UITP CONFERENCE on PLANNING, DESIGN and CONSTRUCTION of MASS TRANSIT SYSTEMS

26 MARCH 2015
ISTANBUL - TURKEY

PARTNERSHIP BROCHURE
Created in 1885, the International Association of Public Transport (originally in French, Union Internationale des Transports Publics - UITP) is a worldwide organization dedicated to the management of public transports, such as light rails, metros, regional and suburban railways, buses, waterborne transports etc.

Present in 92 countries, UITP counts among its 3400 members public transport authorities and operators, policy decision-makers, scientific institutes, public transport supply and service industries.

UITP advocacies are to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide, to promote excellence and innovation by generating and sharing cutting-edge knowledge and expertise, to create a worldwide network by bringing people together to exchange ideas, find solutions and forge mutually beneficial business partnerships.

Institutionally speaking, UITP is composed of a Secretary General and a Secretariat General, an Executive Board, a Policy Board, a General Assembly along with Divisions, Division Assemblies, Committees and Commissions. Its head office is located in Brussels, Belgium and the association counts 11 regional offices around the world.

Twice a year, in Spring and in Autumn, a Board Meeting, which includes the Executive Board and the Policy Board, is organized in different cities like Rio de Janeiro, Abu Dhabi, Paris, Madrid, Hamburg, London, etc. gathering thus more than a hundreds of CEO’s of all around the world.
Istanbul Ulaşım AŞ offers modern, safe and comfortable urban transportation services at global standards for 1.5 million passengers every day in a rail network of 123 km. With its over 25 years of experience, the Company successfully performs operation planning, traffic management, station services and control center management of the network it operates, which consists of metro, LRT, tram and cable car lines with different infrastructure, technology and operation requirements.

Istanbul Ulaşım AŞ offers maintenance services for rail lines and auxiliary facilities equipped with various technologies, with its highly qualified workforce and fully fledged equipment pool. The Company also carries out the periodic, corrective maintenance and overhauling of its fleet consisting of over 600 metro, light metro and tram cars.

Along with rail system operations, Istanbul Ulaşım AŞ produces significant values in the field of engineering and technology. Among 240 applications from over 40 countries, the Company won the ‘Information Technology Innovation Award’ in the 60th UITP World Congress & Exhibition in Geneva in May 2013.

The Company provides its customers with solutions in their investments ranging from the planning phase to the operation processes of mass transit lines including metro, tram, and BRT systems, and has successfully been undertaking prominent engineering projects in this field both in Turkey and around the world.

Istanbul Ulaşım AŞ signed its first international contract in 2011 and delivered feasibility and engineering services for the Lahore Metrobus System in Pakistan whereas it also provided operation support services for the system. In 2013, the Company was awarded the contract by the Madinah
Development Authority (MDA) in the Kingdom of Saudi Arabia (KSA) for the public transportation studies and the preliminary design of the first metro line of the city.

Expanding its activities in the region, Istanbul Ulaşım AŞ has recently submitted a proposal to the tender of Operation and Maintenance Consultancy Services for Metro Lines in Makkah, KSA which is currently in evaluation process of the Authority.

Taking the first steps in the field in 1997, the Company also carries out design and engineering of rail vehicles, drawing upon its experiences, highly qualified workforce, engineering and project management skills.

‘Istanbul Tram’ light rail vehicle -designed and engineered by Istanbul Ulaşım AŞ- was manufactured in cooperation with the domestic industry and universities, based on a flexible and sustainable procurement model developed for the city’s ever-growing need of rolling stock. The innovative model was developed from an operator’s perspective and provides lower initial investment and life cycle costs, fleet commonality, flexible delivery terms, and promotion of the development of local supply chain.

In brief, Istanbul Ulaşım AŞ is a company which designs and defines systems, builds up new operations, and operates and maintains systems in urban transportation. We believe that our services and the values we create in engineering and technology will contribute to the achievement of our country’s goals for the year 2023.
In brief

UITP CONFERENCE on PLANNING, DESIGN and CONSTRUCTION of MASS TRANSIT SYSTEMS

26 MARCH 2015
Istanbul, Turkey

VENUE:
The Marmara Taksim Hotel
Taksim Meydanı
34437 Istanbul

Delegates’ Profile

- Participation of 300 delegates targeted from key decision makers of Public Transport: operators, authorities, supplying and service industry,
- Chief Executives and Senior Officers of Local Operators, Municipal Operators, Private Operators, International Operators
- Representatives from Municipalities and Ministry of Transport
- Representatives from Policy makers,
- Representation from Urban Development Department from national Governments,
- Commissioners and Administrators from Municipal local bodies in the major cities,
- Representatives from Bus and Rolling Stock manufacturers,
- Representatives of construction contractors
- Representatives of IT Companies,
- Representatives from various Transport activity related component suppliers,
- Academicians,
- Representatives from all modes of Transport service providers,
- Participation of High Level Decision Makers of Turkish Government and Different Municipalities
• Over 80% of attendees to UITP conferences express their satisfaction and consider their participation as a good investment. The quality of the scientific programme is the prime factor for satisfaction cited by delegates, who also appreciated the conference as the ideal place to obtain updated information on PT key issues and trends, as well as to establish networking and business contacts with peers,

• Presence of Press at the conference.

In the following pages, you will find our offers to become major, platinium, gold and silver sponsor of the “UITP Board Meeting 2015” event. It will be a great opportunity for your company to become apparent to all UITP members and maybe win the chance to clinch a deal.
UITP CONFERENCE on PLANNING, DESIGN and CONSTRUCTION of MASS TRANSIT SYSTEMS

PARTNERSHIP PACKAGE

26 March 2015
Istanbul, Turkey

MAJOR PARTNER

Date: Thursday 26th March 2015
Cost: 15.000 €

- Be visibly mentioned as Major partner listing and Partner’s company logo presence in:
  - If partnership agreement signed before end December 2014, partners’ logo will be distributed in the first Conference invitation brochure, mailed to over 1,500 public transport contacts in Turkey. Logo listed on the event website with a link to partner’s website
  - Final Conference programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

Exclusive visibility

- Advertising media, banners/flags/pop-ups in Conference Hall, including, whenever possible, (advertising media to be supplied by partner and subject to organisers’ approval)
- Logo usage on name badges lanyards (lanyards will be provided by the partner)

Social activities

- Invitation for 1 person at the VIP table during Lunch.

Additional visibility

- Company brochure or flyer insert in the Conference delegates’ bags (one per partner)
- Having 1 seat at the VIP section at the conference.

Additional benefits

- Access to the list of participants 2 weeks before the event (detailed information subject to privacy choice of the delegates)
- Have table for promotional material next to registration desk.
- Five free of charge Conference’s registration

* The amounts are excluded VAT
PLATINUM PARTNER

Lunch
Date: Thursday 26th March 2015
Cost: 10,000 €

- Be visibly mentioned as Platinum partner listing and Partner’s company logo presence in:
  - If partnership agreement signed before end December 2014, partners’ logo will be distributed in the first Conference invitation brochure, mailed to over 1,500 public transport contacts in Turkey. Logo listed on the event website with a link to partner’s website
  - Final Conference programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

Exclusive visibility

- Advertising media, banners/flags/pop-ups in Conference Hall, including, whenever possible, (advertising media to be supplied by partner and subject to organisers’ approval)
- On screen branding: Prior to the lunch a slide will be shown in all Conference’ sessions naming the partner as the “Lunch Partner”

Additional visibility

- Company brochure or flyer insert in the Conference delegates’ bags (one per partner)
- Having 1 seat at the VIP section at the conference.

Additional benefits

- Access to the list of participants 2 weeks before the event (detailed information subject to privacy choice of the delegates)
- Have table for promotional material next to registration desk.
- Five free of charge Conference’s registration

* The amounts are excluded VAT
GOLD PARTNER 1

Audio Visual Equipment + Simultaneous Translation (EN-TR; TR-EN)

Date: 26 March 2015
Cost: 7.500 €

- Be visibly mentioned as Gold partner listing and Partner’s company logo presence in:
  - If partnership agreement signed before end December 2014, partners’ logo will be distributed in the first Conference invitation brochure, mailed to over 1,500 public transport contacts in Turkey. Logo listed on the event website with a link to partner’s website
  - Final Conference programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

Exclusive visibility

- Exclusive branding and promotional material at coffee break area (advertising media to be supplied by partner and subject to organisers’ approval)
- Prior to all official Congress’ sessions a slide will be shown naming the partner as the “Official Audio Visual Equipment Partner” / “Official Simultaneous Interpretation Partner”

Additional visibility

- Company brochure or flyer insert in the Conference delegates’ bags (one per partner)
- Promotional material (roll-up) to be put around AV equipment / interpretation booths

Additional benefits

- Access to the list of participants 2 weeks before the event (detailed information subject to privacy choice of the delegates)
- Have table for promotional material next to registration desk.
- Five free of charge Conference’s registration

* The amounts are excluded VAT
GOLD PARTNER 2

Coffee Break
Date: Thursday 26th March 2015
Cost: 7.500 €

- Be visibly mentioned as Gold partner listing and Partner’s company logo presence in:
  - If partnership agreement signed before end December 2014, partners’ logo will be distributed in the first Conference invitation brochure, mailed to over 1,500 public transport contacts in Turkey. Logo listed on the event website with a link to partner’s website
  - Final Conference programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

Exclusive visibility
- Exclusive branding and promotional material at coffee break area (advertising media to be supplied by partner and subject to organisers’ approval)
- Prior to all official Congress’ sessions a slide will be shown naming the partner as the “Official Coffee Break Partner”

Additional visibility
- Company brochure or flyer insert in the Conference delegates’ bags (one per partner)
- Promotional material (roll-up) to be put around AV equipment / interpretation booths

Additional benefits
- Access to the list of participants 2 weeks before the event (detailed information subject to privacy choice of the delegates)
- Have table for promotional material next to registration desk.
- Five free of charge Conference’s registration

* The amounts are excluded VAT
GOLD PARTNER 3

Delegates’ Bag
Date: Thursday 26th March 2015
Cost: 7.500 €

- Be visibly mentioned as Silver partner listing and Partner’s company logo presence in:
  - If partnership agreement signed before end December 2014, partners’ logo will be distributed in the first Conference invitation brochure, mailed to over 1,500 public transport contacts in Turkey. Logo listed on the event website with a link to partner’s website
  - Final Conference programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

Exclusive visibility

- Exclusive branding on the delegate bags distributed to all delegates

Additional benefits

- Access to the list of participants 2 weeks before the event (detailed information subject to privacy choice of the delegates)
- Have table for promotional material next to registration desk.
- One free of charge Conference’s registration

* The amounts are excluded VAT
SILVER PARTNER

Printed Materials
Date: 26 March 2015
Cost: 5,000 €

- Be visibly mentioned as Silver partner listing and Partner’s company logo presence in:
  - If partnership agreement signed before end December 2014, partners’ logo will be distributed in the first Conference invitation brochure, mailed to over 1,500 public transport contacts in Turkey. Logo listed on the event website with a link to partner’s website
  - Final Conference programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

Additional benefits

- Access to the list of participants 2 weeks before the event (detailed information subject to privacy choice of the delegates)
- Have table for promotional material next to registration desk.
- **One** free of charge Conference’s registration

*The amounts are excluded VAT*
SUPPORTING PARTNERS

Cost: 3,000 €

- Be visibly mentioned as Supporting partner listing and Partner’s company logo presence in:
  - Logo sent to 1,500 contacts in Turkey
  - Final programme & list of participants (distributed on the spot)
  - Logo presence on the Conference slide projection before and after each session (whenever possible)

* The amounts are excluded VAT
PARTNERSHIP BOOKING FORM

Please complete and return the form to Sibel GÜRSOY
(sgursoy@istanbul-ulusim.com.tr; +90 212 568 99 70)

We would like to book a Partnership at the UITP National Conference

Company / Organisation ____________________________________________

Name __________________________________________________________

Title ___________________________________________________________

Full address _______________________________________________________________________

Telephone ___________________________ Fax ____________________________

E-mail ___________________________________________________________________________

Contact person for follow up:

Name _____________________________________________________________

E-mail: __________________________________________________________________________

Partners’ Packages

☐ Major Partner (name badges) 15.000 €*

☐ Platinum Partner 10.000 €*

☐ Gold Partner 1 7.500 €*

☐ Gold Partner 2 7.500 €*

☐ Gold Partner 3 7.500 €*

☐ Silver Partner 5.000 €*

Other Partnership Options

☐ Supporting Partners 3.000 €*

* The amounts are excluded VAT
We agree to pay the total partnership 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 Name, Account Number held with Name of Bank, BIC/SWIFT Code xx, stating the number of the invoice. Sender’s bank charges are at the expense of the partner.

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

* The amounts are excluded VAT