

Sponsor Prospectus

International Conference on Transport & Health

Organized by: Transportation Public Health Link in collaboration with the
International Professional Association for Transport & Health (IPATH)

24-27 June 2018

Mission Point Resort
Mackinac Island, Michigan





Transportation Public Health Link

Mobility With A Healthy Twist

The Transportation Public Health Link (TPH Link) is a global company based on a systematic problem solving approach that accounts for the synergy between the social (health), political, economic and environmental elements of sustainability. The TPH Link supports the inclusion of a cross-disciplinary team of professionals in the design, planning and development of proposed and rehabilitated transportation infrastructure projects. In this way, appropriate quantitative and qualitative research, performance metrics, and strategic management methodologies can be implemented to effectively evaluate the health impact of a proposed transportation project that places people first in the decision-making process. For more information on the TPH Link, please visit our website at www.tphlink.com. Join us on LinkedIn <http://goo.gl/Asjka0> and on Twitter @TPHLink

International Professional Association for Transport & Health (IPATH)

The International Professional Association for Transport & Health (IPATH) was launched by the TPH Link in October 2016 as a platform for cross-disciplinary and multi-sector professionals working at the intersection of transport and health. The aim of IPATH is to share information, exchange ideas, and foster collaboration to improve health, quality of life and well-being in communities by advocating for the integration of health in the urban and transport agendas. The IPATH vision is:

- To create an accepted professional discipline of transport and health
- To support and encourage research and best practices aimed at integrating health into the transport and urban planning and strategic decision-making processes
- To build a cohesive community of cross-disciplinary and multi-sector professionals

ICTH was created and underwritten by an idealistic doctoral student with the determination and tenacity (or bullheadedness) to change the status quo. ICTH is not just a conference; it has become a global community for information sharing and the development of best practices. ICTH is based on the conceptual framework of design thinking and experiential learning. The specific aim is to bridge the gap between scientific investigation and real-world application. This avant-garde experience is guaranteed to make you feel just a little uncomfortable, a little bit curious and possibly change your perspective.

Policy-makers, practitioners and academics from 25-30 countries, multiple disciplines and professional sectors involved in transport planning and engineering, public health, urban planning, spatial and architectural design, environmental planning, economics and beyond will convene at Mission Point Resort located on Mackinac Island in beautiful Northern Michigan, **24-27 June 2018**, to share their stories of success and failure; build world-wide collaborative friendships; but most importantly, leave inspired! Visit <http://www.tphlink.com/ict-2018-mackinac-island.html> for more information.



ICTH is the only conference in a world-wide market fully dedicated to transport systems and health impacts. Interactive Hot Topic Workshops and abstract presentations (oral, pecha kucha and poster) are led by cross-disciplinary teams to demonstrate “how” non-traditional and innovative thinking can lead to problem solving. ICTH 2018-Mackinac Island will be held in beautiful rural Northern Michigan. As such, the theme for this year focuses on *“Contrasting rural and urban transport and the environmental factors that impact quality of life, health and well-being; making rural transport sexy.”*

Why should your company sponsor the International Conference on Transport & Health?

That’s easy. ICTH provides a risk-free venue to showcase your brand and build visibility in the world-wide transport, urban planning AND health industries - An opportunity never before offered! ICTH delegates are academics researchers, policy-makers and practitioners from the fields of transport, urban planning, public health and beyond from 30 countries across the globe. This means they are looking for consultants, innovative metrics and data gathering tools to assess program performance, travel demand, population demography and health status within defined geographic areas to further a project and/or improve on the value-added to a project. Don’t take my word for it, read what British Medical Journal Blogger, Desmond O’Neill said about ICTH 2015 – London. Click [HERE](#)

Meet with prospective customers

Face-to-face interaction is vital to building lasting relationships for your business. Sponsoring ICTH can be an integral and effective part of your marketing and sales strategy.

Show your competitive strength

Your competition knows that transport, urban planning and health policy-makers, researchers and practitioners will attend this conference with the expectation of finding solutions to their problems. Don’t be left out!

Sponsors are considered as a vital part of the ICTH Team!

We understand how important your resources and time are to the success of ICTH. Every effort will be made to ensure that your company and products are showcased to ICTH delegates. Please let Karyn know if you have any suggestions.

Opening Session & Keynote Speaker

\$15,000

ICTH Opening Sessions have a reputation for catching the audience off-guard! Plans for Mackinac Island are still underway. ICTH 2016-USA welcomed delegates with a surprise performance by the San Jose State University Youth Orchestra playing Uptown Funk, led by Professor Galen Lemmon with direct participation by Retired Secretary of the US Department of Transportation, Norm Mineta during a rendition of Gangnum Style.



As a sponsor of this event, you will introduce a world renowned speaker (confirmation pending). Your organization will also receive special recognition on the conference website, social media, email blasts, and on-line and printed programmes. Signage will display your company logo as the opening session/keynote sponsor.

Bonfire Welcome Reception & Island Scavenger Hunt

\$15,000



Host and welcome the delegates at the first official social gathering and networking function of the conference. Your organization will receive special recognition on the conference website, social media, email blasts, and on-line and printed programme. Signage will display your company logo as the reception sponsor. In addition, you will have the opportunity to welcome delegates to ICTH and speak briefly about your company/organization. ICTH 2015-London featured a black tie event at the London Transport Museum in which participants enjoyed an evening of friendship and interactive displays.

ICTH 2015-London and ICTH 2017-Barcelona hosted walking and biking tours preferred by delegates. In 2018, we are mixing it up a bit and offering a scavenger hunt by bike. The final clue will lead ICTH delegates to a Bonfire Welcome Reception on the shores of Lake Michigan overlooking one of the last working lighthouses. Sponsor this high energy event that will have delegates exploring the historic sites of Mackinac Island by bicycle.



Awards Luncheon or Motown Party

\$5,000

Sponsor this opportunity to host the ICTH Awards Luncheon or Motown Party. Included as part of the Awards Luncheon Sponsorship, is at \$200 cash abstract award. You will present the award certificate and cash to the recipient. You will also be provided with 5-10 minutes to speak regarding your organization and its products/services to a focused grouping of the conference attendees. Wait, we're not done yet! You will also have the opportunity to draw the winning Brompton Bicycle (Deb Hubsmith Award) ticket. This event is greatly anticipated and considered as one of the highlights of ICTH.



Shepler Mackinac Ferry Tickets

\$5000

Sponsor this opportunity to cover the cost of ferry tickets from Mackinac City or St. Ignas to Mackinac Island for ICTH delegates. The cost per ticket is usually \$26 each, however, a contract has been negotiated for \$18 per ticket. Vouchers with your company name and logo will be created and used to redeem the ferry ticket provided to all registered conference delegates. In addition, your company name and logo will be displayed on the ICTH website, social media, and in the conference on-line and printed programmes.



Horse-Drawn Taxi Service

\$2,500



Sponsor this opportunity to cover the cost of horse-drawn carriage transport from the Mackinac Island boat dock to Mission Point Resort for ICTH delegates. The cost per ticket (per person) is only \$6. Vouchers with your company name and logo will be created to redeem horse-drawn taxi service provided to all registered conference delegates. In addition, your company name and logo will be displayed on the ICTH website, social media, and in the conference on-line and printed programmes.

Hot Topic Workshop & Ball Debate (6 Available)

\$2,500

Sponsor this opportunity to host a Hot Topic Workshop (Photos on Cross-Disciplinary Communication led by Barbara Stuckey, Owner of the ExactWord) or a controversial Ball Debate. You will present to conference attendees through a 10 minute educational summary of products/services. You will also have the opportunity to serve as moderator to introduce the workshop or debate and assist the presenter/moderator with the question and answer session. Workshops and debates are led by world renowned experts in the fields of transport and health. Your company name and logo will be displayed on the ICTH website, social media, and in the conference on-line and printed programmes.



High Scoring Abstract & Poster Awards (12 available)

\$200

As a sponsor, you will have the opportunity to present the award to the highest scoring abstract author and have your photo taken by the conference photographer during the Awards Luncheon on Wednesday, 27 June 2018. Your company name and authorized representative's signature will be included on the award certificate, ICTH website, and on-line and printed programmes as the sponsor. Below are a few award winners from ICTH 2015-London and ICTH 2016-San Jose.



Promotional Items

Tote Bag

\$3,500

Place your organization's name/logo on a durable, quality bag provided to all conference delegates. Past experience shows that these bags are used regularly after the conference ends.

Ink Pens

\$500

Have your company's name and logo visible to delegates throughout the conference. Pens will be distributed to all conference delegates. This item has been the most popular item by conference delegates with very few pens left over at the conclusion of the event.

The sponsor and advertising packages below have been designed to provide you with an opportunity to stand out and make a positive impression. The table below describes how you can achieve your marketing goals and receive the maximum return on investment. The predetermined packages can be customized to help your organization target its customer-base.

Supporting Sponsor Benefits	Platinum	Gold	Silver*	Bronze*
	\$15,000	\$7,500	\$5,000	\$2,500
Complimentary conference registration (for sponsor and/or client use)	2	1	1	
Highlighted partner and sponsor for one of the following conference activities: Keynote Speaker or Welcome Reception	•			
Recognition at Keynote or Welcome Reception with an opportunity to introduce the speaker or welcome the delegates to the event	•			
Company logo on the ICTH website, on-line and printed programme indicating sponsorship level	•	•	•	•
Extensive social media coverage; email blasts, LinkedIn, Twitter, Google+ and Facebook	•	•	•	•
Logo and sponsorship level displayed onsite	•	•	•	•
Pre and post-conference attendee list	•	•	•	•
Access to Welcome Reception, networking lunches, abstract sessions, Hot Topic Workshops, Balloon Debates and social activities as part of the conference registration	•	•	•	
Presentation of sponsored High Scoring Abstract or Best Poster Cash Award during the Awards Luncheon, Wednesday, 27 June 2018	•	•	•	•
Full page insert and/or promotional material distributed to attendees and/or on display	•	•	•	•
PLATINUM: Keynote or Welcome Reception including Scavenger Hunt or Motown Party or Awards Luncheon and option to have logo displayed on delegate name badge or choice of promotional items	•			
GOLD: Highlighted sponsor for one of the following items: Scavenger Hunt by Bicycle, Hot Topic Workshop or Ball Debate, Awards Luncheon, Motown Party, Ferry Tickets and Abstract Award, tote bag, registration signage or other choice of promotional items	<i>Optional</i>	•		
SILVER: Highlighted sponsor for one of the following: Awards Luncheon, Hot Topic Workshop or Ball Debate, Ferry Tickets, Abstract Award or choice of other promotional items	<i>Optional</i>	<i>Optional</i>	•	
BRONZE: Highlighted sponsor for one of the following: Horse-Drawn Taxi Service, Abstract Award and choice of promotional item				•
ADMINISTRATIVE: Support for the abstract submission, abstract peer-review process and on-line programme contract and other conference related expenses.	•	•	•	•



Sponsor Form

International Conference on Transport & Health
Mission Point Resort
24-27 June 2018 • Mackinac Island, Michigan



General Sponsorship Levels

- ☐ Platinum (\$15,000)
- ☐ Gold (\$7,500)
- ☐ Silver (\$5,000)
- ☐ Bronze (\$2,500)
- ☐ Supporting (\$1,000)

Conference Activities *(select based on grid)*

- ☐ Opening Session/Keynote Speaker
- ☐ Bonfire Welcome Reception & Scavenger Hunt
- ☐ Ball Debate
- ☐ Motown Party
- ☐ Shepler Ferry Tickets
- ☐ Horse-Drawn Taxi Service
- ☐ Awards Luncheon
- ☐ High Scoring Abstract Award

Promotional Items & Advertising

- ☐ Tote Bags
- ☐ Ink Pens
- ☐ Full Page Programme Advertisement (\$500)

SPONSOR CONTACT INFORMATION

Organization *(to be listed in programme)*

Full Name

Title

Business Phone

Mobile Phone

Email

PAYMENT METHOD

Please contact Karyn Warsow by telephone (231) 340-0242 or email kwarsow@tphlink.com to determine the best method of payment.

