



Association of Directors of  
Environment, Economy, Planning & Transport

## EVENT SPONSORSHIP OPPORTUNITY

### National Traffic Managers Conference

*Date/time:* 09:00-16:00, Wednesday 17<sup>th</sup> March 2021

*Venue:* Welford Road Stadium, Leicester

*Aims:* To provide a platform to discuss current and future issues facing traffic managers in delivering a safe, sustainable highways network

*Delegates:* Approximately +120 traffic managers drawn from authorities across England, corporate partners from key service sectors, professional bodies and civil servants

*Format:* Presentations and workshop sessions on issues such as Street Manager; pavement parking; road safety; ADEPT Live Labs; decarbonising the highways sector; innovation & technology; legislative change and tomorrow's network; learning from across the UK

### Sponsorship opportunities<sup>1</sup>

#### 1. **Headline Sponsor: £5,000 No longer available**

- The opportunity to present at the conference
- Networking opportunities with traffic managers and other conference delegates
- Your logo / branding on all conference literature and media material
- Your logo displayed on the graphics loop showing during intervals
- Branding opportunities on the day (e.g. pop-up banners, exhibition stand, displays, marketing materials)
- Recognition on the ADEPT website and in the monthly e-newsletter
- Opportunity to write an article for the e-newsletter / website
- Opportunity to present to the ADEPT National Traffic Managers Forum

#### 2. **Conference Lunch Sponsor: £2,000 No longer available**

- Banner stands displayed prominently in the dining area
- Networking opportunities with traffic managers and other conference delegates
- Your logo / branding on all conference literature and media material
- Your logo displayed on the graphics loop showing during intervals
- Recognition on the ADEPT website and in the monthly e-newsletter
- Opportunity to provide business cards / marketing literature

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<sup>1</sup> All prices exclude VAT



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### **3. Associate Sponsor: £1,000**

- Networking opportunities with traffic managers and other conference delegates
- Your logo / branding on all conference literature and media material
- Your logo displayed on the graphics loop showing during intervals
- Recognition on the ADEPT website and in the monthly e-newsletter
- Opportunity to provide business cards / marketing literature

### **4. Exhibition Stand: £500**

- Networking opportunities with traffic managers and other conference delegates
- 3m x 2m exhibition space in catering area including free power and WiFi (stands should self-support, no shell scheme)
- Contact information for all attendees who opt-in to receive marketing literature
- Opportunity to provide business cards / promotional items

### **Custom Packages: POA**

- Please contact Hannah Bartram to discuss a bespoke package ([Hannah.bartram@eastsussex.gov.uk](mailto:Hannah.bartram@eastsussex.gov.uk) or call 07872 013707).