



# WCPAM 2017

**WORLD CONFERENCE ON PAVEMENT AND ASSET MANAGEMENT**

Milan, Italy - June 12/16, 2017

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**Sponsorship & Exhibition  
Prospectus**

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## THE WORLD CONFERENCE ON PAVEMENT AND ASSET MANAGEMENT

The Politecnico di Milano, the leading Italian Technical University in Architecture, Design and Engineering, is especially honored to be hosting this Conference. For the first time, the European Pavement and Asset Management Conference (EPAM) and the International Conference on Managing Pavement Assets (ICMPA) are joining forces for a global event that aims to involve people from all over the world. The Conference is directed not only towards the academic environment, and researchers in general, but is also pertinent to practitioners, companies, authorities, associations, engineers and technicians dealing with everyday tasks and responsibilities related to transport infrastructures. The topics of the Conference will mainly deal with road and airport pavements and other assets: maintenance, preservation and rehabilitation activities, Pavement Management Systems, data monitoring and performance assessment, economic, environmental and political strategies, life-cycle cost analysis and life-cycle assessment, safety and risk management, innovative design methods and materials, smart infrastructures and Intelligent Transportation Systems, bridge and tunnel pavements.

In the context of the current, global financial crisis, the use of best management practices to extend infrastructures' service life, the development of effective asset management strategies and the optimization of available resources are all becoming increasingly important. For this reason, all participants will be actively involved in discussion and working groups, to improve their knowledge and to take the know-how back to their own business.

A world wide attendance is expected from large, medium and small companies, practitioners, engineers, academics, government officials and consultants.



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## TWO DIFFERENT PACKAGES OF SPONSORSHIP OPPORTUNITIES

### **Partner**

Sponsor Packages

### **Exhibition**

Sponsor Packages

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## APPLICABLE TO ALL SPONSORS ACCORDING TO THE LEVEL OF SPONSORSHIP

- Acknowledgement on official conference website with link
- Acknowledgement on conference promotional materials
- Acknowledgement in conference final program
- Company name & logo on signage at registration



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## PARTNER

Sponsor Packages

# PLATINUM

€ 50.000

- 4 complimentary Conference registrations
- One full color page advertisement in Conference handbook (artwork supplied by the sponsor)
- Opportunity to put 3 items in the Conference Kit (pens, pocket agenda, lanyards, etc.) and the company brochure
- Advanced access to delegate list (3 weeks prior to Conference and update immediately after the Conference)
- 12 mq indoor exhibition space in a prominent position
- Promotion during the Gala Dinner: 10-minute speech, sponsor's logo on dinner menu, 4 tickets for the dinner
- Promotion and big-size sponsor's logo during welcome cocktail, lunches, coffee breaks
- Sponsor of Conference delegate bag with big-size logo
- Logo on name tags
- Big-size logo as Platinum Sponsor displayed on the Conference website, preliminary program and final program
- Big-size logo as Platinum Sponsor at registration desk
- Big-size logo as Platinum Sponsor on the Conference screens at the end of the sessions



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## PARTNER

Sponsor Packages

# GOLD

€ 25.000

- 2 complimentary Conference registrations
- One full color page advertisement in Conference handbook (artwork supplied by the sponsor)
- Opportunity to put 2 items in the Conference Kit (pens, pocket agenda, lanyards, etc.) and the company brochure
- Advanced access to delegate list (2 weeks prior to Conference and update immediately after the Conference)
- 8 mq indoor exhibition space
- Promotion and medium-size sponsor's logo during welcome cocktail, lunches, coffee breaks
- Sponsor of Conference delegate bag with medium-size logo
- Medium-size logo displayed on the Conference website, e-mail newsletters, preliminary and final program
- Medium-size logo at registration desk
- Medium-size logo on the Conference screens at the end of the sessions



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Sponsor Packages

# SILVER

€ 10.000

- 1 complimentary Conference registration
- Half color page advertisement in Conference handbook (artwork supplied by the sponsor)
- Opportunity to put 1 item in the Conference Kit (pens, pocket agenda, lanyards, etc.) and the company brochure
- 6 mq indoor exhibition space
- Access to delegate list (1 weeks prior to Conference and update 1 week after the Conference)
- Medium-size logo displayed on the Conference website, e-mail newsletters, preliminary and final program
- Medium-size logo at registration desk
- Medium-size logo on the Conference screens at the end of the sessions



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Sponsor Packages

# BRONZE

€ 5.000

- Small-size logo displayed on the Conference website, e-mail newsletters, preliminary program and final program
- Small-size logo at registration desk
- Small-size logo on the Conference screens at the end of the sessions

# SUPPORTER

€ 2.000

- Small-size logo displayed on the Conference website, preliminary program and final program



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## PARTNER SPONSOR PACKAGES

	Platinum	Gold	Silver	Bronze	Supporter
<b>Price</b>	€ 50.000	€ 25.000	€ 10.000	€ 5.000	€ 2.000
<b>Full complementary registration</b>	4	2	1	-	-
<b>Advertisement on Conference handbooks</b>	1 page	1 page	Half page	-	-
<b>Marketing Material in the delegate bag</b>	3 items	2 items	1 item	-	-
<b>Exhibition space</b>	12 mq	8 mq	6 mq	-	-
<b>Advance access to delegate list</b>	Yes	Yes	Yes	-	-
<b>Promotion during social events</b>	Gala Dinner Welcome cocktail Lunches Coffee Breaks	Welcome cocktail Lunches Coffee Breaks	-	-	-
<b>Logo</b>	Big-size	Medium-size	Medium size	Small-size	Small-size





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## EXHIBITION

Sponsor Package

### A PACKAGE

**€ 12.000**

- 10 mq exhibition space
- Exhibition staff passes for 3 company personnel
- Basic electricity supply
- Luncheons and refreshment breaks for 3 company personnel

### B PACKAGE

**€ 6.000**

- 6 mq exhibition space
- Exhibition staff passes for 2 company personnel
- Basic electricity supply
- Luncheons and refreshment breaks for 2 company personnel

### C PACKAGE

**€ 2.500**

- 1 small table and 2 chairs
- Basic electricity supply
- Exhibition staff pass, luncheons and refreshment breaks for 1 company personnel



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## SPONSORSHIP INFORMATION

Sponsorship packages will be allocated in order of receipt of application forms and payment.

### TO SECURE YOUR SPONSORSHIP PACKAGE

Complete the application form.

1. Enclose your deposit (20% of your selected package).
2. Forward your application by:  
Email: [segreteria@studioesse.net](mailto:segreteria@studioesse.net)  
Fax: +39 081 8907169
3. Please note that verbal bookings are not accepted.

### Payment may be made by:

1. Credit card: American Express, Diners, Mastercard, Visa
2. Bank transfer to the Conference account.

Please note that payments are due as follow:

- 20% deposit
- First instalment 40%
- Second instalment 40%

Payment deadlines are to be defined upon signing the contract.

All payments will be transacted in Euro and include VAT @ 22%.

### CONTACT

To confirm your position or discuss how we can tailor specific packages to suit your objectives, please contact

### STUDIOESSE srl

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Tel. +39 081 8904040