IRF GLOBAL

ROAD SAFETY & SUSTAINABILITY CONFERENCE
Innovation for Tomorrow - Riyadh 2024

الهيئة العامة للطرق
Roads General Authority

Road Safety & Sustainability Conference:

Innovating for Tomorrow

Riyadh, KSA
November 3-4, 2024

CORPORATE VISIBILITY

roadsafety.IRF.global

ABOUT IRF

Our Mission: Building Partnerships

We assist countries in progressing towards better, safer and smarter road systems.

We develop and deliver world-class knowledge resources, advocacy services, and continuing education programs, which together offer a global marketplace for best practices and industry solutions.

We serve a wide range of member organizations from both the public and private sectors of the road and transport industry. Together, we form a global network for information exchange and business development.

We invest in the next generation of transport leaders. Since 1949, the IRF has awarded educational scholarships to individuals in 119 countries to pursue careers in the road and transport industry.

Our Vision: Better Roads. Better World.

We believe that well-planned, safe, accessible and environmentally sound road networks are fundamental building blocks for human and economic development.

We are committed to increasing road and transport investments to meet the demands for safe and efficient travel and flow of goods and services to help improve the lives of people worldwide.

We engage with governments, development institutions, businesses, and academia around the world to make our vision a reality.

Our Organization

The International Road Federation is a global not-for-profit organization, headquartered in Washington, DC since 1948 and supported by regional offices throughout the world. The IRF serves a network of public and private sector members in more than 118 countries by providing world-class knowledge resources, advocacy services, and continuing education programs which together offer a global marketplace for best practices and industry solutions.

"Road Safety & Sustainability Conference is a privileged opportunity to set strategic orientations for the sector. I call upon the global transport community to fully engage with the IRF in delivering this landmark event"

H.E. Eng. Abdullah AlMogbel
Chairman Emeritus for Life
International Road Federation

ABOUT THE CONFERENCE

Road Safety & Sustainability Conference: Innovating for Tomorrow

The prestigious Conference and Exhibition "Road Safety & Sustainability Conference: Innovating for Tomorrow " will be held from November 3 to 4, 2024 in the magnificent city of Riyadh, The Kingdom of Saudi Arabia.

The conference will feature a comprehensive exploration of "Road Safety & the Future of Roads," featuring a series of thought-provoking sessions, including keynote addresses, expert panel discussions, and interactive workshops. Attendees will delve into the significance of road safety and sustainability within the regional context, focusing on international best practices, cutting-edge technological advancements, and the transformative role of Artificial Intelligence (AI) and Intelligent Transport Systems (ITS) in shaping future transportation strategies.

As the program progresses, the focus will shift to "Sustainable Roads & Transport," where discussions will center on innovative transport solutions, government policies aimed at reducing emissions, and the seamless integration of green infrastructure to enhance road safety. The role of AI and ITS in advancing sustainable mobility will be a key highlight, demonstrating how these technologies can optimize traffic management, improve vehicle safety, and reduce environmental impact.

THEMES

AI & Machine Learning Applications in Road Safety

Decarbonization and Sustainability Platforms

Smart Cities and Automated Mobility

Urban Road Safety & Inclusive Development

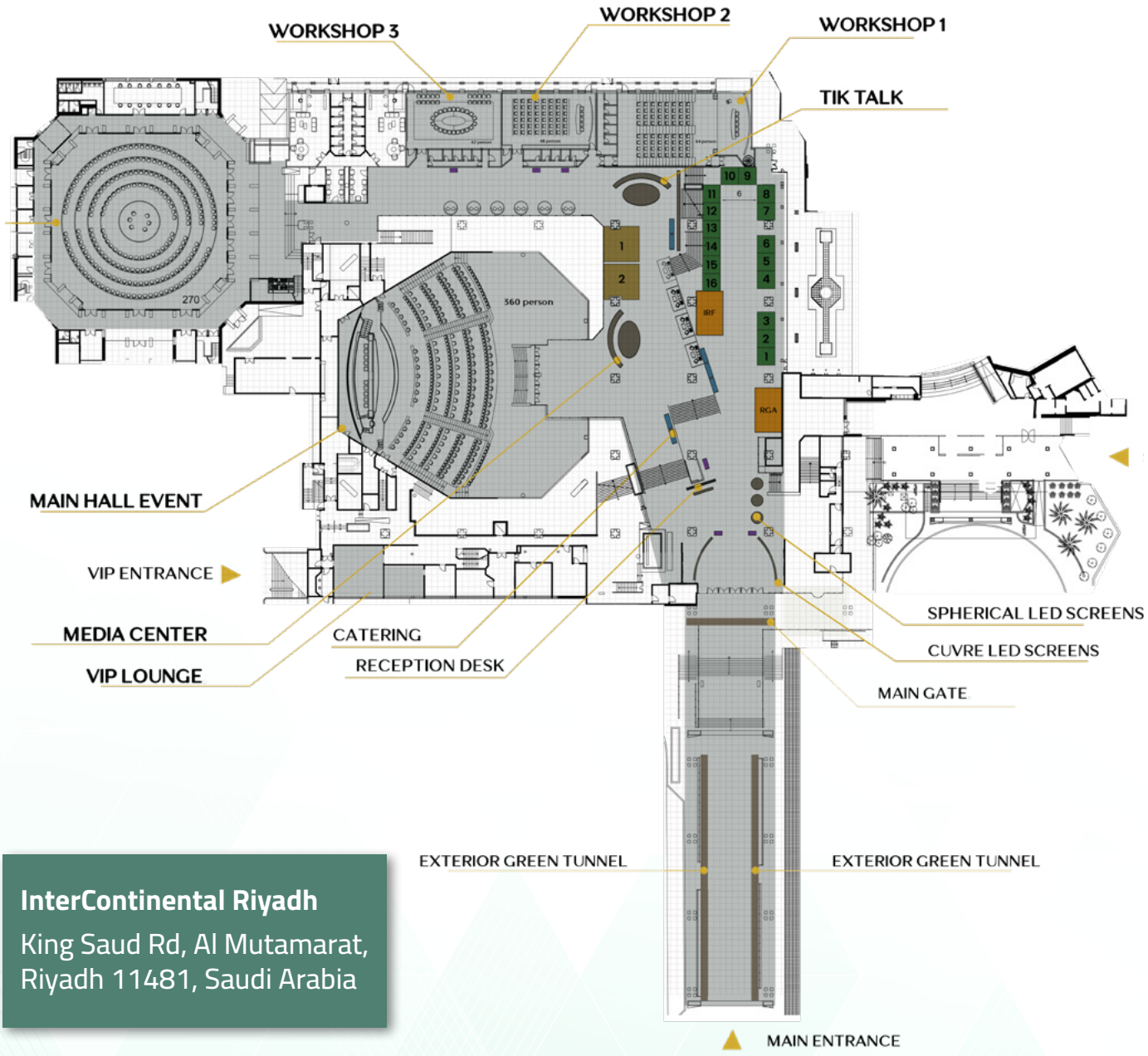
Road Safety Policies and Strategies

Safety by Design

WHO WILL ATTEND?

- Road & Transportation Agency Executives
- Law Enforcement Professionals
- Urban Planners & Consultants
- Infrastructure Developers & Operators
- Civil Society Stakeholders
- Road Safety Engineers & Auditors
- Traffic Engineers & Modelers

VENUE



InterContinental Riyadh
King Saud Rd, Al Mutamarat,
Riyadh 11481, Saudi Arabia

CORPORATE VISIBILITY OPPORTUNITIES

Place your company's brand, products and services at center stage during this high-level industry event. The exhibition will help you build greater market awareness by increasing your exposure in front of top decision makers, government officials and buyers who are directly involved in road and transport infrastructure investments.

- Raise your profile and strengthen your brand awareness
- Position yourself as a market leader and differentiate your brand from competitors
- Differentiate your brand from competitors
- Maximize exposure of your brand to the media and visitors
- Generate leads with exclusive access to a targeted audience
- Present your innovations at Applied Knowledge sessions

EXHIBITION OPPORTUNITIES

INCLUDES SHELL SCHEME*	NO SHELL SCHEME	INCLUDES SHELL SCHEME*	NO SHELL SCHEME
$US $350 / Per M2*	$US $250 / Per M2*	$US $400 / Per M2*	$US $300 / Per M2*
MEMBER COST	MEMBER COST	NON-MEMBER COST	NON-MEMBER COST

*** Shell Schemes Include: 1 Information Desk, 2 Folding Chairs, Electricity, 2 Fluorescent Lights, 1 Wastebasket**

- Three exhibitor staff badges per 3 x 3 booth reserved
- One full conference registration (includes access to the program)
- Ten complimentary exhibit hall one-day passes to distribute to clients and prospects
- Inclusion in the Final Program
- Exclusive opportunity to participate in the IRF Industry Innovation Awards
- Exclusive opportunity to take part in Live Theater programs
- Exclusive access to in-person matchmaking services
- All coffee / lunch breaks held in exhibition area

EXHIBITION FLOOR PLAN

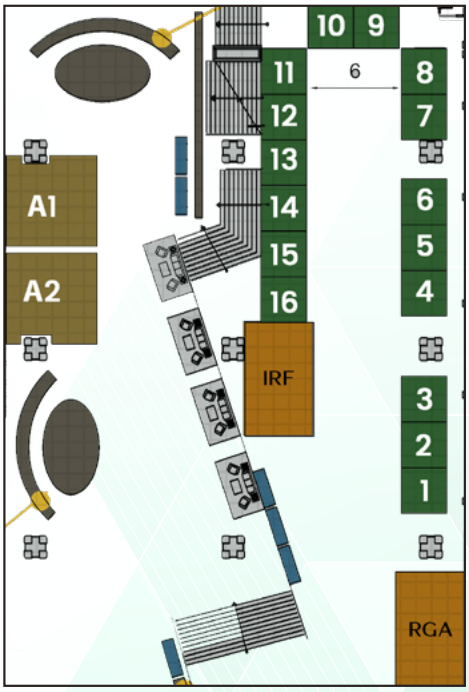


Exhibit Hours

- November 3: 10:30 – 5:00 PM
- November 4: 9:00 – 5:00 PM

RESERVE A BOOTH

For more information and sponsorship/exhibition inquiries, please contact Magid Elabyad: melabyad@IRF.global

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SPONSORSHIP PACKAGES		STRATEGIC PARTNER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PATRON
IRF MEMBER COST		$150,000	$120,000	$75,000	$50,000	$35,000	$15,000	$7,500
NON MEMBER COST		$190,000	$160,000	$95,000	$65,000	$45,000	$20,000	$10,000
Chairman`s Honor	Choice of an exclusive meeting platform with related marketing rights and benefits	✓	✓	✓				
	Choice of an exclusive meeting component with related marketing rights and benefits				✓			
	Choice of an non-exclusive meeting component with related marketing rights and benefits					✓		
	Organization will be honored with a plaque, to be presented to a senior representative by the IRF`s President & CEO during the opening ceremony	✓	✓	✓				
	Organization will be honored and mentioned by name during the opening ceremony				✓			
Company Visibility (Logo) During Event	Oversized logo and company name on a giant banner on the ceiling of the central hall (central meeting point)	✓	✓					
	Oversized logo & banner at the access of opening or closing of the event *	✓	✓	✓				
	Organization logo on a banner (includes production) and/or a screen at plenary sessions entrance *	✓	✓	✓				
	Organization logo on a banner (includes production) and/or a screen at workshop sessions entrance *	✓	✓	✓	✓			
	Organization logos on posters and banners in the registration area of the conference *	✓	✓	✓	✓			
	Logo in posters at press conferences *	✓	✓	✓	✓	✓	✓	
	Logo on the screens located in the exhibition entrance (permanent or rotational basis) *	✓ (Permanent)	✓ (Permanent)	✓ (Permanent)	✓ (Permanent)	✓ (Rotating)	✓ (Rotating)	
	Logo projected on welcome screens projected at the start of every session *	✓	✓	✓	✓	✓	✓	✓
	Logo on posters at rest areas in Conference hall*	✓	✓	✓	✓	✓	✓	✓
	Logo on conference and exhibition badges	✓	✓					
	Organization logo on conference stationery in delegate bags (signs, envelopes, paper) *	✓	✓					
	Exclusive visibility: Exclusive branding on the event lanyards	✓	✓					
	Exlusive Logo on delegate bags along with the logos of IRF	✓						
	Insertion of a branded gift item in the delegate bag	✓	✓	✓				
VIP Seating & Access	VIP reserved seating at Chairman's Table during VIP Dinner	✓	✓	✓				
	Access to VIP Room	✓	✓	✓	✓			
	VIP reserved seating at the opening and plenary sessions	✓	✓	✓	✓	✓		
	Reserved VIP seating during VIP dinner	✓	✓	✓	✓	✓		
	(*) Logo size proportionate to level							

BECOME A SPONSOR

	Sponsorship Packages	STRATEGIC PARTNER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Company Visibility in Website	Text up to 200 words about your company on the dedicated web page of the conference (sponsors section, linked to organization logo) *	✓	✓	✓				
	Company name, logo, and brief profile posted on the conference dedicated website *	✓	✓	✓	✓			
	Text up to 100 words about your company on the dedicated web page of the conference (sponsors section, linked to organization logo) *				✓	✓		
	Text up to 50 words about your company on the dedicated web page of the conference (sponsors section, linked to organization logo) *						✓	✓
	Company name and logo will be shown on all publicity and marketing materials (logo size proportionate to level)	✓	✓	✓	✓	✓	✓	✓
Company Visibility in Printed Materials & Proceedings	Company advertisement on back cover of Exhibition Guide (Full Page)	✓	✓					
	Company listing in advertisement on inside back cover of Exhibition Guide (Full Page)			✓				
	The opportunity to place a gift or advertising material in the official conference satchel (for conference delegates) and exhibitor attendee bag	✓	✓	✓	✓			
	Official acknowledgement and published photographs of plaque presentation in the conference proceedings	✓	✓	✓				
	Company advertisement in the Exhibitor Guide	3 Pages	3 Pages	2 Page	1 Page	1/2 Page	1/4 Page	
	Logo acknowledgement in the conference final program and guide *	✓	✓	✓	✓	✓	✓	✓
	Logo on VIP Invitations	✓	✓					
	Logo shown in the exhibition guide *	✓	✓	✓	✓	✓	✓	✓
Onsite Presence	Complimentary conference registrations	20	20	20	10	5	3	1
	30% discount on additional conference registrations	✓	✓	✓	✓	✓	✓	✓
	Complimentary exhibition space	36m² (with 8 stand access passes)	36m² (with 8 stand access passes)	18m2 (with 6 stand access passes)	18m2 (with 3 stand access passes)	9m2 (with 2 stand access passes)	9m2 (with 2 stand access passes)	
	30% discount for additional exhibit space (on the prevailing price per square meter)	✓	✓	✓				
	Opportunity to showcase company's products during (1) 30-minute period of the Innovation Forum	✓	✓	✓				
	Complimentary usage of private meeting space for ancillary business activities (internal meetings, business meetings, storage) for the exclusive use of the sponsor throughout the entire event	✓	✓	✓				
	(*) Logo size proportionate to level							

GLOBAL

KNOWLEDGE • ADVOCACY • EDUCATION
BEST PRACTICES • BUSINESS OPPORTUNITIES

Better Roads. Better World.

IRF® GLOBAL

International Road Federation

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REGIONAL OPERATIONS
Accra, Ghana | Nairobi, Kenya | Kuala Lumpur, Malaysia

TRAINING INSTITUTES
Alexandria, VA USA | Dubai, UAE | Zagreb, Croatia

www.IRF.global