

# 2nd International Convention on Rural Roads

*Jinan City, Shandong, China*



*26-29 October 2010*

## SPONSORSHIP OPPORTUNITIES

*Become a convention sponsor and capture the attention of more than 300 road transport specialists, from China and abroad.*

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

- The 2<sup>nd</sup> International Convention on Rural Roads is a unique event devoted to the road infrastructure professionals from China and abroad. Participants will be ready and eager to learn about your organisation!

The participants will be high level professionals and Chinese 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 Convention 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 the China Highway and Transportation Society (CHTS), in cooperation with the International Road Federation (IRF) and the global Transport Knowledge Partnership (gTKP) the convention 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.

### **Meet the Representatives of the China Ministry of Transport**

**Prior to the opening of the Convention, an exclusive session will be held between the Minister of Transport of China and the Convention sponsors. This is a unique way to get the Minister's attention to demonstrate your products and services to him or obtain first-hand insight on the transport priorities that set the trends of the Chinese and world economy.**

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## Sponsorship packages

### Gold Sponsor - € 4,500

This package offers you the following benefits:

- Small exhibition space
- Corporate material distributed in delegates' bags
- One free registration
- Logo placement on the online Convention brochure with hyperlink (see Sponsorship Value section below for more details).
- Logo placement in Convention 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 our next Bulletin on Rural Roads (December 2010).

### Silver Sponsor – € 3,500

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 Convention brochure with hyperlink (see Sponsorship Value section below for more details)
- Logo placement in Convention 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 – € 2,500

This package offers you the following benefits:

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

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## Your Sponsorship Value

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### **Prior to the Convention:**

- Your logo on weekly e-mailing to the entire IRF, gTKP and CHTS membership and over 10,000 contacts from the transport sector;
- Media coverage through articles and announcements in major transport publications all over the world and local/national media in China;
- Your logo prominently placed on the three IRF offices websites, gTKP, and with all media partners of the Convention.

### **During and after the Convention:**

- 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 Convention 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 Convention 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 Convention;
- Your logo gains more visibility following the Convention as it will stand out on the 2,000 proceeding CD-ROMs which will be sent to all the Convention 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.

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## About the Convention

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### Date and Location

Date: 27 – 29 October 2010

Venue: Shandong Hotel, Jinan, China

### Format

The Convention will cover two full days and will feature:

- A plenary opening session with **high level key note** addresses from the People's Republic of China: Minister and Vice Minister of Transport; as well as the Normach of Shandong Province
- **Expert plenary sessions** on the following topics:
  - o the importance of rural roads and their role in economic development, social cohesion and poverty reduction
  - o planning and managing rural roads
  - o construction and maintenance of rural roads
  - o rural road safety awareness, engineering and enforcement
- **Three high level panel discussions: Financing Rural Roads, Standard Specifications for Rural Roads and Safe Rural Roads**, featuring representatives from international finance institutions, donor agencies and national governments.

The Convention will be preceded by a **Capacity Building workshop on Urban Mobility & Environment**, organised by gTKP, on Tuesday 26<sup>th</sup> of October. This workshop has a limited number of participants and has a separate registration procedure.

The Convention will be held in **English**; simultaneous translation into **English/Chinese** and **Chinese/English** will be provided.

### Participants

The targeted number of Convention delegates is 300. The Convention 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 Asian Region such as:

- Government and Municipal agencies
- International financial institutions
- Construction companies
- Infrastructure operators
- Environment engineers
- Consulting engineers and management consultants
- Educational and training institutions

**Prior to the official opening of the Convention, a special question and answer session will be organised with the Minister of Transport of China. This meeting will be open exclusively to Convention sponsors. This face-to-face meeting is an exclusive opportunity to ask questions on China's current challenges and future plans in the complex and vitally important sector of transport.**

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## About the organisers

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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.

The **China Highway and Transportation Society** is a non-profit, scientific and technical association, with 72,000 members drawn from all fields of highway and transportation. It has 13 chapters, dedicated to road engineering, bridge engineering, tunnels, motor transport, transport engineering and other specialist sectors. The mission of CHTS is to promote scientific and technological advances and innovation, including in the area of rural road construction.

## Contact details

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



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