



18TH ANNUAL UK LIGHT RAIL CONFERENCE

LEEDS UNIVERSITY OF LEEDS 17 -18 JULY 2024

The **18th Annual UK Light Rail Conference** is heading to West Yorkshire for 2024 as they prepare to welcome their first light rail system to Leeds.

This two-day event, themed around 'looking to the future', is the place to forge long-lasting relationships, meet new colleagues, share best practice and create new opportunities for your business.

And with new exhibitor options available for 2024, there has never been a better time to optimise your exposure within the light rail sector.



EXHIBITOR OPTIONS - New for 2024

Package benefits	Exhibitor	Exhibitor Plus	Exhibitor Premium
Shell Scheme, power, lighting and table	•	•	•
2 x delegate ticket	•	•	
4 x delegate ticket			•
Screen Hire		•	•
Extra delegate discount		•	•
Social Media promotion		•	•
Exhibitor block		•	•
Push notifications via app		•	•
Unlimited promotional material uploads to app			•
Literature in delegate bags			•
Half-page advert in <i>Tramways & Urban Transit</i>			•
2 x bespoke newsletter e-mails to Mainspring industry database			•



The **UK Light Rail Conference** is an invaluable platform for promoting your products and services. Now in its 18th year, this must-attend event brings together experts from around the world to exchange knowledge and best practice. Below are examples of how you can become involved in the UK's largest event of its kind.

EVENT LANYARD SPONSOR £3500*

A key feature of any conference, you can make sure you maximise your brand's exposure by having your branding displayed on the official event lanyard which will be worn by every visitor to our conference, your brand on our pre/post-event marketing as well as a promoted space in our special conference app.

This is a fantastic opportunity to spread your branding across the entire Conference but hurry - once it has gone, it's gone!

This package includes:

- Logo to be displayed prominently on event lanyard and presented to all delegates on arrival
- Branding on pre/post-Conference promotional materials
- Supporter block feature on our social media channels, website and newsletter
- Dedicated space on Conference app and website
- Promotional material or gift to be included in the Conference delegate bag



OFFICIAL EVENT DELEGATE BAG SPONSOR from £2500*



Put your branding at the centre of it all by sponsoring the must-have element of any conference - the official delegate bag.

Maximise your brand exposure by having your logo printed upon the bag that will be carried by delegates all throughout the event. In addition, you will have your branding upon all pre/post-Conference promotional material, as well as a dedicated space within our app and website.

Choose from a high quality canvas or laptop bag and, with two free conference places included, this is a great opportunity to meet your business objectives.

This package includes:

- Prominent branding on a high-quality laptop bag/rucksack or canvas tote bag
- Branding on pre/post-Conference promotional materials
- Supporter block feature on our social media channels, website and newsletter
- Dedicated space on Conference app and website
- Promotional material to be included in the delegate bags (1x A4 brochure max)
- Two complimentary Conference passes
- Discounted rates on extra delegates

CONFERENCE SESSION SPONSOR

£2500*



Reach your target audience by sponsoring an individual presentation or panel debate within your particular field of expertise.

With the package including placing your branding on all pre/post-Conference promotional material, an opportunity to chair a panel debate on the topic of your choosing, two complimentary Conference places, your logo prominently displayed throughout and a dedicated space on our event app, this is a fantastic opportunity to showcase your brand and services to other LRT professionals.

This package includes:

- Branding on all AV material during your chosen session (to be supplied)
- One complimentary Conference place
- Presentation opportunity or to chair a panel debate on a topic of your choosing
- Promotional material to be included in delegate bag (max 1x A4 sheet)
- Dedicated supporter space on Conference app and website
- Supporter block on social media and within newsletter
- Push notification to all delegates via app to attend your session or optional bespoke corporate messaging

CAN'T SEE WHAT YOU WANT? CONTACT US TO DISCUSS YOUR BESPOKE PACKAGE!





OFFICIAL BREAK NETWORKING SPONSOR from £7500*

Place your branding at the heart of the event by sponsoring our lunch and coffee breaks during the Conference, and know that all guests will be seeing your brand as they relax and continue their important conversations in a more social environment.

With plenty of opportunity to share your corporate messaging, brand identity and products throughout the entire Conference, this is an excellent chance to showcase your organisation to all our guests.

This package includes:

- Branding on all pre/post-event promotional material
- Opportunity to offer branded napkins to delegates
- Unlimited uploads to the sponsor section of the Conference app and website
- Prominent placement on Mainspring website supporter section
- Roll-up banner and other pop-up material in refreshments area (to be supplied)
- Promotional material to be included in delegate bags (to be supplied)
- Branding on event AV during scheduled breaks
- Two complimentary Conference passes
- Discounted rates for extra delegates

The **UK Light Rail Conference's** dedicated app gives you the unique opportunity to maximise your digital presence before, during and after the event. Why not optimise your digital presence within the Conference and boost your lead generation, engage with more customers and showcase your brand to every delegate?

**NEW APP
FOR 2024**

SOMETHING DIFFERENT?

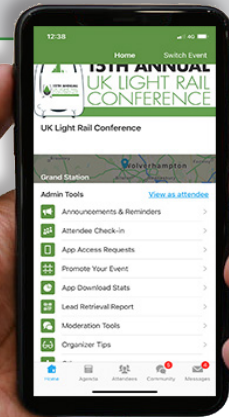
We would be delighted to work with you in creating a tailored package, so if you have a great idea to raise the visibility of your brand and get people talking, let us know!

THE UK LIGHT RAIL CONFERENCE APP SPONSORSHIP

This package will allow you to optimise your brand awareness, communicate directly with everyone who downloads or accesses the Conference app.

Potential customers on their first use of the app or special Conference website will be directed to a landing page which will be specially dedicated to you and your business.

This page is fully customisable to your needs and business objectives and will mean that your organisation will be visible to **every single delegate**.



BANNER ADVERTISING (APP)

This package allows you to advertise your product or services upon key pages within the app which will be on display whenever the app is open on a delegate's device.

With a choice of image, website link or corporate message, this is a guaranteed way to raise your profile within the Conference and reach your ROI and lead generation goals.

E-MAIL ADVERTISING (APP)

Access the ability to e-mail all attendees by utilising this bespoke advertising opportunity within the app itself.

Drive engagement with your stand, product or organisation by making contact before the Conference begins.



CHECK OUT ALL THE SPONSORSHIP OPTIONS IN DETAIL BY SCANNING THE CODE

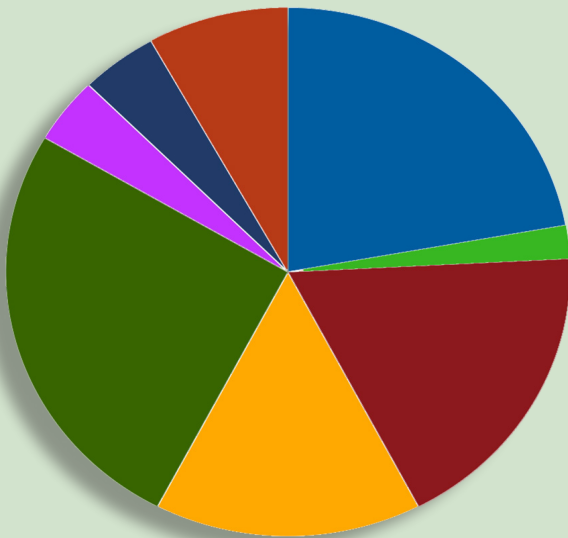




WHO ATTENDS THE UKLRC?

In 2023, the UK Light Rail Conference attracted over 260 participants, from 12 countries, and has a proven 70% return rate for delegates and exhibitors.

- Academia & Campaigners
- Authorities & Operators
- Construction & Engineering
- Digital solutions & Technology
- Legal, Planning & Design Companies
- Professional Services & Media
- Safety, Training & Regulatory bodies
- Suppliers & Manufacturers



WHAT OUR CLIENTS SAY...



"I thoroughly enjoyed the UK Light Rail Conference and was hugely educated and informed. I met a large number of very useful helpful people in the networking periods and have some follow through already."

Patrick Clipperton
Business Development
Manager, Thales GTS UK

"I had a great time in Manchester. Thank you for everything, the conference was a great success for us."

Ana M. Moreno
General Manager,
Tranvía de
Zaragoza

"As the premier gathering for the sector, the UK Light Rail Conference gave us the opportunity to share our innovative technologies which are helping to create integrated and sustainable mobility networks around the world, as well as exchanging knowledge with our peers."

Across a packed schedule, the debate was diverse and engaging and the organisation and networking opportunities were excellent."
Siemens Mobility

Be a part of the 18th UK Light Rail Conference today

To find out more about the Conference including which companies attend, our photos from last year's event or simply to contact us with any questions, please do scan the QR code:

