

Smart Mobility AFRICA CONFERENCE 2020

Incorporating the Gautrain Leadership Train

Re-imagine Mobility in the Digital Age



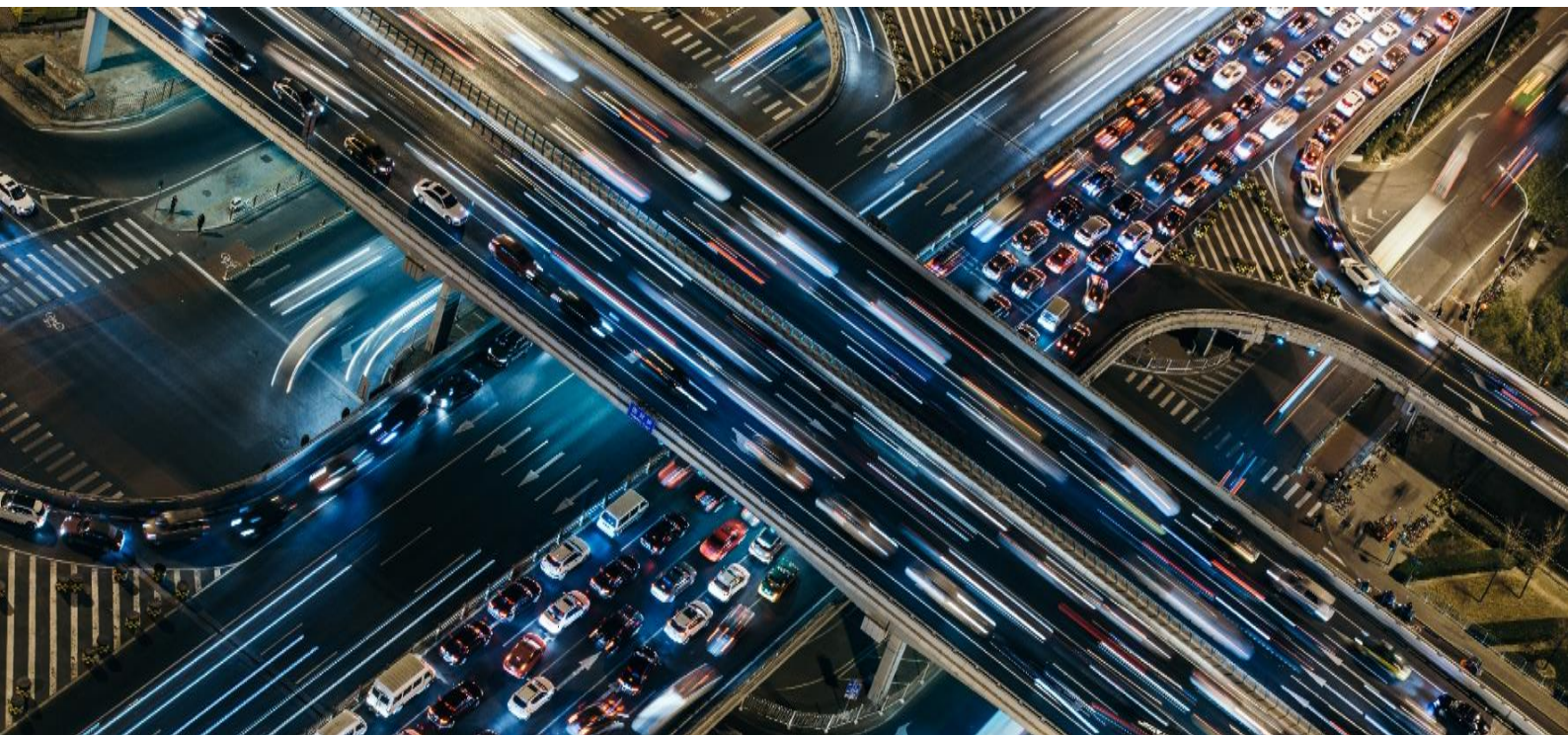
5 – 8 October 2020 CSIR International Convention Centre, Pretoria

PARTNERSHIP PROSPECTUS

Smart Mobility Africa Conference and Exhibition 2020

5 – 8 October 2020

The CSIR International Convention Centre
Pretoria, South Africa



Introduction

The broader transport environment is undergoing rapid transformation and Smart Mobility is all about moving people, goods and services more efficiently from door to door. Strategies to overcome the challenges of the “first-mile-last-mile” in the mobility value chain will give impetus to public transport and enhance interoperability between all modes with a commuter-centric focus.

Urbanisation is growing unabated and causes a high demand for public transportation solutions. The United Nations strongly suggests that this percentage will increase from the current 50% level of people living in cities to 70% within four decades. The future of commuting via public transit is supported by leveraging technology to promote savings and sustainability. The energy and cost efficiency of the public transportation system directly affects urban cities. A Smart City is unthinkable without efficient Public Transport driven by the dual demands of sustainability and smart mobility.

In 2017 and 2018 the Intelligent Transport Society of South Africa (ITSSA) and the Africa Chapter of the International Public Transport Association (UATP) successfully collaborated to host a knowledge-sharing and networking event to promote smart mobility solutions. Public Transport (PT) and Intelligent Transport Systems (ITS) are fundamental for improving mobility. The collaboration elevated the biennial i-Transport Conference and Exhibition that ITSSA has been hosted every second year since 2001 towards taking a more holistic approach on Smart Mobility solutions. To accommodate the joint mobility focus, the i-Transport Go Green Go Smart Conference and Exhibition is rebranded as the Smart Mobility Africa Conference and Exhibitions to put integrated and seamless mobility high on the agenda for active steps by multiple stakeholders.

The ITSSA and UATP will again partner to host the 2020 Smart Mobility Africa Conference and Exhibition. The synergies released through the joint efforts exceeded expectations and supported by industry feedback, this flagship conference and exhibition will take place in October 2020 as a co-operative project to assist the Public Transport, Intelligent Transport and related industry sectors in pursuing our shared strategic objectives. Raising the cooperation to a higher level, this event will be structured as the Smart Mobility Africa Conference and Exhibition.

The Fourth Industrial Revolution (4IR) is ramping up the challenges. This is true for all sectors of society and mobility is at its cutting edge. 5G connectivity is multiplying the magnitude of devices in the Internet of Things (IoT). Big Data and Cloud Computing are delivering real-time answers while machine-learning and Artificial Intelligence (AI) are rapidly hitherto unthinkable avenues to make mobility smarter and the Platform Economy introduces novel ways of connecting Mobility as a Service (MaaS) solutions.

Aim

The aim with the Smart Mobility Africa Conference and Exhibition is to focus collective energies on implementing and managing integrated and sustainable mobility solutions in the context of the African Continent while the 4th Industrial Revolution is bringing massive disruptions, but also breakthrough opportunities to the fore. Africa offers a hitherto untapped market for Public Transport and Smart Mobility solutions and many global experiences can be adapted to the Continent’s unique challenges.

Theme

The conference will take place during “Transport Month” when there is added awareness regarding transport projects and initiatives. Helping us to surf along with the 4IR wave, the theme is *Re-imagine Mobility in the Digital Age*. Presentations on this theme will be incorporated into an industry submission to the Presidential Commission on the Fourth Industrial Revolution. The 4IR Commission provides an opportunity to channel smart mobility solutions into a broader digital policy framework to identify relevant policies, strategies and action plans.

Date and Venue

The Smart Mobility Africa Conference and Exhibition will be hosted on 5 – 8 October 2020 at the CSIR International Convention Centre in Pretoria. (Delegates interested to stay longer for wildlife or cultural tourism, will be directed towards a panel of tourism operators.)

Programme at-a-glance

Sunday & Monday 4 - 5 October	<ul style="list-style-type: none">• Exhibition build-up
Monday 5 October	<ul style="list-style-type: none">• Public Transport Master Class: topic tbc• ITS Master Class: Fourth Industrial Revolution and Digitisation in Transport• Site Visit to transport projects
Tuesday 6 October	<ul style="list-style-type: none">• Opening Ceremony• Plenary Session• Gautrain Leadership Train• Technical/Operational sessions• Exhibition opens• Trade Day for exhibition visitors
Wednesday 7 October	<ul style="list-style-type: none">• Technical/Operational sessions• Exhibition• Trade Day for exhibition visitors• Exhibition breakdown• Awards Ceremony and Conference Dinner
Thursday 8 October	<ul style="list-style-type: none">• Technical/Operational sessions• Plenary session: Conference Declaration• General Assembly UATP, General Assembly ITS Africa Working Group

Deliverables

Event deliverables include:

- Encourage thought leadership to put smart mobility solutions on an accelerated trajectory;
- Develop a strategic conversation towards a master plan for smart mobility;
- Benchmark mobility projects against global best practice;
- Showcase industry achievements;
- Demonstrate products, systems, services and innovations in providing industry solutions;
- Peer-to-peer networking;
- Business opportunities;
- Knowledge sharing and capacity building;
- Gala Dinner for Excellence Awards.

Target audience:

The conference and exhibition is aimed at colleagues in both the Public Sector and the Private Sector involved in, or with an interest in transport, specifically

- Transport Policy-makers and Planners;
- Public Transport planners, designers, implementers and operators;
- Land-use Planners
- Economic Planners and Transport Economists
- Environmental Managers
- Consultants, Service Providers, equipment suppliers and systems integrators;
- Intelligent Transport System specialists in all domains;
- Public Authorities, Metros and Cities/Towns with a responsibility of providing transport infrastructure and services;
- Freight and Logistics planners and Operators and its supporting industries such as fleet management and tracking;
- Equipment Suppliers to the industry, including R&D, importing and distribution agents;
- Systems Integrators;
- Safety & Security services and equipment suppliers in the transport sector;
- Law enforcement in the mobile environment;
- Researchers, lecturers and senior students in the respective sub-fields of transport;
- Development Agencies and Funding organisations

Exhibition and Partnership Opportunities

All amounts exclude VAT at 15%

PLATINUM MOBILITY PARTNER (GAUTRAIN MANAGEMENT AGENCY)

Conference Bags and Name badges

(x6) 3m x 3m: 54m² Floor space/ exhibition stands

Certificate of acknowledgement

- 1) 8 x Pull up banners* in various places at the discretion of the organizing committee
- 2) Registration included:
 - x6 Exhibition staff
 - x12 GMA interns
 - x14 Board and Board Advisors as Delegates
 - x8 Senior Staff members as Delegates
 - x80 - 100 University Students on conference day 1
 - x4 additional VIP guests to the conference dinner
- 3) Double (2) page advertising space in the final programme
- 4) Incorporation of the Gautrain Leadership Train programme for students in plenary session on day 1
- 5) The sponsor's logo will appear on:
 - Conference bags
 - Name badges
 - Conference website
 - Conference APP
 - Promotional material
 - Final Conference programmeIn association with conference branding and government logo where partnership is applicable.
- 6) Logo on Conference bags (products from community project to be supplied by conference with appropriate branding)
- 7) Promotional material to be inserted in the bags
- 8) Acknowledgement in opening session
- 9) Certificate of appreciation

Print-ready material to be provided by the sponsor

DIAMOND SPONSOR (R 285 000) ex VAT

Conference Dinner

(x4) 3m x 3m: 36 m² Floor space/ exhibition stands

Certificate of acknowledgement

- 1) Conference dinner concept input based on sponsor's marketing objectives
- 2) 6 x Pull up banners* in various places at the discretion of the committee
- 3) 8 x Pull-up banners at the **Conference Dinner**
- 4) Registrations included:
 - x8 Exhibition staff including dinner
 - x8 Delegates including dinner
 - x12 VIP Guests at the Conference Dinner
- 5) Single (1) page advertising space in the final programme
- 6) The sponsor's logo will appear on:
 - The conference website
 - Promotional material
 - The final conference programme
 - The conference APP
- 7) Promotional material to be inserted in the bags
- 8) Acknowledgement in opening session
- 9) Certificate of appreciation

Print-ready material to be provided by the sponsor

Banners to be provided by the sponsor

GOLD SPONSOR (R180 000) ex VAT
Stationery Package: notebooks, penset, USB

(x4) 3m x 3m 36 m² Floor space/ exhibition stands

- 1) 5 x Pull-up banners* in various places at the discretion of the committee
- 2) Registrations included:
 - x8 Exhibition staff
 - x4 Delegate registrations
 - x2 VIP guests at the conference dinner
- 3) The sponsor will receive half a page (1/2) advertising space in the final programme
- 4) The sponsor's logo will appear on the abovementioned stationery items:
 - Stationery package (notebook, penset and memory stick)
 - The conference website
 - Promotional material
 - The final conference programme
 - The conference APP
- 5) Promotional material to be inserted in the bags
- 6) Acknowledgement in opening session
- 7) Certificate of appreciation

Banners to be provided by the sponsor

Print-ready material to be provided by the sponsor

SILVER SPONSOR (R 85 000) ex VAT

(Various options available)

International / Keynote Speaker / Bus (2) / Bonus Delegate package

(x3) 3m x 3m 27 m² Exhibition Stand / Floor space for Bus (2 options)

- 1) 2 x Pull-up banners in various places at the discretion of the committee
- 2) Registration included:
 - x6 Exhibition staff
 - x3 Conference Delegates
 - x2 VIP Guests at the conference dinner
- ALTERNATIVE: Bonus Delegate package
 - No stand, 10 delegates
- 3) The sponsor's logo will appear on:
 - The conference website
 - The final conference programme
 - The conference APP
- 4) The sponsor will receive 1/4 page advertising space in the final programme
- 5) Promotional material to be inserted in the bags
- 6) Acknowledgement in opening session
- 7) Certificate of appreciation

*Banners to be provided by the sponsor

Print-ready material to be provided by the sponsor

BRONZE SPONSOR (R65 000) ex VAT

Master Class host and sponsor

(x2) 3m x 3m 18 m² Standard Exhibition Stand

- 1) Exclusive branding at the specific Master Class including hosting of the event at company premises where applicable for practical hands-on master classes
- 2) Registration included
 - x4 Exhibition staff
 - x3 Conference delegates
- 3) The sponsor's logo will appear on:
 - The conference website
 - The final conference programme
 - The conference APP
 - Lunch tables if applicable
- 4) The sponsor will receive (1/4) page advertising space in the final programme
- 5) Promotional material to be inserted in the bags
- 6) Acknowledgement in opening session
- 7) Certificate of appreciation

*Banners to be provided by the sponsor

Print-ready material to be provided by the sponsor

BRONZE SPONSOR (R65 000) ex VAT

Lunch sponsorship on day 1 or day 2

(x2) 3m x 3m 18 m² Standard Exhibition Stand

- 8) 1 x Pull-up banner placed at the discretion of the committee
- 9) Registration included
 - x4 Exhibition staff
 - x3 Conference delegates
- 10) The sponsor's logo will appear on:
 - The conference website
 - The final conference programme
 - The conference APP
 - Lunch tables if applicable
- 11) The sponsor will receive (1/4) page advertising space in the final programme
- 12) Promotional material to be inserted in the bags
- 13) Acknowledgement in opening session
- 14) Certificate of appreciation

*Banners to be provided by the sponsor

Print-ready material to be provided by the sponsor

EXHIBITION SPACE per 9m² (R 22 500) ex VAT

- 1) 1x Exhibition Stand 3m x 3m (floor space/ shell scheme / basic fabric system, power point, lights, fascia name, table with black tablecloth and two chairs)
- 2) 2x Exhibition staff for conference duration
- 3) Promotional material in delegate bags
- 4) Acknowledgement in opening session
- 5) Certificate of appreciation
- 6) The exhibitor's logo will appear on:
 - The conference website
 - The exhibitor will be listed in the final programme

MOBILITY CHAMPIONS PACKAGE (R20 000) ex VAT

- 1) Includes registration and branding:
 - x2 Conference delegates for 3 days
- 2) Acknowledgement in opening session
- 3) Certificate of appreciation
- 4) The sponsor's logo will appear on:
 - The conference website
 - Opportunity to insert marketing material in conference bags
 - The sponsor will receive a listing in the final programme

EXHIBITOR VENDOR SESSION (R 5 000) ex VAT

Limited opportunities only available to sponsors and exhibitors

- 1) Vendor Presentation of 15 minutes in the exhibition hall during lunch sessions
- 2) 2 x Pull-up banners provided by sponsor at the specific vendor session

INSERTS IN DELEGATE BAGS (R 5 000) ex VAT

Limited opportunities only available for supply of promotional items not listed above

- Logo on final programme

Supply of promotional items not listed elsewhere in this document or promotional flyers (1 page) in delegate bags

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