

LTA-UITP Singapore International Transport Congress and Exhibition (SITCE)

Land Transport Authority



SITCE 2016

INNOVATING TRANSPORT FOR LIVEABLE CITIES

19 - 21 October 2016 | Singapore

www.sitce.org



**PARTNERSHIP
PROSPECTUS**



19 - 21 October 2016 | Singapore
www.sitce.org



INNOVATING TRANSPORT FOR LIVEABLE CITIES

ABOUT SITCE 2016

Themed “Innovating Transport for Liveable Cities”, SITCE 2016 will focus on innovative solutions for urban transport systems. Bringing together authorities, policy-makers, urban planners, transport operators and solution providers, the event will set the stage for a meaningful discussion of innovative solutions for issues and challenges faced by all urban transport planners and authorities.

PRELIMINARY PROGRAMME

18 Oct 2016 (Tue)	19 Oct 2016 (Wed)	20 Oct 2016 (Thu)	21 Oct 2016 (Fri)	22 Oct 2016 (Sat)
Technical Visits	Opening Ceremony	Trade Exhibition		Golf Event (by MSI Global Pte Ltd)
	Congress			
	Welcome Reception	Gala Dinner	Closing Ceremony	

INVEST IN YOUR BRAND

Be a distinguished sponsor at the second edition of SITCE 2016 and enhance the value and prestige of your products and services! Our partnership opportunities can help you to heighten your brand awareness amongst the transport community. Make a cost-effective investment in your brand and achieve global recognition at SITCE 2016.

PARTNERSHIP BENEFITS

- Gain **immediate recognition** as an industry leader.
- **Reach and influence** key decision makers from the industry.
- **Position and brand** your business alongside the movers and shakers of the industry.
- **Top of mind brand recall** for decision makers assessing premium products and services.
- **Build and establish** qualified leads. Present your business case and communicate value to qualified targeted decision makers.
- **Rise above the competition.** Solidify long term relationships through ‘face-to-face’ encounters with captains of the industry.





19 - 21 October 2016 | Singapore
www.sitce.org



INNOVATING TRANSPORT FOR LIVEABLE CITIES

OUR TRACK RECORDS

3,865
trade visitors and delegates from 43 countries

154
speakers from 27 countries

99
exhibitors from 22 countries

74
partners from 10 countries

90%
have achieved their objectives

90%
will definitely visit SITCE again

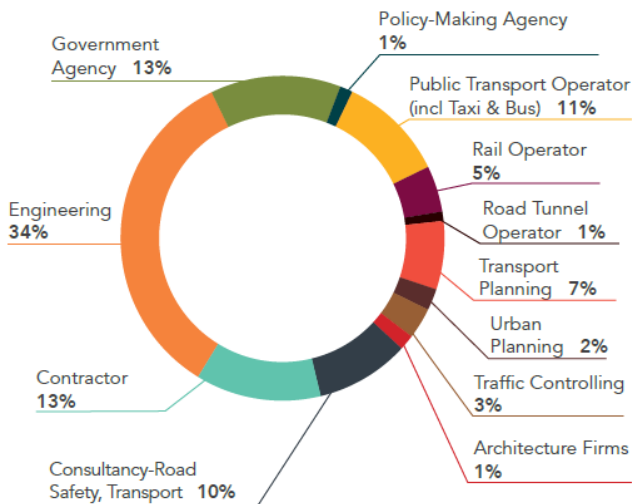
87%
would recommend SITCE to colleagues and business associates

95%
find the Congress very useful

WHO WILL SEE YOUR BRAND?

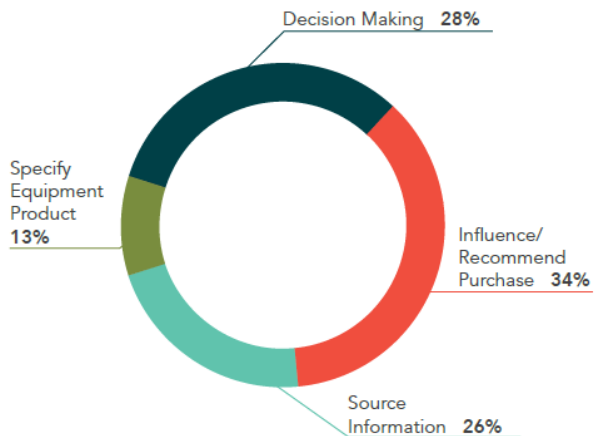
Visitors by Sector

The 2013 event attracted a wide array of visitors, from policy-makers and government officials to engineers and transport operators (bus, taxi and rail).



Visitors by Role in Purchasing

75% of the visitors to the 2013 event were directly involved in purchasing decision making – be it specifying, recommending or making the final purchases.



REACH OUT TO THE WORLD AND MARKET TO A GATHERING OF THE FINEST IN URBAN LAND TRANSPORT

Contact Us

SITCE 2016 Secretariat | sales@sitce.org



PARTNERSHIP OPPORTUNITIES

Be recognised as an active player in the urban land transport industry and take advantage of the sponsorship opportunities available. Choose from our wide range of partnership packages to elevate your company's profile and branding to a targeted audience.

Merlion Partner

01. Opening/Closing Ceremonies **SOLD**

Diamond Partners

02. Networking Lunch on 19 October 2016 **SOLD**

Networking Lunch on 20 October 2016

Networking Lunch on 21 October 2016

03. Delegate Bags **SOLD**

04. Partner's Lounge on 19 October 2016

Partner's Lounge on 20 October 2016

Partner's Lounge on 21 October 2016

05. Congress Lanyards

06. USB Thumb Drive **SOLD**

07. Bottled Water

08. Cyber Café

09. Mobile App

10. Audiovisual Equipment

Sapphire Partners

11. Gala Dinner

12. Welcome Reception

13. Ruby Partner

14. Garnet Partner

15. Opal Partner

16-21. Supporting Partners

Other forms of partnership are also available; please contact info@sitce.org for further discussion.

**Updated as at Jan 2016*