



New Urban
Mobility
alliance

URBANISM NEXT CONFERENCE EUROPE

JUNE 2020

AMSTERDAM (NL)

SPONSORSHIP PACKAGE

3

DAYS

250

ENGAGED PROFESSIONALS

4

PROFESSIONAL ORGANISATIONS

To become a conference sponsor or financial partner please contact:

Nico Zornig

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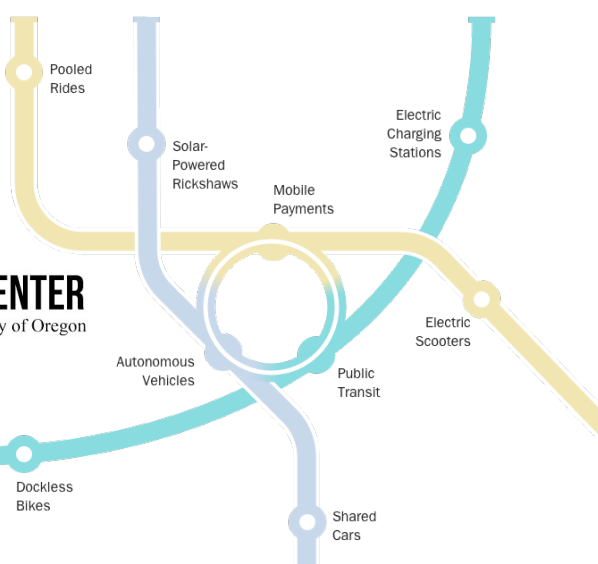
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URBANISM NEXT CENTER
at the University of Oregon

On-Demand
Deliveries





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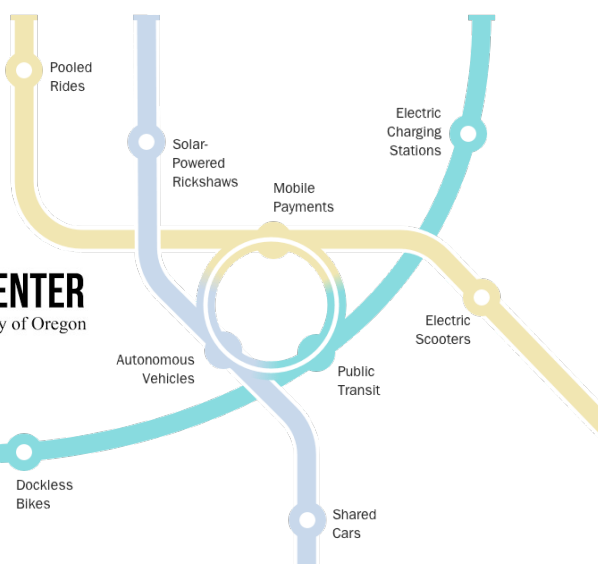
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URBANISM NEXT CONFERENCE VISION

Advances in technology, such as autonomous vehicles (AV's), Internet of Things, and electric vehicles, and the proliferation of **societal and economical** trends such as e-commerce, the sharing economy and all aspects of the energy transition are having profound effects not only on how we live, move, and spend our time in cities, but also increasingly on **urban form and development** itself. These developments are changing the ease and demands we have on transport, the role of transit, and the places we spend our time. We share **the Urbanism Next vision** that these changes “are having profound effects on cities including large shifts in land use, changes in street design, a potential reduction on the need for parking, a shift on where we choose to live, and challenges for urban density, the extent of sprawl, and the vitality of urban areas”. The impacts will be large and there are substantial risks if we are not proactive and consider how best to **guide this future** to make sure we harness the potential of the aforementioned developments and disruptions to achieve and reinforce cities’ sustainable policy goals.

It turns out that there is not a real platform to discuss the **systemic** exploration of the secondary effects of the above mentioned trends on city developments, form and design and the implications on health, the environment, resilience, livability, the economy and governance. While there are several well-established transport research conferences as well as policy- and practitioner-focused urban mobility conferences which also address the impact of emerging and sometimes disruptive technologies and new mobility services in cities, none of these events extensively cover the interplay between **urban design and urban mobility** when it comes to these new technologies and services.

Inspired by the annual Urbanism Next Conference in Portland, Oregon, USA, we think that Europe needs a similar conference to facilitate the discussions started in the USA two years ago: an **interdisciplinary conference** that gathers private, public, and academic stakeholders who play a critical role in shaping the future of our cities. The conference explores how the above mentioned technology, societal and economical trends will change our communities in four areas:

Land Use
Urban Design
Transportation
Real Estate



Governance
Economy
Equity
Health





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THE EUROPEAN URBANISM NEXT CONFERENCE

OBJECTIVES

With Urbanism Next Europe we have the ambition to:

- ◆ Provide a platform for discussion in a European context on **the wide range of developments** - Autonomous vehicles (AV's), the rise of e-commerce and the proliferation of the sharing economy, the energy transition, the introduction of electric vehicles and the Internet of Things – that together have a substantial and disruptive impact on the future of our urban areas.
- ◆ Build a **European network of thought leaders** to address these topics and facilitate a dialogue and learning process among them.
- ◆ Support **interdisciplinary work** on these topics – bringing together planners, urban designers, developers, transport engineers, mobility providers and retail leaders from the public, private and academic sectors.
- ◆ Create a space for a **systematic exploration of the effects** on city development, form and design as well as our future mobility system and their implications on sustainability, liveability, equity and the economy.
- ◆ Encourage the much-needed **exchange** of experiences and transfer of good practice **between Europe and North America** and by bringing in world-wide experiences and perspectives, enriching the European dialogue on these topics.

THE EVENT

The key aspect of the event is that it will facilitate **open discussions** during the key-notes and workshops on the various topics inspired by a broad set of experts on each topic. The experts will have knowledge on the latest trends and their effects on urbanization

We have the ambition to make the conference an established annual event. The first conference will take place in June for three days. Some key parameters for the first conference:

- ◆ 250+ professionals across the world from industry, government and research institutes
- ◆ 2 key-note events and 24 parallel workshops during 4 parallel sessions
- ◆ A pre-conference one-on-one workshop for high level officials
- ◆ A real life experience of effects/implementation of some topics
- ◆ A speeddating event
- ◆ A conference dinner

BE PART OF THIS

As a sponsor you can show your **interest and ambition** in this topic and connect and cooperate with organisations, experts and thought leaders addressing the opportunities and challenges that emerging technologies will bring. Not only for 2020 but also for the years to come, as it is our ambition to make the conference an **established annual event**.



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SPONSORSHIP BENEFITS

We warmly welcome your support to bring this fantastic conference to Europe. By being involved you will be able to position yourself with a large number of presenters and attendees – we aim for at least 250 participants in the first year – from across Europe and with liaisons from the USA and other leaders worldwide that are tackling these issues head on.

We welcome the opportunity discuss the level of support that meets your objectives and needs.

PREMIER PARTNER (city)

€ 20.000 + location

Premier placement and recognition on conference materials including (but not limited to):

- ◆ Opportunity to introduce one of the opening keynote speakers
- ◆ Full-page ad in conference program
- ◆ Prominent placement of logo on conference website
- ◆ Logo placement in social media and email announcements about the conference
- ◆ Recognition at welcoming introduction
- ◆ Six complimentary registrations to the conference

CONFERENCE DINNER SPONSOR

€ 15.000

Prominent placement and recognition on conference materials including (but not limited to):

- ◆ Opportunity to introduce the dinner keynote speaker
- ◆ Full-page ad in conference program
- ◆ Prominent placement of logo on conference website
- ◆ Logo placement in social media and email announcements about the conference
- ◆ Recognition at welcoming introduction
- ◆ Five complimentary registrations to the conference

CONFERENCE LUNCH SPONSOR

€ 10.000

Prominent placement and recognition on conference materials including (but not limited to):

- ◆ Opportunity to introduce one of the lunch keynote speaker
- ◆ Full-page ad in conference program
- ◆ Prominent placement of logo on conference website
- ◆ Logo placement in social media and email announcements about the conference
- ◆ Recognition at welcoming introduction
- ◆ Four complimentary registrations to the conference

PLATINUM SPONSOR

€ 7.500

Prominent placement and recognition on conference materials including (but not limited to):

- ◆ Opportunity to open the speed dating event
- ◆ 1/2-page ad in conference program
- ◆ Prominent placement of logo on conference website
- ◆ Logo placement in social media and email announcements about the conference
- ◆ Recognition at welcoming introduction
- ◆ Three complimentary registrations to the conference

GOLD SPONSOR

€ 5.000

Placement and recognition on conference materials including (but not limited to):

- ◆ 1/4 -page ad in conference program
- ◆ Placement of logo on conference website
- ◆ Logo placement in social media and email announcements about the conference
- ◆ Recognition at welcoming introduction
- ◆ Two complimentary registrations to the conference

SILVER SPONSOR

€ 2.500

Placement and recognition on conference materials including (but not limited to):

- ◆ Logo in conference program
- ◆ Placement of logo on conference website and in social media and email announcements about the conference
- ◆ Recognition at welcoming introduction
- ◆ One complimentary registration to the conference