

# IRF Regional Conference : North Africa - Mediterranean

Marrakech, Morocco

19 - 20 March 2013



INTERNATIONAL ROAD FEDERATION  
FEDERATION ROUTIERE INTERNATIONALE

Organised in collaboration with:

الطرق السيارة بالمغرب  
Autoroutes du Maroc



A Association الجمعية  
M Marocaine المغربية  
R des Routes للطرق

## Sponsorship Prospectus



Gold Sponsorship

Silver Sponsorship

Bronze Sponsorship

Workshop Sponsorship

Other Sponsorship

### International Road Federation

2 chemin de Blandonnet  
1214 Vernier/Geneva  
Switzerland

Tel : +41 22 306 02 60  
Fax : +41 22 306 02 70  
[www.irfnet.ch](http://www.irfnet.ch)

## Introduction

---

The Euromed space offers North Africa a unique opportunity to render external relations both more concrete and more visible with the initiation of new regional and sub-regional projects of real relevance to those living in the region. Pursuant to the European Neighbourhood Policy, the EU is seeking to develop a particularly close relationship with Morocco. The conference will focus on road infrastructure project challenges in Morocco and the North African region in general. Experience and input from other countries is welcomed.

## Event Features

---



### Online networking

Before and after the congress with other delegates, sponsors, and organisers of the event to pre-arrange meetings, discuss presentations and workshops and receive updates on key issues. Discussions will be available via LinkedIn and Twitter.



### Panel sessions

Interactive panel discussions will allow attendees to debate challenges and obstacles and to experience multi-stakeholder solutions and collaborations.



### Keynote presentations

From high level specialists to introduce each session. The presentations will focus on practical solutions based on proven experience.



### Networking Opportunities

Coffee breaks, lunches and a gala dinner have been planned for delegates to develop contacts and personal connections with peers, clients and speakers.



### 2 Workshops

These workshops provide hands-on practical knowledge. Delegates will be able to discuss topical key issues affecting the road sector.



### On-line Proceedings

Delegates will receive proceedings on CD-Rom. Presentations will also be available on-line.

## Conference Audience

---

The conference is open to road sector practitioners and stakeholders from both the public and private sector. The targeted number of conference delegates is 250. It is expected that the majority of delegates will come from Morocco, North Africa, Europe and French speaking Africa, such as:

- Government and municipal agencies
- International and intergovernmental institutions
- Road construction companies
- Road Infrastructure operators
- Road engineers
- Road equipment manufacturers
- Consulting engineers and management consultants
- Universities and research institutes

## Conference Languages

---

The conference languages are English and French. Arabic will be available for the opening ceremony only. Simultaneous translation will be provided.

## Conference Marketing

---

### Before the event

- Regular e-mailing to the entire IRF membership and over 10,000 contacts from the transport sector;
- Media coverage through articles and announcements in major transport publications all over the world;
- Distribution of the conference flyer and brochure at key international transport events;
- Promotion of the conference through the three IRF websites.

### During and after the event

- Conference bags with final programme, list of participants, specialised publications/magazines and information on sponsors will be distributed to participants;
- Conference proceedings will be compiled on a CD-Rom and sent to all participants as well as key stakeholders and partner organisations.
- Conference proceedings will be distributed at events over a period of one year and published on-line.

## About the organisers

---

The **International Road Federation (IRF)** brings together more than 400 members active in road infrastructure from both the public and private sector in over 90 countries. IRF firmly believes that efficient, well-maintained road networks contribute significantly not only to economic growth and prosperity, but also to social development. IRF members are committed to safe, smart and sustainable roads.

The conference is organised in collaboration with the **Société Nationale des Autoroutes du Maroc (ADM)**. ADM's fundamental mission is the construction, maintenance and operation of the motorway network conceded by the state. **L'Association Marocaine de Routes (AMR)** represents the road construction sector in Morocco.



الطرق السيارة بالمغرب  
Autoroutes du Maroc



A Association الجمعية  
M Marocaine المغربية  
R des Routes للطرق

## Sponsorship Opportunities

---

### Gold Sponsor – € 8,000

This package offers you the following benefits:

- Acknowledgment as a Gold Sponsor on all promotional materials and e-promotions in the lead up to the conference.
- Logo on websites, logo on cover of electronic conference programmes, logo on cover of the printed conference programme, logo on CD-Rom cover of proceedings, logo on website page of conference proceedings, logo in the CD-Rom of the proceedings, and logo projected during sessions. Electronic logos with hyperlink.
- Small, strategically placed exhibition space, including a table where you can display promotional materials and banners.
- One insert in the delegates' bags (to be provided at your own expense).
- Two free registrations to the Conference.
- Colour advert (1/2 page inside, emplacement according to availability) in the IRF bulletin on Road Safety (if provided prior to printing).
- Reserved table at gala dinner to ensure optimum networking opportunities.
- Opportunity to provide merchandising material featuring your corporate colour and logo (in conjunction with the organisers).
- Opportunity for corporate profile in final programme (maximum 350 words).

### Silver Sponsor – € 6,000

This package offers you the following benefits:

- Logo on websites, logo on cover of electronic conference programmes, logo on cover of the printed conference programme, logo on CD-Rom cover of proceedings, logo on website page of conference proceedings, logo in the CD-Rom of the proceedings, and logo projected during sessions. Electronic logos with hyperlink.
- Small strategically placed exhibition space, including a table where you can display promotional materials and banners.
- One insert in the delegates' bags (to be provided at your own expense).
- One free registration to the Conference.
- Option to include a corporate profile in final programme (maximum 200 words).

### Bronze Sponsor – € 4,000

This package offers you the following benefits:

- Corporate logo displayed on event websites, on cover of electronic conference programmes, on cover of the printed conference programme, on CD-Rom cover of proceedings, on website page of conference proceedings, in the CD-Rom of the proceedings and projected during session breaks. Electronic logos with hyperlink.
- One insert in the delegates' bags (to be provided at your own expense).

### Workshop – € 2,000

This package offers you the following benefits:

- Logo inserted on event websites, cover of electronic conference programmes, cover of the printed conference programme, CD-Rom cover of proceedings, website page of conference proceedings, in the CD-Rom of the proceedings, and projected during session breaks. Electronic logos with hyperlink.
- Option to display one free-standing banner at the workshop venue.
- Acknowledgement of your sponsorship in the workshop.

## Other Opportunities

### Gala Dinner Sponsor - € 2,000

- Logo on websites, logo on cover of electronic conference programmes, logo on cover of the printed conference programme, logo on CD-Rom cover of proceedings, logo on website page of conference proceedings, logo in the CD-Rom of the proceedings, and logo projected during sessions. Electronic logos with hyperlink.
- Opportunity for corporate profile in final programme (maximum 200 words).

### Final Programme & CD-Rom Proceedings - € 2,000 for full sponsorship, € 1,000 for partial sponsorship

This package offers you the following benefits:

- Logo on websites, logo on cover of electronic conference programmes, logo on cover of the printed conference programme, logo on CD-Rom cover of proceedings, logo on website page of conference proceedings, logo in the CD-Rom of the proceedings, and logo projected during sessions. Electronic logos with hyperlink.
- Exclusive full page advert in the final programme for full sponsorship, ½ page (non-exclusive) for partial sponsorship.

### Coffee Break / Lunch Sponsor - € 1,500 per coffee break resp. lunch

This package offers you the following benefits:

- Logo on websites, logo on cover of the electronic conference programmes, logo on cover of the printed conference programme, logo on CD-Rom cover of proceedings, logo on website page of conference proceedings, logo in the CD-Rom of the proceedings, and logo projected in sessions. Electronic logos with hyperlink.
- Opportunity to provide two free-standing banners for exclusive display in corresponding coffee break or lunch area.

## Contact Details

---

For further details on sponsorship opportunities, please contact:

Lydia Scotto - Administration  
International Road Federation  
2, chemin de Blandonnet  
1214 Vernier/Geneva, Switzerland  
[www.irfnet.ch](http://www.irfnet.ch)  
Tel.: +41 22 306 02 60  
Fax: +41 22 306 02 70  
Email: [lscotto@irfnet.org](mailto:lscotto@irfnet.org)



More information on [www.irfnet.ch](http://www.irfnet.ch)