Mobilise | Transforming Transport Through Tech

Sponsorship Opportunities

2023

techUK
FOR WHAT COMES NEXT

About techUK

techUK is the trade association which brings together people, companies, and organisations to realise the positive outcomes of what digital technology can achieve.

With over 930 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government, and stakeholders to provide a better future for people, society, the economy, and the planet.

By providing expertise and insight, we support our members, partners, and stakeholders as they prepare the UK for what comes next in a constantly changing world.

40K followers

25K LinkedIn company page followers

130K unique visits per month techUK.org

Mobilise | Transforming Transport Through Technology

Event Date: 29 March 2023 | **Venue:** Central London (TBC)

Timings: Day Conference

About the event

Mobilise is techUK's flagship future of transport and mobility conference. This year, it will bring together public and private sector leaders to discuss **how we can deliver long-term multi-stakeholder projects** that harness the power of technology within transport.

This event is not about going over old ground, it's about turning ideas into action plans, and action plans into reality. From breaking down the project management process to discussing what makes good marketing and communications, we will focus on action and delivery.

Delegates will leave equipped with a stronger understanding of how we can make transport and infrastructure truly digitally enabled. It will show us how we can remove silos, harmonise disciplines, build stronger teams, overcome obstacles and accelerate change.

Who is it for?

This conference is for public sector leaders in transport and infrastructure using technology to improve services. This includes infrastructure managers, local authorities and government departments.This event is also especially relevant to technology suppliers with products, services and solutions in transport, as well as mobility operators and logistics companies.

Sponsorship Packages | Headline Sponsor: £20,000 + VAT

The headline sponsorship package is **only available to one company.** This is an opportunity for your company to convey key messages and raise your profile amongst industry and public sector leaders via two speaking opportunities. You will receive premium visibility across techUK marketing channels before, during and after the event and will be positioned as the most senior sponsor throughout event collateral.

- **Opportunity to work with the techUK team** to shape the key conference theme(s)
- **Speaking opportunity** - ten-minute keynote address during the conference opening sessions
- **Speaking opportunity** - headline sponsor representative to join one of the conference plenary sessions as a speaker or moderator
- **Mention on the day during** techUK welcome and closing speeches
- **Pre-event and post-event by-lined articles** - two sponsor developed 750-word articles on the subject matter of choice (relating to the conference themes) promoted on the techUK website
- **Demo space (4x2m) at the conference** in the networking and catering area (stand/banners provided by sponsor)
- **Promoted as headline sponsor** on all event HTML mailings, during the pre-event campaign
- **Promoted as headline sponsor** on event slides, all conference delegate material and extensive conference branding on site at the event
- **Sponsor advertisement** – Full page advertisement included in event programme to be given out to delegates on registration referring to headline sponsorship.
- **techUK website - sponsor 'hub' included on event website** including company logo and boiler plate (200 words) along with links to four sponsor resources (e.g., video, report, webpage, blog)
- **Social media promotion** in 10 x promotional tweets/LinkedIn posts, including company's handle
- **Video interview with sponsor representative** to be recorded at conference - to be shared through techUK channels and hosted on techUK YouTube channels and event web page
- **Eight complimentary passes at** the conference
- **Sponsor promotion in post event** follow-up email to all attendees website and promoted through techUK social media channels.

Breakout Sponsor: £10,000 + VAT

This is an exclusive opportunity for your company to curate and develop the content for one of the conference workshops. Be at the forefront of the agenda by hosting a breakout session. **Four breakout sponsor packages are available.**

- **Sole sponsorship of one workshop session** - opportunity to shape and develop the session content, format and speaking panel (subject to approval from techUK)
- **Demo space (3x2m) at the conference** in the networking and catering area (pop up stand/banners provided by sponsor)
- **Promoted as breakout sponsor** on event slides, all conference delegate material, including in the conference programme and extensive conference branding on site at the event
- **Pre-event by-lined article** – one sponsor developed 750-word articles on the subject matter of choice (ideally related to breakout theme) promoted on the techUK website
- **techUK website - sponsor 'hub'** included on event website including company logo and boiler plate (100 words) along with links to two sponsor resources (e.g., video, report, webpage, blog)
- **Sponsor logo on at least two HTML mailings**, during the pre-event campaign (dependant on time of signing contract)
- **Social media promotion** in five x promotional tweets/LinkedIn posts
- **Five complimentary tickets** to the conference

Networking Sponsor: £6,500 + VAT

The conference breaks and drinks reception are designed to offer the perfect platform for delegates to network and develop new partnerships.
This package ensures the sponsor is uniquely positioned to make the very most out of the networking sessions throughout the day and build brand awareness. The networking sponsor package is **only available to one company.**

- **Sponsorship of the networking area** (coffee breaks, lunch and reception)
- **Speaking opportunity** – five-minute address during networking reception
- **Demo space (3x2m) at the conference** in the networking and catering area (pop up stand/banners provided by sponsor)
- **Sponsor logo** on at least two HTML mailings, during the pre-event campaign (dependant on time of signing contract)

Networking Sponsor: £6,500 + VAT (continued)

- **Promoted as networking sponsor** on event slides, all conference delegate material including in the conference programme and extensive conference branding on site at the event
- **techUK website - sponsor 'hub'** included on event website including company logo and boiler plate (100 words) along with links to two sponsor resources (e.g., video, report, webpage, blog)
- **Sponsor recognition** in five x promotional tweets/LinkedIn posts including company's handle
- **Three complimentary tickets** to the conference

Demo Stand: £2,500 + VAT

Demos benefit from prime position in the high-traffic catering, networking and registration areas. Exhibit your organisations exhibiting technology within the delegate networking area - an area designed for industry and government to interact in a relaxed environment.

- **Demo space (3x2m)** at the conference in the catering networking area (kit to be provided by sponsor)
- **Your logo, 50-word boiler plate, and weblink** to be included on the event website
- **Your logo, 50-word boiler plate** included in the conference programme
- **Two complimentary tickets** for the conference

Sponsorship deliverables are dependent on sponsor meeting deadlines set by techUK.

If you are interested in becoming a sponsor, please contact:

Margot Stumm, Head of Events and Sponsorship, techUK
T +44 (0) 20 7331 2052 | E **margot.stumm@techuk.org**