

Bus Rapid Transit Congress 2010

This paper is provided to the Bus working Group for information purposes only.

The Partnership has been approached by Terrapinn Ltd which is mounting Bus Rapid Transit Congress 2010 in London this year. LowCVP has been requested to assist them in putting together the part of the agenda on the environment and buses because of our role in encouraging the introduction of LCEBs. The Partnership agreed to endorse the event and assist in its marketing, the basis of which is below. The attached brochure is also provided for information.

Terms of LowCVP Agreement with Terrapinn Ltd

The Low Carbon Vehicle Partnership will receive:

- Logo listed as “Supported or Endorsed by” to appear on the event brochure. (Distributed to aprox. 20.000 contacts)
- Logo, write-up and hyperlink on Events website
- 15% discount for your members
- Two complimentary press passes

Terrapinn will receive:

- Event listing of The Low Carbon Vehicle Partnership website
- 2 x email announcing the event to your members
- Distribution of the event brochure to your members (we provide you with the brochures)

BUS RAPID TRANSIT WORLD EUROPE 2010



**Strategy, innovation and investment for operators,
developers, government and investors.**

30 June – 01 July 2010

www.terrapinn.com

Table of contents

Executive Summary	3
Proven global track record	4
Bus Rapid Transit World Europe– The Concept	5
Who attends?	7
Benefit from an outstanding marketing campaign	8
Who should sponsor?	10
Exclusive Event Partnership Opportunities	11

Executive Summary

A unique opportunity

Bus Rapid Transit World Europe 2010 is a C-level, interactive conference experience. Speakers and panellists are industry leaders: big players, new players, innovators.

In a new era for transport, *Bus Rapid Transit World Europe 2010* is where the world's most important bus and transit operators, transport authorities and their partners come together to discuss challenges and opportunities for them in 2010 and beyond.

Joining us this year will be:

- **150+ senior executives from across the industry**
- **40+ speakers addressing the big issues**

Our aim is to be the most important and biggest meeting point for Europe's bus rapid transit industry. No other mass transit event can give you one-to-one access to so many senior decision-makers from BRT and transit operators, associations and authorities, as well as infrastructure managers across the entire value chain. Don't settle for second best; get real ROI by being associated with *Bus Rapid Transit World Europe 2010* and its comprehensive marketing campaign.

Ideas and solutions

Bus Rapid Transit World Europe 2010 is where leading players come to find solutions and ideas. **If you are in the business of providing world-class solutions you need to be here.**

Bus Rapid Transit World Europe 2010 actively facilitates meetings with key prospects. With our *CONTACT* and *Speed Networking* systems we create more genuine business contacts than any comparable event.

A sales and profile solution that generates leads and new business

Bus Rapid Transit World Europe 2010 is an unrivalled and cost-effective sales and profile solution that works throughout the year and then brings you face-to-face with your customers and prospects.

Please take the time to examine our offer. We are sure you will be as excited as we are.

Proven global track record

Building on the enormous success of Terrapinn's portfolio of events for transport professionals, **Bus Rapid Transit 2010** will be an unrivalled, year round and cost-effective marketing solution, culminating in face-to-face meetings with your customers, clients and prospects. A concept that evolves around...

- A knowledge experience with top-level speakers and industry experts
- An agenda tackling the important strategic issues of the industry
- Best practice case studies from the people that matter
- Attended by senior-level executives
- Hours of unrivalled networking opportunities with real industry decision-makers

We have experience of running executive-level transport events worldwide with previous events in *London, Berlin, Vienna, Barcelona, Amsterdam, Copenhagen, Shanghai, Singapore, Sydney, Tokyo, Dubai and New York.*

Major transport events run by Terrapinn successfully include:

 **EuroRail 2010**

 **AsiaPacificRail 2010**

 **NorthAfricaRail 2009**

 **EuroFreight 2010**

 **MetroRail 2010**
AUSTRALIA

 **WORLD**
Low Cost Airlines CONGRESS

 **MetroRail 2010**

 **LatinRail 2010**

 **EurasiaRail 2010**

 **MiddleEastRail 2010**

HighSpeedRail
WORLD USA 2010

**URBAN
TRANSPORT**
WORLD EUROPE 2009

Bus Rapid Transit World Europe – The Concept

Bus Rapid Transit World Europe 2010 looks at innovation, investment and development for operators, governments and their partners.

How European transit operators are taking advantage of a cost-effective method to expand mass transit across their cities and deliver economic growth.

Our aim is to be the most important and biggest meeting point for the bus rapid transit industry. In scope, content and experience *Bus Rapid Transit World Europe 2010* is the only event bringing together the world's most successful BRT operators and their partners. It is a business and strategy event – not a technical seminar.

The conference will provide solutions to some of the most challenging transit problems:

- Translating plans & policies into high quality outcomes - success stories from major completed projects
- BRT as a environmentally friendly & cost-effective mode of rapid transit
- Funding & investment models
- Infrastructure design, operational & maintenance issues
- Innovation & technology – what tools are helping drive rapid adoption of BRT across the world?
- Role of BRT as a neighbourhood revitalization & transit-oriented development solution
- Network approach to delivering frequency & regional coverage

Bus Rapid Transit World Europe 2010 is a place where solutions providers find new business.

Why Bus Rapid Transit World Europe 2010?

Bus Rapid Transit World Europe brings the leading public & private sector infrastructure policy makers, financiers and BRT and transit operators together with providers of BRT services & solutions to shape the future of mass transit.

Bus Rapid Transit World Europe will present strategies and solutions for solving European cities' mass transit problems. As a cost effective method for transporting people from home to work and around the city, BRT is increasingly being perceived as the mode of choice for delivering better rapid transit.

Bus Rapid Transit World Europe will unite 200 senior decision-makers from across the public and private sectors - featuring transport operators & authorities, government agencies, industry specialists & suppliers.

Making your market

Bus Rapid Transit World Europe 2010 is about generating new business for your company. Our user-friendly CONTACT business meeting system facilitates business with key prospects before and during the event.

We are totally committed to the success of your business and will provide you with tools to do the job: before, during and after the conference.

The Bus Rapid Transit World advantage

With a track record of success spanning over a decade, the global brands of Terrapinn's rail activities have long been used as an informative platform to discuss the latest trends impacting the transport industry. Putting you in front of the transport executives you target is our obsession. *Bus Rapid Transit World Europe 2010* delivers your clients and prospects to you. We are the premier industry event because:

- With over 1500 participants taking part in Terrapinn transport conferences in 2009, we are confident that we will be welcoming hundreds more in 2010!
- Hear from the best international speakers – in 2010 we'll have 40+ expert speakers

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- Benefit from over 20 hours of additional innovative networking time to do business
 - Join or lead our masterclasses and take in 3 days of high-level strategic content and contacts
 - Optimise your time; this is the premier event for networking and introductions

Better rapid transit

Bus Rapid Transit World Europe 2010 is the region's strategy, innovation and business event for the entire bus rapid transit industry. Where ideas, intelligence and relationships really make a difference.

By bringing together leading players from all parts of the BRT value chain, *Bus Rapid Transit World Europe 2010* will generate the unique insights needed to build the next generation of mass transit.

Keynote presentations will be from industry pioneers and C-level executives from BRT successes from around the world: from the operators, from the governments, from their partners.

Bus Rapid Transit World Europe 2010 focuses on all the key business drivers. It is an interactive experience with keynotes, panels, meetings and workshops. We will accent strategic case studies and world best practice.

Speed Networking

Speed Networking is a formal part of conference proceedings where all conference participants meet each other and exchange business cards. They then proceed to form meaningful conference and business relationships. Speed Networking is a unique feature of *Bus Rapid Transit World Europe 2010* and guarantees heightened networking for all participants.

If you provide world-class solutions you need to be here.

Hear what our customers say about Terrapinn events in this space:

"Excellent presentations and hospitality in suitable surroundings. Great opportunity to network in a relaxed fashion with senior railway representatives".

Jane Pearce, Marketing Manager, **Knorr-Bremse Rail Systems**

"Excellent, comfortable, high quality service environment enabling us to focus on business!"

Detlef Golletz, Projects Director, **SEEDA**

"The event attracted an impressive list of attendees who genuinely gave us their time and attention - there were no time wasters!"

Francis De Wilde, Director, **Data Display UK**

"A very enjoyable forum where ideas were exchanged and contacts made".

Paul Anderson, Chief Operating Officer, **Bangkok SkyTrain**



Who will I meet?

At *Bus Rapid Transit World Europe 2010* you will meet a **high-caliber audience of decision makers** representing BRT and mass transit agencies and authorities, infrastructure managers, government officials and the world's leading suppliers. Some of the job functions that attend include:

Secretary, Commissioner	Head of Policy and Regulation
CEO/Executive Director	Head of Capital Planning
Director of Passenger Transport	Head of Bus, BRT and Transit Operations
Planning Manager	Commercial and Marketing Director
Head of Strategic Partnerships	Head of Transit-Oriented Development
Project Director	Chief Engineer

Sponsors have the unique opportunity to build their own audience!

Identify the organizations you want to meet at *Bus Rapid Transit World Europe 2010* – we will ensure they are represented.

Meet your market at *Bus Rapid Transit World Europe 2010*!

Benefit from an outstanding marketing campaign

Our sponsors enjoy unparalleled market exposure that culminates in face-to-face meetings with existing customers and new business prospects. We undertake a comprehensive global marketing reaching the highest echelons within your targeted markets.

Utilise our year-round marketing campaign! Before, during and after the event!

Before the event

Direct Mail: An extensive campaign using the full might of Terrapinn's extensive database of senior executives and decision makers from Western Europe, the UK as well as Russia, Africa, the Middle East, and Asia. Our direct mail campaign for this event will consist of:

- 5 Direct Mailings in March, April, May, June, and July. In total 20,000 8 page A4 full colour brochures will be mailed, together with a covering letter that changes for each mailing.

Trade advertising: the event will be promoted through business journals for decision-makers as well as horizontal and vertical trade press.

Email and marketing: Every two week a new campaign is targeted toward specific executives world-wide. The size of a typical email selection is around 5,000 to 7,000.

Telemarketing: Our experienced team will extensively promote and market to target delegates across the globe. The campaign will start in March, and will target Transport Authorities, Bus Authorities and Government bodies before moving on to the vendor and services community.

Public and PR: We will keep the media informed weekly on new event developments.

“Contact” Our proprietary “Contact” system (not available at most other conferences) will enable you to set up meetings before the event. Better than most other online systems; you can search the attendees then email them directly. We facilitate first contact and you take it from there. Important forms and conference tips can be downloaded and, after the event you can download the white papers and presentations from our world-class speakers.

At the event

Thought-leadership and programme presence: In a highly competitive market, the ability to demonstrate insight and expertise can give you the edge over competitors. The event offers a limited number of prestige speaking opportunities to qualified partners.

Branding: Associate your brand with our industry-leading event and be seen as a market leader. At this event you can include your company logo on event materials, onsite branding and special networking functions.

Company profiling: Want everyone to know about your expertise and reputation? By including a company profile in our conference workbook, every delegate will have clear and precise information on your proposition, success stories and full contact details. This can also be made available on “Contact_ℓ”.

Exhibition: There’s no better way to do business than meet with prospective clients face-to-face. The event has a limited number of exhibition places available to showcase your company and establish direct contact with your target market.



- With over **10 hours of networking opportunities** within the conference breaks, lunches and cocktail parties, there is ample time allocated to meeting with your peers and potential clients.
- **Delegate passes:** bring your best people to meet with your best prospects.
- **Make Contact:** Contact is a new system developed by Terrapinn that will allow all participants to contact each other in advance to arrange meetings at the conference itself.
- **Speed Networking:** a new tool that will allow you to meet all the conference participants in a fast paced exciting format which has proven immensely successful to date



After the event

- Post-event report detailing actual delegate profiles, analysis and feedback
- Mailings of delegate list for post-event promotional marketing via secure third parties
- TV reports, press releases & articles covering the event in industry publications and partner websites
- Conference presentations and White Papers online
- Contact virtual networking system to follow up leads



