

WCRR

BIRMINGHAM UK | 2022

#wcrr2022

Sponsorship and Exhibition Opportunities

Reshaping our railways post-pandemic:
Research with an impact

6-10 June 2022

International Convention Centre, Birmingham,
United Kingdom



A Better,
Safer
Railway



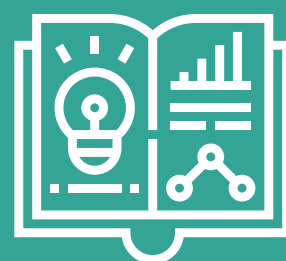
UNIVERSITY OF
BIRMINGHAM

What is WCRR?

- ➔ The world's largest international congress on railway research
- ➔ Five days of interactive and engaging activity to inform, inspire and exchange knowledge
- ➔ A major gathering for the global railway research and innovation community
- ➔ The key railway event for railway professionals from all around the world

Why is WCRR Unique?

- WCRR is the only cross-thematic congress in the world dedicated to the subject of innovation in the railway sector, addressing everyone from railway companies to industry and research institutions.
- It provides the best forum for the gathering of researchers, technical experts and industry leaders championing innovation.
- The event fosters unparalleled opportunities for networking, knowledge sharing, and discussion into the latest and most promising advancements across the global railway community.
- WCRR supports the showcasing of the best new knowledge and solutions, celebrating and learning from the successes of one another and nurturing the talented global workforce.
- The event reaches c.1,200 decision makers, industry experts, researchers, government officials and innovators from across the UK and international railway sectors.



More than just an exhibition space

Sponsorship enables a whole host of opportunities to showcase rail-related innovation, increase your brand awareness and build your contact database and profile within the industry.



Engage with c. 1,200 national and international industry professionals



Benefit from first-hand audience insights and feedback



Take advantage of the marketing value and build brand awareness



Cultivate high quality individual and business relationships through networking



Demonstrate and showcase your products, services, research and capabilities



Targeted marketing – engaging one on one with your audience

2019 Delegate breakdown



Participants



Papers presented from 28 countries



Sponsors



Countries



Technical Visits

Core sponsorship packages

Platinum

£50,000 + VAT
4 Packages available

Gold

£35,000 + VAT
4 Packages available

Silver

£20,000 + VAT
8 Packages available

Bronze

£10,000 + VAT
13 Packages available

UK Innovator Package

£5,000 + VAT
10 Packages available

(Bespoke package only available to academic institutions and UK SMEs)

“As hosts of WCRR 2019 we were delighted to welcome over 126 companies as Congress sponsors. This provided excellent opportunities for delegates to continue networking and meeting with individual business representatives to explore leads and opportunities to build new partnerships.”

Dr Ikuo Watanabe
Chair, WCRR 2019 Organising Committee
President, RTRI






Overview of Core sponsorship packages

	PLATINUM	GOLD	SILVER	BRONZE	UK INNOVATOR
APP					
Banner advert on sponsor page of app	✓				
Listing on sponsor page of app with link to sponsor website	✓	✓	✓	✓	✓
1 push notification to all delegates	✓				
Inclusion in delegate gamification	✓	✓	✓	✓	✓
BRANDING					
Logo on stage backdrop in plenary sessions (provided by sponsor and subject to Organising Committee approval)	Tier 1	Tier 2	Tier 3		
Logo on welcome signage in registration area (provided by sponsor and subject to Organising Committee approval)	Tier 1	Tier 2	Tier 3	Tier 4	
Inclusion of 1 piece marketing material max size A4 in delegate bag (provided by sponsor and subject to Organising Committee approval)	✓	✓			
Inclusion of 1 branded gift item in delegate bag (provided by sponsor and subject to Organising Committee approval)	✓	✓			
Inclusion of 1 piece of marketing material OR a branded gift in the delegate bag (provided by sponsor and subject to Organising Committee approval)			✓	✓	
Logo on relevant exhibition signage and floorplan (provided by sponsor and subject to Organising Committee approval)	✓	✓	Floorplan only		
DELEGATE BROCHURE					
Logo and 200-word description	✓	✓	✓	✓	
Listing (logo) in the sponsor section	✓	✓	✓	✓	✓
Advertisement within delegate brochure	Double page spread	Full page spread	Half page spread		
DIGITAL					
Logo on sponsor page of the event website	✓	✓	✓	✓	✓
Link from event website to sponsor website	✓	✓	✓	✓	✓
Logo on all mailshots from date of signed sponsorship agreement to event date	✓				
Logo on post-event mailshot to all delegates	✓				
NETWORKING & EXHIBITION					
Gala dinner guest places	5	2	1		
All day conference access passes	5	4	3	2	1
Exhibition stand only passes	2	2	2	2	
Exhibition stand package	8m x 8m	6m x 6m	5m x 5m	3m x 3m	
Company name, logo and stand number included in the list of exhibitors	✓	✓	✓	✓	✓
SOCIAL MEDIA					
Tweet announcing sponsorship from @WCRR2022 account, with sponsor logo and tagging sponsor handle	✓	✓	✓	✓	✓
LinkedIn post announcing sponsorship from WCRR 2022 account with sponsor logo and tagging sponsor handle	✓	✓	✓	✓	✓
Opportunity to send short 30 second video or image to be shared on @WCRR2022 account (subject to committee approval)	✓				
Tweets from @WCRR2022 account during event (content to be supplied by sponsor and approved by committee in advance)	4	3	2		
Thank you mention in post event social posts	✓	✓	✓	✓	✓

N.B. when referring to logo positioning tiers, Tier 1 sits above Tier 2, sits above Tier 3, sits above Tier 4. On occasions when a tier is split across multiple lines, logos will be positioned alphabetically within that tier. Organiser logos will always appear above all tiers.

What is included?

Each Core sponsorship package includes an exhibition stand detailed below.
Enhancements, additional furniture etc. and design/build (Platinum space only) will be available to purchase via our exhibition contractor.

Platinum	Gold	Silver	Bronze	UK Innovator Package
£50,000 + VAT	£35,000 + VAT	£20,000 + VAT	£10,000 + VAT	£5,000 + VAT
4 packages available	4 packages available	8 packages available	13 packages available	10 packages available (bespoke package only available to academic institutions and UK SMEs)
				
Space only for you to design your own custom stand Enhanced furniture package <ul style="list-style-type: none">• 1 x Kubus 2 seater sofa• 1 x Coffee table• 1 x Literature rack 2 x 500w electrical sockets	A single show ready wall with full colour tensioned graphics Enhanced furniture package <ul style="list-style-type: none">• 1 x 2 Seater sofa• 1 x Coffee table• 1 x Literature rack 2 x 500w electrical sockets 4 x Stem arm lights	5m x 5m shell scheme stand Full printed fascia and fingerboard Upgraded furniture package <ul style="list-style-type: none">• 2 x Chairs• 1 x Round table 1 x 500w electrical socket 2 x Spotlights	3m x 3m shell scheme stand Nameboard Basic furniture package <ul style="list-style-type: none">• 2 x Chairs• 1 x Trestle table with linen 1 x 500w electrical socket 2 x Spotlights	2m x 2m shell scheme stand Nameboard Basic furniture package <ul style="list-style-type: none">• 1 x poseur table• 2 x bar stools 1 x 500w electrical socket 2 x Spotlights

N.B. the image above is an example of a custom build stand from Goodyear.

Social event networking packages:

- ⇒ Welcome Reception **SOLD OUT**
- ⇒ Evening Social
- ⇒ Gala Dinner



Social event networking packages

These packages are available as an addition to a Core sponsorship package or as stand alone packages to suit your needs.



Welcome Reception Sponsor

SOLD OUT

With an estimated audience of 500 delegates, the Welcome Reception will take place on Monday 6 June 2022 (Congress day one). Sponsoring the Welcome Reception offers a great opportunity to introduce your brand to other exhibitors and the delegation at the start of the event.



Evening Social Sponsor

£15,000 + VAT
(1 exclusive package available)

With an anticipated audience of 800 delegates, the Evening Social is scheduled to take place on Tuesday 7 June 2022 (Congress day two). The social will offer the opportunity for delegates to network and experience the local culture. Get your brand noticed with this opportunity.



Gala Dinner Sponsor

£30,000 + VAT
(1 exclusive package available)

With an anticipated guest list of 1,000 delegates, the Gala Dinner will take place on Wednesday 8 June 2022 (Congress day three). The dinner promises to be the extravagant highlight of our programme of networking events. Sponsoring the Gala Dinner offers an incredible opportunity to get your brand in front of the delegation during this night to remember.

Overview of Social event networking packages

	SOLD OUT		
	WELCOME RECEPTION	EVENING SOCIAL	GALA DINNER
APP			
Banner advert on networking/social info pages of app			✓
Mention in push notification to all delegates regarding sponsored networking activity	Welcome Reception	Evening Social	Gala Dinner
Listing on sponsor page of app with link to sponsor website	✓	✓	✓
Inclusion in delegate gamification	✓	✓	✓
BRANDING			
Logo on all marketing materials relating to, and branding of, Gala Dinner			✓
Logo on Gala Dinner seating plans, table numbers and menus			✓
Branding of relevant sponsored area / space – subject to venue restrictions*	✓	✓	Room
Branded gifts / giveaways provided by sponsor to delegates attending social event (subject to Organising Committee approval)	Welcome Reception	Evening Social	Gala Dinner
Logo on social event marketing	Welcome Reception	Evening Social	Gala Dinner
DELEGATE BROCHURE			
Logo in Social Event section of delegate brochure	Welcome Reception	Evening Social	Gala Dinner
Advertisement within delegate brochure	Half Page	Half Page	Half Page
Logo and 200-word description in sponsor section	✓	✓	✓
DIGITAL			
Logo within Social Events section of event website	Welcome Reception	Evening Social	Gala Dinner
Logo on sponsor page of event website	✓	✓	✓
Link from event website to sponsor website	✓	✓	✓
Logo on mailshots and emails regarding sponsored social activity	Welcome Reception	Evening Social	Gala Dinner
NETWORKING & EXHIBITION			
Tables at the Gala Dinner (each table seats 10)			2
Two-minute speaking opportunity to welcome delegates to the event	Welcome Reception	Evening Social	Gala Dinner
SOCIAL MEDIA			
Tweet announcing sponsorship from @WCRR2022 account tagging sponsor handle	✓	✓	✓
Tag in all tweets from @WCRR2022 relating to sponsored networking activity	Welcome Reception	Evening Social	Gala Dinner
Mention in WCRR 2022 LinkedIn post announcing social events	✓	✓	✓

N.B. all sponsor venue branding would be incorporated alongside WCRR 2022 and organising committee branding.

Exhibition hall networking packages:

- ➔ Lunch and Refreshment Break
- ➔ Barista Bar
- ➔ Meeting Hub
- ➔ Digital Poster Gallery
- ➔ Wellbeing Hub



Exhibition hall networking packages

These packages are available as an addition to a Core sponsorship package or as stand alone packages to suit your needs.



Lunch and Refreshment Break Sponsor

£8,000 + VAT (1 exclusive package available)

The Congress schedule will include morning and afternoon refreshment breaks as well as a delicious lunch for all delegates. As Lunch and Refreshment Break Sponsor, you will have the opportunity to have your brand in front of all delegates, multiple times across the five days.



Barista Bar Sponsor

£20,000 + VAT (1 exclusive package available)

This key show feature will take a prime location in the exhibition hall, creating an unmissable opportunity to showcase your company branding, in front of event audience who will be busy networking with purpose.



Meeting Hub Sponsor

£4,000 + VAT (2 packages available)

Our meeting hubs will be dedicated areas for delegates to sit quietly to continue their business conversations. As sponsor, your branding will be in front of delegates in an exclusive environment. Additionally, you will have your own reserved meeting table throughout the entire Congress.



Digital Poster Gallery Sponsor

£5,000 + VAT (1 exclusive package available)

This is an exclusive opportunity to sponsor the Digital Poster Gallery which will display all the academic research posters submitted to the Congress and is bound to be a popular area for delegates throughout the event.



Wellbeing Hub Sponsor

£20,000 + VAT (1 package available)

Worldwide, the rail industry is working to improve the physical and mental wellbeing of its staff from fatigue to occupational hygiene whilst promoting healthy cultures. Research is core to this and we want to incorporate wellbeing in the delegate journey as well as explore the role of research in this area. The WCRR 2022 Wellbeing hub will offer delegates the opportunity to take a moment of quiet reflection.

Overview of Exhibition Hall networking packages

	LUNCH AND REFRESHMENT BREAK	BARISTA BAR	MEETING HUB	DIGITAL POSTER GALLERY	WELLBEING HUB
APP					
Mention in push notification to all delegates regarding sponsored networking activity	Lunch/breaks				
Listing on sponsor page of app with link to sponsor website	✓	✓	✓	✓	
Inclusion in delegate gamification	✓	✓	✓	✓	✓
BRANDING					
Logo displayed at all catering stations excluding Barista Bar	✓				
Branded napkins	✓				
Logo on Congress lunch and refreshment menus	✓				
Logo on signage directing delegates to catering points	✓				
Logo on relevant sponsored zone	✓	✓	✓	✓	✓
Logo on Barista Bar eco-friendly coffee cups, coffee cup sleeves and coasters		✓			
DELEGATE BROCHURE					
Advertisement within delegate brochure	Half Page	Quarter Page	Quarter Page	Quarter Page	Quarter Page
Logo and 200-word description in sponsor section	✓				
Logo and 50-word profile in delegate brochure		✓	✓	✓	✓
DIGITAL					
Logo on sponsor page of event website	✓	✓	✓	✓	✓
Link from event website to sponsor website	✓	✓	✓	✓	✓
NETWORKING & EXHIBITION					
Exhibition only passes	2	2	2	2	
Mention in tannoy announcement at coffee breaks			✓		
Exclusive use of 1x meeting table for the duration of the event			✓		
SOCIAL MEDIA					
Tweet announcing sponsorship from @WCRR2022 account tagging sponsor handle	✓	✓	✓	✓	✓
Tag in all tweets from @WCRR2022 relating to sponsored networking activity					Wellbeing

Promotional items packages:

- Lanyard
- Conference Bag
- Floor Graphics
- Pedal-powered Scalextric
- Plenary Session
- Promotional Gift



Promotional items packages

These packages are available as an addition to a Core sponsorship package or as stand alone packages to suit your needs.



Lanyard Sponsor

£10,000 + VAT
(1 exclusive package available)

Show your support by sponsoring the official WCRR 2022 lanyard. Each attendee's registration pack will include a lanyard which they are expected to wear throughout the event.



Conference Bag Sponsor

£12,000 + VAT
(1 exclusive package available)

Be the exclusive conference bag sponsor at the event and take advantage of this considerable brand exposure opportunity, reaching c. 1,200 delegates, exhibitors and other sponsors.



Pedal-powered Scalextric Sponsor

£7,500 + VAT
(1 exclusive package available)

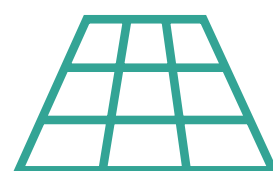
Increase your brand exposure by engaging delegates in this fun activity, inviting them to race Scalextric trains within the buzz of the exhibition hall.



Plenary Session Sponsor

£2,500 + VAT
(3 packages available)

Take the opportunity to reach the entire delegation by sponsoring one of our key plenary sessions. Grab their attention with your company video shown at the end of your sponsored session, to an engaged audience.



Floor Graphics Sponsor

£2,500 + VAT
(3 packages available)

A fantastic opportunity to feature your branding throughout the event. Floor graphics will be placed throughout the venue, to provide directional signage and key messaging.



Promotional Item Sponsor

£5,000 + VAT

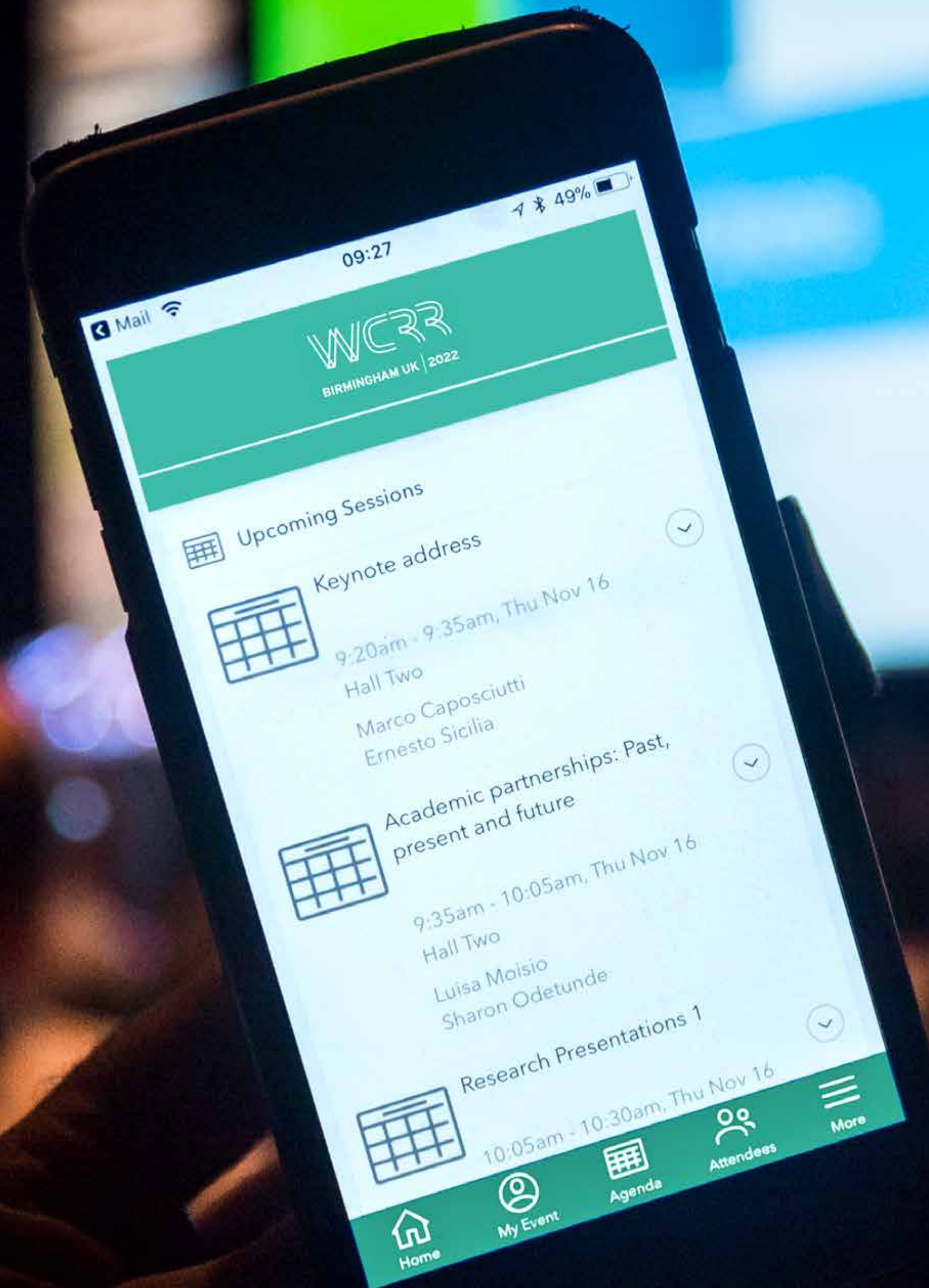
Achieve extensive brand exposure by having your logo on small promotional items, to be included within the conference bag and distributed to all delegates.

Overview of Promotional items packages

	LANYARD	CONFERENCE BAG	FLOOR GRAPHICS	PEDAL-POWERED SCALEXTRIX	PLENARY SESSION	PROMOTIONAL ITEM
APP						
Listing on sponsor page of app with link to sponsor website	✓	✓	✓	✓	✓	✓
BRANDING						
Logo on delegate lanyards alongside WCRR 2022, RSSB and University of Birmingham logos	✓					
Logo on the front of high-quality conference bag, shoulder-bag style (N.B. WCRR 2022, RSSB and UoB logos will be included)		✓				
Inclusion of marketing materials or branded gifts in delegate bags (provided by sponsor and subject to Organising Committee approval)		✓				
Logo on all floor graphics			✓			
Sponsor branding (where possible) on pedal-powered scalextric or surrounding area within exhibition hall				✓		
1-minute video to play at end of plenary session					✓	
Full colour logo included on sponsored promotional item						✓
DELEGATE BROCHURE						
Logo on sponsors page in delegate brochure	✓	✓	✓	✓	✓	✓
EXHIBITION						
Exhibition only access pass				1		
DIGITAL						
Logo on sponsor page of event website	✓	✓	✓	✓	✓	✓
Link from event website to sponsor website	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA						
Tweet announcing sponsorship from @WCRR2022 account tagging sponsor handle	✓	✓	✓	✓	✓	
Mention in social posts regarding plenary sessions					✓	

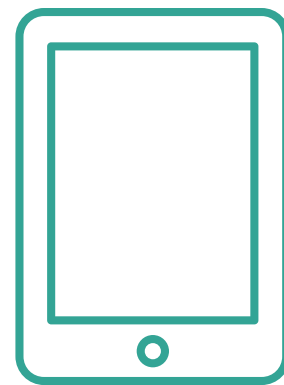
Digital packages:

- ➔ Event App
- ➔ Tablet
- ➔ e-Bulletin



Digital packages

These packages are available as an addition to a Core Sponsorship Package or as stand alone packages to suit your needs.



Tablet Sponsor

Cost in-kind partnership (1 exclusive package available)

We want WCRR 2022 to be as sustainable as possible and therefore the Congress brochure will be digital only. We are seeking a tablet sponsor to provide each of the c. 1,200 delegates a tablet, which will host the brochure, together with other key Congress information, including your branding as tablet sponsor. The sponsor would be expected to provide the tablets in place of a sponsorship fee.



Event App Sponsor

£12,000 + VAT (1 exclusive package available)

We live in an increasingly digital age, heightened by the current Covid-19 pandemic. We anticipate that the event app will be downloaded by the vast majority of our c.1,200 delegates, providing them with key event information and providing networking and engagement opportunities. This offers a strong opportunity for brand exposure before, during, and as a legacy after the Congress.

The App will go live at least three weeks before the start of the Congress and all delegates will be encouraged to download it in order to:

- View the event agenda, session overviews and floor plan
- Plan their personalised agenda
- Take notes throughout the event
- Look up sponsors and speakers
- Connect with fellow delegates by networking and joining group discussions
- Share moments throughout the Congress
- Provide feedback
- Take part in the challenges



e-Bulletin Sponsor

£1,000 + VAT (6 packages available)

We will be releasing bi-monthly e-Bulletins to keep our delegation and contacts informed about the event, including key sponsors, social event news, programme, and speaker updates. Sponsoring one of these e-bulletins is an economical way to obtain brand exposure, before and during the Congress.

Overview of Digital packages

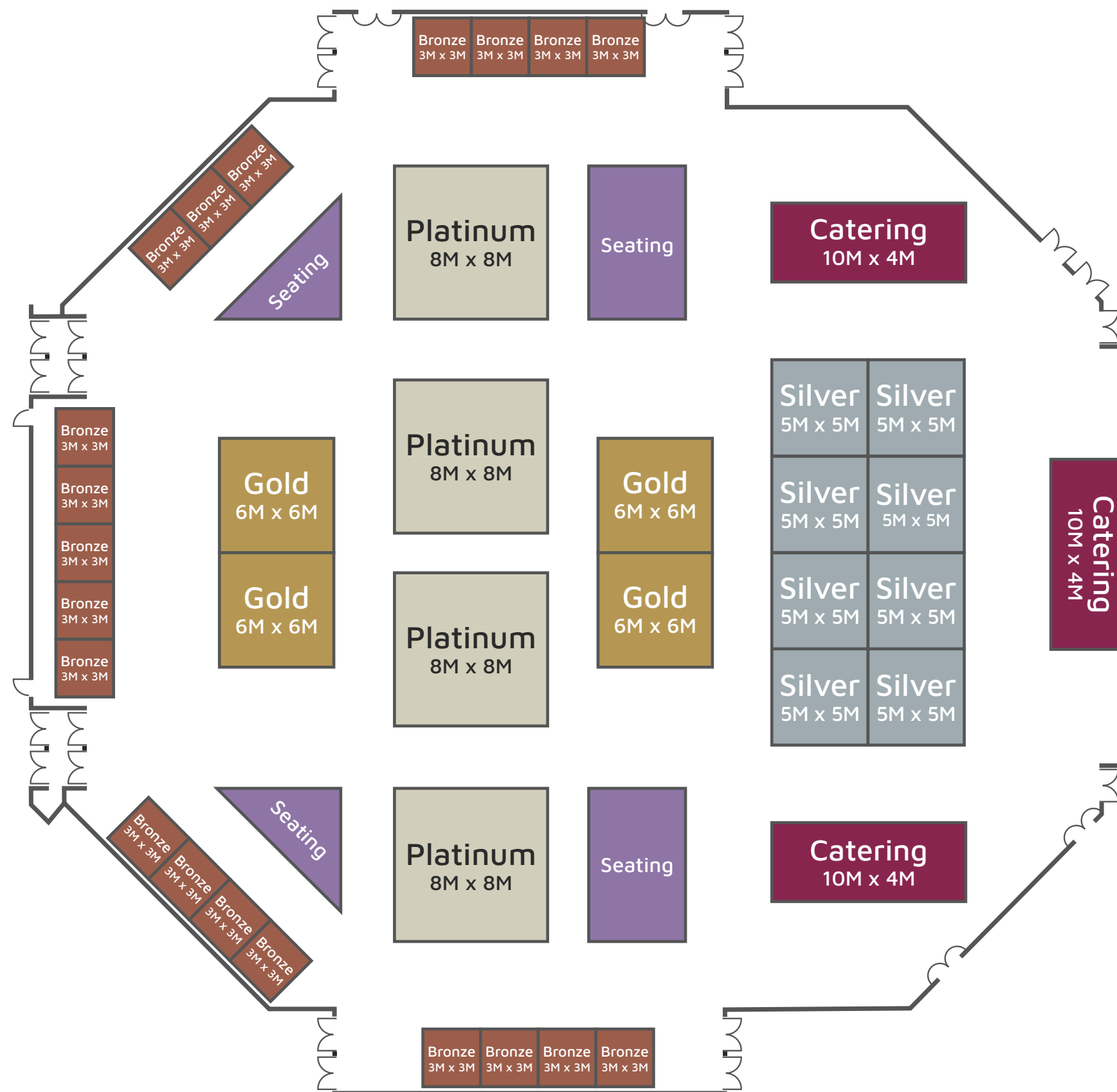
	EVENT APP	TABLET SPONSOR	E-BULLETIN
APP			
Listing on sponsor page of app with link to sponsor website	✓	✓	
Banner advert on sponsor page of app	✓	✓	
Banner advert on all pages of app	✓		
Sponsor logo on app navigation and landing page (exact branding opportunity subject to final app specification)	✓		
Push notifications	Daily		
BRANDING			
Sponsor branding on tablet		✓	
100 words and logo included in sponsored e-bulletin			✓
DELEGATE BROCHURE			
Logo on sponsors page in delegate brochure	✓	✓	
200-word description	✓	✓	
DIGITAL			
Logo on sponsor page of event website	✓	✓	
Link from event website to sponsor website	✓	✓	
SOCIAL MEDIA			
Tweet announcing sponsorship from @WCRR2022 account tagging sponsor handle	✓	✓	

Exhibition halls floor plans

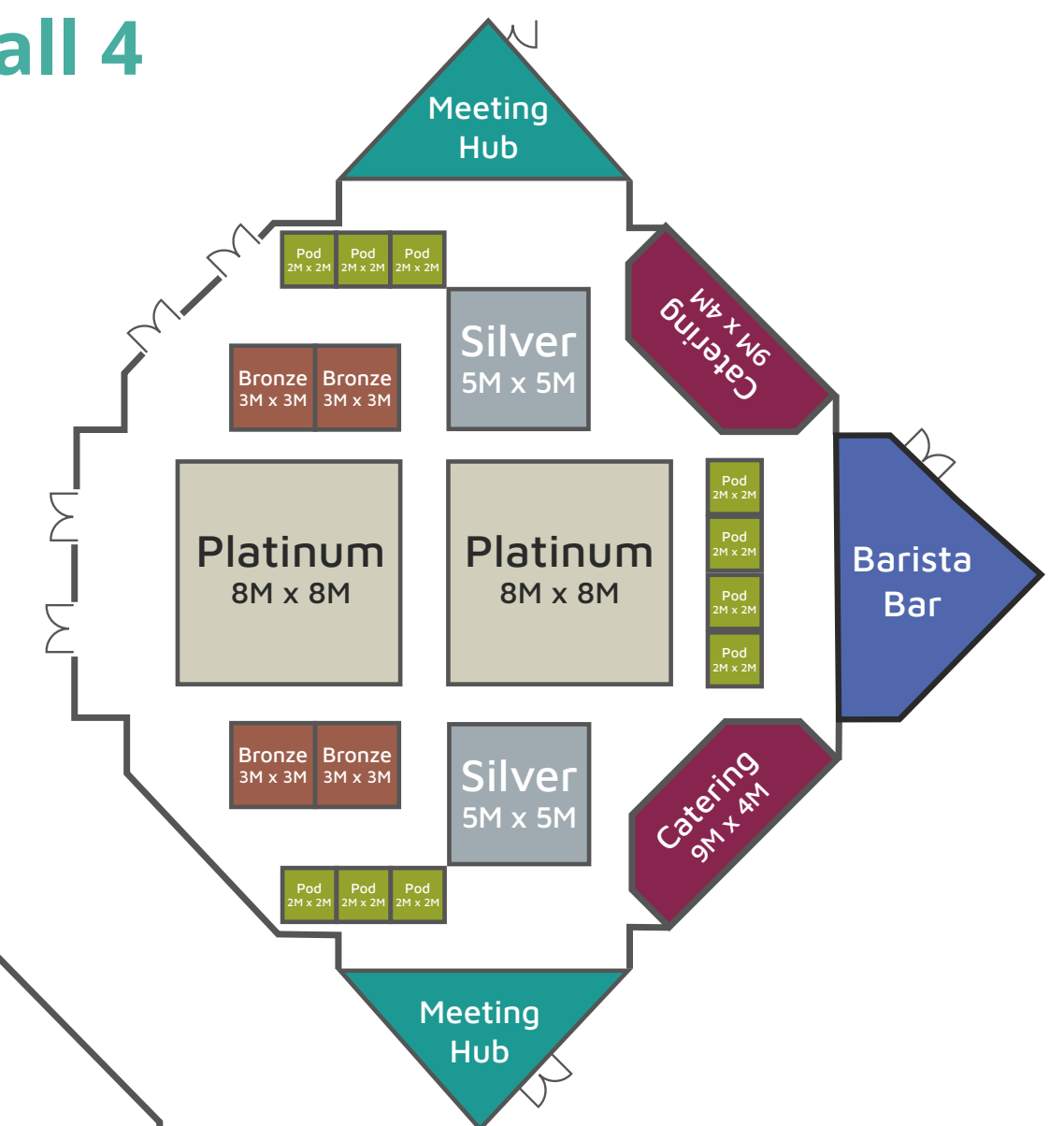
The exhibition hall will be located in **Hall 3** on **level 4**, and **Hall 4**, on **level 5** of the ICC, Birmingham. The main plenary room is located in **Hall 1** and is in close proximity to the exhibition halls. Hall 3 is 3050m² in size and Hall 4 is 806m² providing plenty of space for both delegates to navigate and sponsors to exhibit.

We have designed the floor plan in conjunction with the venue, and have included numerous seating, and catering points to encourage a good footfall through the exhibition hall.

Hall 3



Hall 4



N.B. these floorplans may be subject to change. Stand choices will be on a first come, first served basis upon receipt of a signed sponsorship contract.

The ICC Birmingham

Broad Street
Birmingham
B1 2EA
United Kingdom



theicc.co.uk



Travelling to the ICC

Located in the heart of the UK, **The International Convention Centre** (the ICC) is one of Europe's premier conference and meeting venues, offering an extensive range of first-class facilities and an unrivalled expertise to bring WCRR 2022 to life.



Train

There are three train stations to choose from, all in the city centre, and all just a short walk from the ICC. Walking distances from the main railway stations to the Congress venue as follows:

Grand Central, Birmingham (Birmingham New Street) – 13 minutes walk

Birmingham Snow Hill – 15 minutes walk

Birmingham Moor Street – 20 minutes walk



Car

If you are driving to the ICC, you will have no problems finding us as Birmingham is at the heart of the UK's motorway networks, close to the M6, M5 and M42. And when you get here, you will find parking's a walk in the park thanks to the thousands of parking spaces near to the venue. The closest parking spaces are at our sister venue **Utilita Arena Birmingham (King Edward's Road, B1 2AA)**. Mobile payments can be made upon arrival at the Arena car park via www.parkjockey.com/pay, quoting location code 5020.



Air

Birmingham Airport is the only UK airport with a train station (Birmingham International) connected to the terminal. This means it takes just a ten-minute train ride to get into Grand Central, Birmingham (Birmingham New Street) from the airport via train. If you would prefer to take a taxi from the airport to the venue, you will find a taxi rank directly outside the airport.

Contact the Sponsorship Team

The WCRR 2022 Sponsorship Team is available to answer any questions you may have.



sponsorship@wcr2022.co.uk



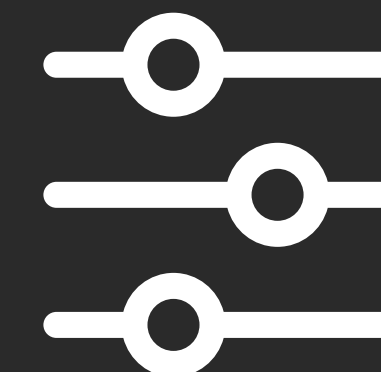
+44 117 906 4509



www.wcr2022.co.uk

Terms and Conditions

1. All package inclusions are subject to receipt of a signed contract. We will provide you with production deadlines at time of booking.
2. Package details are subject to change due to world events such as the Covid-19 pandemic.
3. All prices are exclusive of VAT at 20%.
4. All marketing materials and branded gifts or giveaways are subject to WCRR 2022 Organising Committee approval.
5. Any speaking opportunities at the conference are subject to WCRR 2022 Organising Committee approval.
6. By registering your interest you are agreeing to your data being collected and used on behalf of the RSSB and the University of Birmingham to contact you about WCRR 2022. We will never disclose your information to third-parties. You can contact us to change your preferences or request we remove your details at any time. By registering your interest you confirm you have read and understood this statement.
7. Full terms and conditions will be provided at point of contracting.



Enhancing your package

Looking to do something a bit different?

If you would like to enhance your sponsorship package or arrange something bespoke, please get in touch and we will be happy to discuss options.

WCR