



International Road Federation  
Fédération Routière Internationale  
Federación Internacional de Carreteras

# IRF Annual Conference

**Innovation: Charting Pathways  
to Sustainable Mobility**

**20 – 21 October, 2021**

[www.irfnet.ch](http://www.irfnet.ch)

# About IRF



**Global, Independent,  
Not-for-profit Organisation**  
established in **1948**



Based in **Geneva, Switzerland**



UN ECOSOC status since **1951**



Assisting public and private  
stakeholders in Roads & Mobility  
sector for the past **72 years**



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# The IRF Annual Conference in a Nutshell



20 – 21 October, 2021



High-level Opening Session



4 Thematic Sessions (0f 1h30 each)



2 Marketplace Sessions of 30 mins  
("IRF Innovation Updates")



Free registration



Communication Reach: +10K



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# Why Sponsor the IRF Annual Conference?

Manifest your company's commitment  
to innovation and sustainable mobility.



Gain extensive visibility through  
the IRF Network.



Connect with potential clients  
and partners.



Help further the sustainable  
mobility agenda.



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# Sponsorship Opportunities

**Platinum**

1 available

**Gold**

2 available

**Silver**

4 available

**First come, first served!**

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# Platinum Package

CHF 6'500 (IRF Members: CHF 5'500)

- Acknowledgment as Platinum Sponsor on all **promotional material** in the lead-up, during and after the conference.
- **Strategic logo placement** on event webpage, on event promotional mailers (10'000+ reach/mailer), on the cover of online preliminary programme, logo on conference proceedings webpage and projected during sessions.
- Tailored **company's profiling** via IRF Social Media channels (3 different posts).
- Announcement as **Event Sponsor** with your logo on social media channels.
- **Corporate profile** in conference brochure, event page (max 350 words).
- 1 Speaking slot in the **High-level opening session** + 1 Speaking slot in one of the **thematic sessions**.
- **3 free accesses** to the IRF Data Warehouse.



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# Gold Package

CHF 5'500 (IRF Members: CHF 4'500)

- Acknowledgment as Gold Sponsor on all **promotional material** in the lead-up, during and after the conference.
- **Strategic logo placement** on event webpage, on event promotional mailers (10'000+ reach/mailer), on the cover of online preliminary programme, logo on conference proceedings webpage and projected during sessions.
- Tailored **company's profiling** via IRF Social Media channels (2 different posts).
- Announcement as **Event Sponsor** with your logo on social media channels.
- **Corporate profile** in conference brochure, event page (max 350 words).
- 1 Speaking slot in one of the **thematic sessions**.
- **2 free accesses** to the IRF Data Warehouse.



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# Silver Package

CHF 4'500 (IRF Members: CHF 3'500)

- Acknowledgment as Silver Sponsor on all **promotional material** in the lead-up, during and after the conference.
- **Strategic logo placement** on event webpage, on event promotional mailers (10'000+ reach/mailer), on online preliminary programme, and logo on conference proceedings webpage.
- Tailored **company's profiling** via IRF Social Media channels (1 post).
- Announcement as **Event Sponsor** with your logo on social media channels.
- **Corporate profile** in conference brochure, event page (max 350 words).
- 1 Speaking slot (5 minutes) in the "IRF Innovations Update".
- **1 free access** to the IRF Data Warehouse.



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# Join the movement!

Help us chart pathways to sustainable mobility.



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# CONTACT US

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