

# **Podcar City – Santa Clara County**

*Business and Opportunities for Advanced Transit*

San Jose  
November 5-6, 2019

Information for Partners, Exhibitors  
and Sponsors



## **About the conference**

Podcar City Conference is a world leading arena for inspiration, information and action regarding automated shared mobility. This annual event gathers researchers, decision makers and innovators from different aspects of the solutions to our ever growing challenges of transportation, sustainability and urban development.

The conference will be held November 5-6 in Silicon Valley. Since 2007 the conference has been held in Sweden, Germany, Belgium and the USA. This is the thirteen issue. The conference starts with a short workshop in San Jose followed by a reception at SVLG, San Jose.

## **Expected participants and target groups**

We anticipate an audience of 150-200 professionals and an additional 20-30 university students from several career paths. The main target groups are:

- \* PRT, SAV and ATN providers
- \* Transportation manufacturers\* Transport infrastructure engineers
- \* Architects and builders
- \* City planners and transit planners
- \* Consultants
- \* Experts in urban design and smart cities
- \* Business and project developers
- \* Venture capital groups and investors
- \* Elected officials

## **Opportunities for sponsoring and exhibiting**

The venue has ample space for showing products and services. Leading up to the conference, four newsletters will be sent to an audience of over 40 000 professionals and announcements will be made in world calendars focusing on transportation, energy and sustainable development. Every year the Podcar City Conference invites local, regional, national and international media and has over the years drawn significant interest.

We collaborate closely with sponsors and offer high value packages. For some of our standard packages, please see next page. We also do provide special packages for non-profits, exhibitors and cities.

# Urban International Design Contest

For the third year, the Urban International Design Contest, a student driven project for visualizing and proposing a sustainable smart city will be presented during the conference.

Sponsors have the option to participate as supporters of UIDC and get even more coverage in media and at the conference from August to November.

For information on how to participate in the conference please contact:

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## Participating organizations Podcar City:

Silicon Valley Leadership Group  
Mineta Transportation Institute  
Advanced Transit Association  
Trafikverket, Sweden

## UIDC Organization:

INIST, USA  
4Dialog Sweden



# Standard sponsor and exhibitor packages Podcar City Conference

*Valid as of June 1, 2019*

Level	Logo Face Book	Logo News Letter	Ad News Letter	Dinner Speech	Tickets	Included packages	Price
VIP	Yes	Banner	Full	15 min	5	VIP + large space (4x6 m)	\$12,000/ 100 KSEK
Gold	Yes	Large	1/2 page	8 min	3	Medium exh. space (2x4 m)	\$6,000/ 50 KSEK
Silver	Yes	Small	1/4 page	No	2	Small exhibitor space (1x2 m)	\$4,000 / 35 KSEK
Bronze	Yes	Footer	1/8 page	No	1	No exhibitor space	\$3,000 / 25 KSEK
Exhibitor A	Yes	Footer	1/4 page	No	2	Large exhibitor space (4x6 m)	\$3,000 / 25 KSEK
Exhibitor B	Yes	Footer	1/8 page	No	1	Medium exhibitor space (2x4 m)	\$2,000 / 16 KSEK
Exhibitor C	Yes	Footer	1/8 page	No	1	Small exhibitor space (1x2 m)	\$1,500 / 12 KSEK
Basic sponsor	Yes	Footer	No	No	1	-	\$1,000 / 8 KSEK

**Notes:**

- The VIP level is reserved for max two sponsors.
- The Gold level is reserved for max four sponsors
- Anyone wanting to add more tickets should look up the pricelist on the INIST homepage.
- We are open for special arrangements. Please use the contacts provided above.