



## Sponsorship Opportunities

**Become a Symposium sponsor and capture the attention of more than 150 road transport specialists, from Romania and abroad.**

**Get exposure and PR your organisation to the international road transport community.**

- The IRF Regional Symposium 'Providing Infrastructure that Improves Road Safety' is a unique event devoted to the road infrastructure professionals from Romania and abroad. Participants will be ready and eager to learn about your organisation!

The participants will be high level professionals and Romanian governmental officials, i.e. mostly decision-makers running their own budgets. Demonstrate your business to this large group of people genuinely interested in your products and services, as they have come to learn.

- **Cultivate** name recognition among road transport specialists from all over the world

Get your company name associated with the powerful and ever expanding road transport industry.

- **Demonstrate** your support to the developing world

Be part of the lucky few who will be the official sponsors of the Symposium to associate their names with conducting business in emerging economies whose development determines prosperity worldwide.

- **Contribute** to the improvement of rural roads worldwide

Jointly organised by Search Corporation (Romania), in cooperation with the International Road Federation (IRF) the Symposium enables decision-makers and practitioners to attend an international forum dedicated to transport issues without having to travel far from home. Being a sponsor means you enable professionals with tight budgets to attend.



## Sponsorship Packages

### Gold Sponsor - € 5,000

This package offers you the following benefits:

- Small exhibition space
- Corporate material distributed in delegates' bags
- One free registration
- Logo placement on the online Symposium brochure with hyperlink (see Sponsorship Value section below for more details).
- Logo placement on Symposium materials (see Sponsorship Value section below for more details).
- Logo placement in CD Rom proceedings (see Sponsorship Value section below for more details).
- Colour advert (1/2 page inside, emplacement according to availability) in one of the IRF's forthcoming publications.

### Silver Sponsor – € 4,000

This package offers you the following benefits:

- Possibility to benefit from a small exhibition space
- Possibility to distribute corporate material in delegates' bags
- One free registration
- Logo placement on the online Symposium brochure with hyperlink (see Sponsorship Value section below for more details)
- Logo placement in Symposium materials (see Sponsorship Value section below for more details)
- Logo placement in CD-ROM proceedings (see Sponsorship Value section below for more details)

### Bronze Sponsor – € 3,000

This package offers you the following benefits:

- Possibility to distribute corporate material in delegates' bags
- Logo placement on the online Symposium brochure with hyperlink
- Logo placement in Symposium materials
- Logo placement in CD-ROM proceedings



## Your Sponsorship Value

### Prior to the Symposium:

- Your logo on weekly e-mailing to the entire IRF membership and over 10,000 contacts from the transport sector;
- Media coverage through articles and announcements and on adverts in major transport publications all over the world and local/national media in Romania, i.e. World Highways, Transport business international etc.
- Your logo prominently placed on the three IRF websites and with all media partners of the Symposium.

### During and after the Symposium:

- Delegates' bags with final programme, list of participants, specialised publications/ magazines and information on sponsors will be distributed to the participants;
- Your logo on the Symposium proceedings will be available online for all the participants and key stakeholders and partner organisations.
- Exposure through the exhibition space available for Silver and Gold sponsors.
- Officially acknowledged at the beginning and the end of the Symposium bringing visibility and attention to your organisation;
- Your logo and company name will be displayed on a slide in the conference room throughout the duration of the Symposium;
- Your logo gains more visibility following the Symposium as it will stand out on the 2,000 proceeding CD-ROMs which will be sent to all the Symposium participants as well as key industry stakeholders and;
- Extensive report bearing the sponsor logos on the front page will be circulated through the IRF newsletters to over 13'000 contacts.



## About the Symposium

### Date and Location

Date: 10-11 May 2011

Venue: Crystal Tower, Romania

### Format

The Symposium will cover 1.5 days and will feature:

- A plenary opening session with **high level key note** addresses from the Minister of Transport of Romania
- **Expert plenary sessions** on the following topics:
  - Session 1: Forgiving Roads
  - Session 2: Good Practice in Data Systems
  - Session 3: High Quality Safety Products
  - Session 4: Managing Road Infrastructure Performance
  - Session 5: Sharing Regional Experience
  - Session 6: Ensuring Institutional Capacity
- **Award ceremony** for the Innovation Award for Road Transport in Developing Countries (**inaroad**)
- **Symposium conclusion**: Signature of the Action Plan for Providing Infrastructure that Improves Road Safety

The Symposium will be held in **English**.

### Participants

The targeted number of Symposium delegates is 200. The Symposium is open to road sector practitioners and stakeholders from both the public sector and the private sector. It is to be expected that the larger share of participants will come from the Eastern European and CIS region such as:

- Government and municipal agencies
- International financial institutions
- Road construction companies
- Infrastructure operators
- Road engineers
- Banks and insurance companies
- Consulting engineers and management consultants
- Educational and training institutions



## About the organisers

The **International Road Federation** brings together more than 400 members active in the road infrastructure from both the public and private sector in over 87 countries. The IRF firmly believes that efficient, well-maintained road networks contribute significantly not only to economic growth and prosperity, but also to social development. IRF promotes road that are safe, economically viable and environmentally friendly. Through the **Global Transport Knowledge Partnership**, IRF supports sustainable and efficient transport in developing and transition countries by providing free access to the best available information and expertise, as well as free technical advice on a range of transport related topics and issues. gTKP is an innovative partnership of global organisations, local policy-makers, experts and interested users working to make effective use of international transport knowledge.

**SEARCH CORPORATION** is one of the most important companies in Romania specializing in planning road transportation networks, offering design, engineering and management. In its 16 years, SEARCH CORPORATION has developed from a small group of experts into a strong professional organization with over 400 employees. The development concept of the company was based on the creation of a core team of specialists using modern western management methods and proper technical support.

## Contact details

If you are interested in further details on sponsorship opportunities, please contact:



Ms. Sandra Costa-Marini  
International Road  
Federation/GTKP  
2 chemin de Blandonnet  
1214 Geneva, Switzerland  
Tel. +41 22 306 02 60  
Fax. +41 22 306 02 70  
Email: [scostamarini@irfnet.org](mailto:scostamarini@irfnet.org)

Mihaela Draghici  
Public Relations Manager  
SEARCH CORPORATION  
65 Caderea Bastiliei, district 1  
Bucharest, Romania 010613  
[mihaela.draghici@searchltd.ro](mailto:mihaela.draghici@searchltd.ro)  
[www.searchltd.ro](http://www.searchltd.ro)  
tel:(+4) 021 316 4018 / 4121  
fax:(+4) 021 316 5271  
Email: [Mihaela.DRAGHICI@searchltd.ro](mailto:Mihaela.DRAGHICI@searchltd.ro)



More information on [www.irfnet.ch](http://www.irfnet.ch) or [www.gtkp.com](http://www.gtkp.com)