation Engineers (HITE) and the Hellenic Institute of Transport of the Centre for Research and Technology Hellas (CERTH/HIT) - aim to widely promote the sponsors of the congress, ensuring maximum exposure of their brand, products and services. This will be achieved targeting not only the participants in the congress, but also the wider public to which the congress will be advertised and to all organizations and parties (e.g. governmental authorities, professional associations, corporations etc.) to which the results of the congress will be announced.

The following paragraphs provides the sponsorship packages. It is noted that the organizers are open to the formulation of other sponsoring packages with the appropriate contributory benefits taking into account the preferences of the potential sponsors.

#### **Basic contributory benefits (referring to all sponsors regardless of their level of contribution)**

- The sponsor's logo will be displayed on all printed and electronic material of the congress (website, banner, marketing material of the event).
- Possibility to distribute the sponsor's brochure/marketing material to all the delegates of the event as part of the congress material.
- Distribution of information leaflets.

Please note that logos and advertising material should be provided by the sponsor in electronic format (postscript) including the appropriate fonts (.eps or .ps).

#### **Contributory benefits per level of contribution**

<b>Type of Sponsorship</b>	<b>Contributory benefits</b>
<b>Gold Sponsor (more than €5.000)</b>	<ul style="list-style-type: none"> <li>• Invitation to make a welcome statement in the opening session of the congress</li> <li>• Banner placement in the congress venue</li> <li>• Stand placement in the congress venue</li> <li>• Advertisement in the congress programme (entire page/privileged placement)</li> <li>• Advertisement in the congress programme/summary</li> </ul>



	<p>proceedings of the congress (electronic format)</p> <ul style="list-style-type: none"><li>• Possibility for a short presentation in a technical session of the congress</li><li>• Provision of 8 invitations for the congress</li><li>• Provision of a table for 8 persons in the congress dinner</li><li>• Possibility for additional contributory benefits suggested by the sponsor subject to the organizing committee approval</li></ul>
<p><b>Sponsor</b> <b>(€1.000 - €5.000)</b></p>	<ul style="list-style-type: none"><li>• Banner placement in the congress venue</li><li>• Stand placement in the congress venue</li><li>• Advertisement in the congress programme (1/2 page)</li><li>• Advertisement in the congress programme/summary proceedings of the congress (electronic format)</li><li>• Provision of 1 invitation for every 1.000 euro sponsorship for participation in the congress of members of the sponsor</li><li>• Provision of 1 invitation for every 1.000 euro sponsorship for participation in the congress dinner</li><li>• Possibility for additional contributory benefits suggested by the sponsor subject to the organizing committee approval</li></ul>
<p><b>Supporter</b> <b>(€300 - €1.000)</b></p>	<ul style="list-style-type: none"><li>• Advertisement in the congress programme (1/4 page)</li><li>• Advertisement in the congress programme/summary proceedings of the congress (electronic format)</li><li>• Possibility for additional contributory benefits suggested by the sponsor subject to the organizing committee approval</li></ul>