

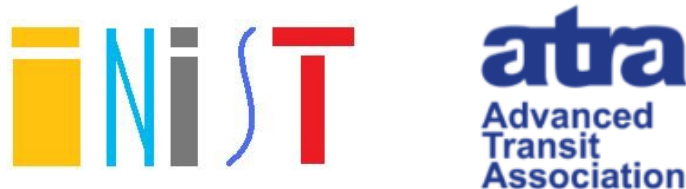


# Podcar City & Advanced Transit

*Automated Mobility on Demand*

## Information for Exhibitors and Sponsors

*An event in cooperation with*



**CROSSROAD**



## About the conference

Podcar City – Advanced Transit is a joint initiative from the International Institute of Sustainable Transportation (INIST), Advanced Transit Association (ATRA) and Crossroad Belgium. The conference will be held September 19-21 in the University of Antwerp, Belgium. Since 2007 the conference has been held in Sweden, Germany and the USA. This is the tenth issue.

## Expected participants and target groups

We anticipate an audience of 150-250 professionals and an additional 25-30 university students from several career paths. The main target groups are :

- PRT and ATN providers
- Transportation manufacturers,
- Smart Mobility / Mobility on demand solutions providers,
- Transport infrastructure engineering companies,
- Architects and builders,
- City planners and transit planners,
- Consultants and experts in transportation, urban design and smart cities,
- Business and project developers,
- Venture capital groups and investors,
- Elected officials

## Opportunities for sponsoring and exhibiting

The venue, the University of Antwerp, has ample space for showing products and services. Leading up to the conference, three newsletters will be sent to an audience of over 10,000 professionals and announcements will be made in world calendars focusing on transportation, energy and sustainable development. Every year the PCC 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.

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

Christer Lindstrom, Sweden  
+46 735-459-179  
[christer@inist.org](mailto:christer@inist.org)

Ron Swenson, USA  
+1 408-332-5375  
[ron@inist.org](mailto:ron@inist.org)

Ingrid Evers, Belgium  
+32 495 59 28 77  
[ingrid.evers@crossroad.be](mailto:ingrid.evers@crossroad.be)

Agent: \_\_\_\_\_  
\_\_\_\_\_

# Standard sponsor and exhibitor packages Podcar City & Advanced Transit September 19-21 2016

## Platinum level €10,000 – Visibility in all media!

Company article in one newsletter, full spread  
Logo at TV interviews and AV production  
Speaking opportunity at Lunch or Dinner  
Banner in Plenary room  
Logo Presence in all press releases  
Logo on all three newsletters, large size first page  
Logo and company/organization brochure in all conference materials at the conference  
6 full admissions to the conference  
10 Student admissions

## Gold Level - €5,000

Logo on all three newsletters, small size, last page  
Half page article in the newsletter  
Logo and company/organization brochure in all conference materials at the conference  
Mentioning in plenary room  
4 full admissions to the conference  
5 student admissions

## Silver Level - €2,500

Logo on all three newsletters, small size last page  
Logo and company/organization brochure in all conference materials at the conference  
2 full admissions to the conference  
2 student admissions

## Exhibitor Level - €1,200

Logo on all three newsletters, small size last page  
Logo and company/organization brochure in all conference materials at the conference  
1 full admission to the conference (please add €490  
*Podcar City is covered by local and*  
for each additional person)  
9 Square meter exhibition space (please add €390  
for additional 9 Square Meters)

*Please note that all requests for exhibiting needs to be reviewed as the space is divided into several locations.*



PRESS STOP: MAJOR BACKING OF AUTONOMOUS CARS AND ATN/PODCAR TECHNOLOGY NOW COMES FROM THE SAME GROUP OF PEOPLE

In 2010, the Podcar City Conference in San Jose, CA hosted a special track on self-driving cars, one of the best attended sessions of the entire conference that year. Last week we just got news of a major investment in ATN/Podcar technology developed by Skytran. What's really interesting is that it's the same people again. See the full report about what's happening at pages 2 and 3.

Over a hundred people coming so far - 150 seats left. Hurry up and register :-)

Now we have over 40 speakers from eleven different countries and four continents. On top of that, a full and comprehensive program and a very exciting presence of a large group of motivated and skilled students working hard together on a full scale prototype.



INTENSE WORK AT SAN JOSE STATE UNIVERSITY - THE SPARTAN SUPERWAY TEAM IN ACTION!



## Podcar City Newsletters

### *Ithaca Takes a Hard Look at Pod Cars*

By MICHELLE YORK SEPT. 20, 2008



Pod Cars, here on a test track in Uppsala, Sweden, were the subject of a conference last week at Cornell. "The U.S., of all countries in the world, really needs it," one proponent said. VECTUS

ITHACA, N.Y. — With its rolling hills, scenic waterfalls and ecologically minded college students, this Finger Lakes city can sometimes seem a green oasis.

*national media. NY Times above.*