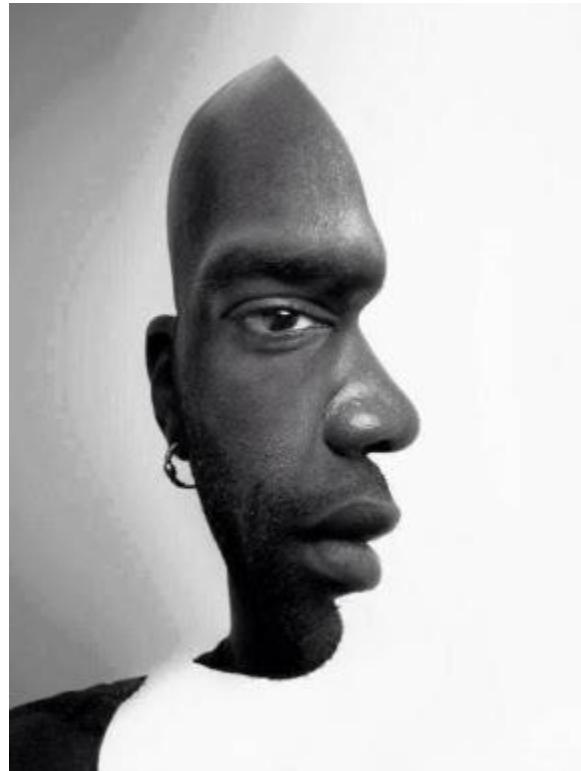


# *Sponsor Prospectus*

## International Conference on Transport & Health

*Changing Perspectives Following Global Disruption*



Organized by:  
Transportation Public Health Link (TPH Link)

Hosted by:  
International Professional Association for Transport & Health (IPATH)  
Institute of Transportation Engineers (ITE)  
Transport & Health Science Group (THSG)

14-30 June 2021

**VIRTUAL EVENT**



The mission of the [International Professional Association for Transport & Health \(IPATH\)](#) is 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 planning agendas.

#### The IPATH Vision

- 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



The [Institute of Transportation Engineers \(ITE\)](#) is an international membership association of transportation professionals who work to improve mobility and safety for all transportation system users and help build smart and livable communities. Through its products and services, ITE promotes professional development and career advancement for its

members, supports and encourages education, identifies necessary research, develops technical resources including standards and recommended practices, develops public awareness programs, and serves as a conduit for the exchange of professional information.



The [Transport and Health Science Group \(THSG\)](#) is an independent society of public health and transport practitioners and researchers committed to understanding and addressing the links between transport policies and health and promoting a healthy transport system. We were founded in the late 1980s by Dr. Stephen Morton.

The publication, "Health on the Move" authored by THSG under its former name the Transport & Health Study Group was the first definitive account of the relationship between transport and health. THSG later contributed to "Road Transport and Health" by the British Medical Association. Our recent e-book, Health on the Move 2, is a definitive scientific and policy account of transport and health. We have links to the Journal of Transport and Health, the Professional Association for Transport and Health, the Partnership for Active Travel, Transport and Health and the Transport Special Interest Group of the Faculty of Public Health of the Royal Colleges of Physicians of the United Kingdom.

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 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 conference experience is guaranteed to make you feel just a little bit uncomfortable, a little bit curious and possibly change your perspective.

Policymakers, practitioners and academics from 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 share their stories of success and failure; build world-wide collaborative friendships; but most importantly, leave inspired!



ICTH is the only conference in a global 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. *The theme for ICTH 2021 as a virtual event is "Changing Perspectives Following Global Disruption. This theme reflects the challenges and resultant innovations of the COVID-19 pandemic.*

## *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 a multi-sector market of transport, urban planning AND health industries. It's an opportunity never before offered! ICTH delegates are decision-makers from academic researcher, policymakers and practitioners from the fields of transport, urban planning, and public health representing 25+ countries. 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. Here are a few more reasons:

- **Meet with prospective customers** - 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 a diverse mix of 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.



Image Source: [travelblog.org](http://travelblog.org)



Image Source: <https://www.bookme.com>

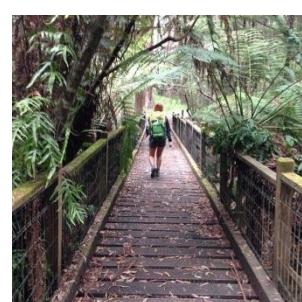


Image Source: [Melbourne Walks](http://Melbourne Walks)

## Keynote Address \$1,500 USD (4 Available)

ICTH Opening Sessions have a reputation for catching the audience off-guard! Plans for this first virtual event will not disappoint. 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 US Department of Transportation Secretary, Norm Mineta during a rendition of Gangnum Style.



As a sponsor of this event, you will introduce a world-renowned speaker. 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.

## Hot Topic Workshop (6 Available) \$200 USD

Sponsor this opportunity to host a Hot Topic Workshop or a controversial Balloon Debate. As a workshop host, you and your team will present to conference attendees a related topic of interest or serve as moderator to introduce a workshop and assist the presenter with a question-and-answer session. 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) \$250 USD

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, ICTH 2016-San Jose and ICTH 2017-Barcelona.



## Promotional Items

### Brompton Bicycle \$2000 USD

A highlight of ICTH is the raffle drawing for a NEW Brompton bicycle. Each registered delegate will receive a FREE ticket as part of their registration. As the sponsor of this promotional item, you will be everyone's BEST friend as the person in charge of drawing the winning ticket! Due to the popularity of this ICTH tradition, the sponsor receives extensive marketing and advertising.

### Printed Programme Advertising

Full Page \$500 USD

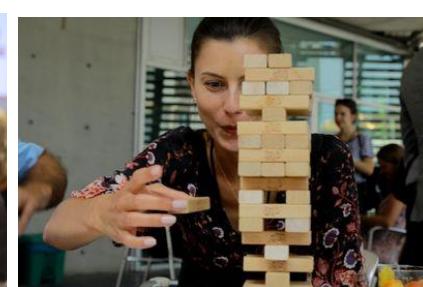
Half Page \$250 USD

Quarter Page \$100 USD

In addition to your advertisement in the printed programme, the company logo will appear on the conference website and all social media marketing materials. What a deal!

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* |
|--|----------|----------|---------|---------|
|  | \$5,000  | \$2,500  | \$1,000 | \$500   |
| Complimentary conference registration (for sponsor and/or client use)  | 2        | 1        | 1       | 1       |
| Highlighted partner and sponsor for one of the following conference activities: Keynote Speaker  | •        |          |         |         |
| Recognition at Keynote 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 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 a Special Session   | •        | •        | •       | •       |
| Full one page insert and/or promotional material distributed to attendees and/or on display  | •        | •        | •       | •       |
| <b>PLATINUM:</b> Highlighted sponsor for a Keynote session and/or Brompton Bicycle   | •        |          |         |         |
| <b>GOLD:</b> Highlighted sponsor for one of the following items: Hot Topic Workshop, Balloon Debate, or Abstract Awards Session                                | Optional | •        |         |         |
| <b>SILVER:</b> Highlighted sponsor for one of the following: Abstract Awards Session, Hot Topic Workshop or Balloon Debate                                     | Optional | Optional | •       |         |
| <b>BRONZE:</b> Highlighted sponsor for one of the following: Abstract Award  |          |          |         | •       |
| <b>ADMINISTRATIVE:</b> 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

Virtual Event

14-30 June 2021



## General Sponsorship Levels

- Platinum (\$5,000 USD)
- Gold (\$2,500 USD)
- Silver (\$1000 USD)
- Bronze (\$500 USD)
- Administrative (\$2,500 USD)

## Conference Activities (select based on grid)

- Opening Session/Keynote Speaker
- Hot Topic Workshop
- High Scoring Abstract Award

## Promotional Items & Advertising

- Brompton Bicycle
- Full Page Programme Advertisement (\$500 USD)
- Half Page Programme Advertisement (\$250 USD)
- Quarter Page Programme Advertisement (\$100 USD)

## 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) 546-3462 or email [kwarsow@tphlink.com](mailto:kwarsow@tphlink.com) to determine the best method of payment.

