



Edmonton's 11th International Conference on **URBAN TRAFFIC SAFETY**

August 21-23, 2019 | Edmonton Convention Centre | Edmonton, Alberta, Canada

Sponsor & Exhibitor Prospectus

Welcome from the Chairs

On behalf of the organizing committee, it is our pleasure to invite you to join us at the 11th Annual International Conference on Urban Traffic Safety from August 21-23, 2019 at the Edmonton Convention Centre in Edmonton, Alberta, Canada.

This year we have carefully crafted a conference program around the theme “Leading the way to Vision Zero through innovation, integration, and collaboration”. The conference will highlight local and international speakers showcasing some of the leading research they are undertaking in the following three themes: Enforcement, Education, and Engineering.

Just as all road users feel the impact of traffic safety, the responsibility to promote traffic safety is shared by many disciplines. This multidisciplinary approach is more evident now than it ever was before. When jurisdictions and agencies refer to Vision Zero Action Plans and Road Safety Strategies, their underlying theme revolves around collaborating with all partners whether they are engineers, enforcement officers, medical professionals, planners, political leaders, or public health representatives. For this reason, we will ensure that at this year’s conference, we will have a wide variety of topics and speakers to appeal to you.

As we continue to build our conference program, we encourage you to check back often! We have an ever-growing list of new topics and presenters! They will be speaking to how different elements of Vision Zero can come together to help reach the goal of zero fatalities and major injuries.

No matter where you or your organization are on this journey to bring Traffic Safety and Vision Zero to the forefront, attending this conference will inspire and equip you with new ideas and action plans to make your community safer. We look forward to seeing you in August!

Until then, be safe!

Bob Hassel and Dennis Tetreault
Conference Chairs

The Program

We are excited to be presenting 4 keynote talks, 12 breakout sessions and 1 concurrent workshop featuring world-class speakers from 5 different countries at this year's conference.

Invited speakers who have confirmed their participation at the 2019 International Conference on Urban Traffic Safety include:

- Saurav SARKAR
- Dr. Letty AARTS
- Egbert-Jan VAN HASSELT
- Dr. Jeremy WOOLLEY
- Libby THOMAS
- Assistant Commissioner Mike KEATING
- Dr. Ioni LEWIS
- Dr. Karim EL-BASYOUNY
- Shewkar IBRAHIM

Topics of presentation and discussion at the conference will focus on:

- Artificial intelligence/machine learning to detect distracted drivers
- Safe Systems infrastructure
- Supporting sustainable traffic safety
- Australian National Road Safety Strategy effectiveness
- Systemic Pedestrian Safety Analysis
- Model for Road Safety Queensland, Australia Police and Stakeholders
- Urban Speed Management: Risk, Policy, Control & Automated Enforcement
- Traffic Safety Messaging Analysis

Why Partner with Us?

Raise your organization's profile

Reach over 175 Canadian and international delegates working together to improve urban traffic safety in their communities.

Show off your brand and develop relationships with:

- Law enforcement personnel
- Engineers
- Legal professionals
- Community partners
- Academics and researchers
- Students
- Professionals interested in the latest traffic safety strategies.

Attend 2.5 days of high-quality program sessions focusing on collaborative opportunities to improve community safety.

VISION
ZERO



Increase your organization's reach through the distribution of the printed and electronic materials that will be sent through the mailing lists of our committee members, our partners, and by networks that will be shared at the conference.

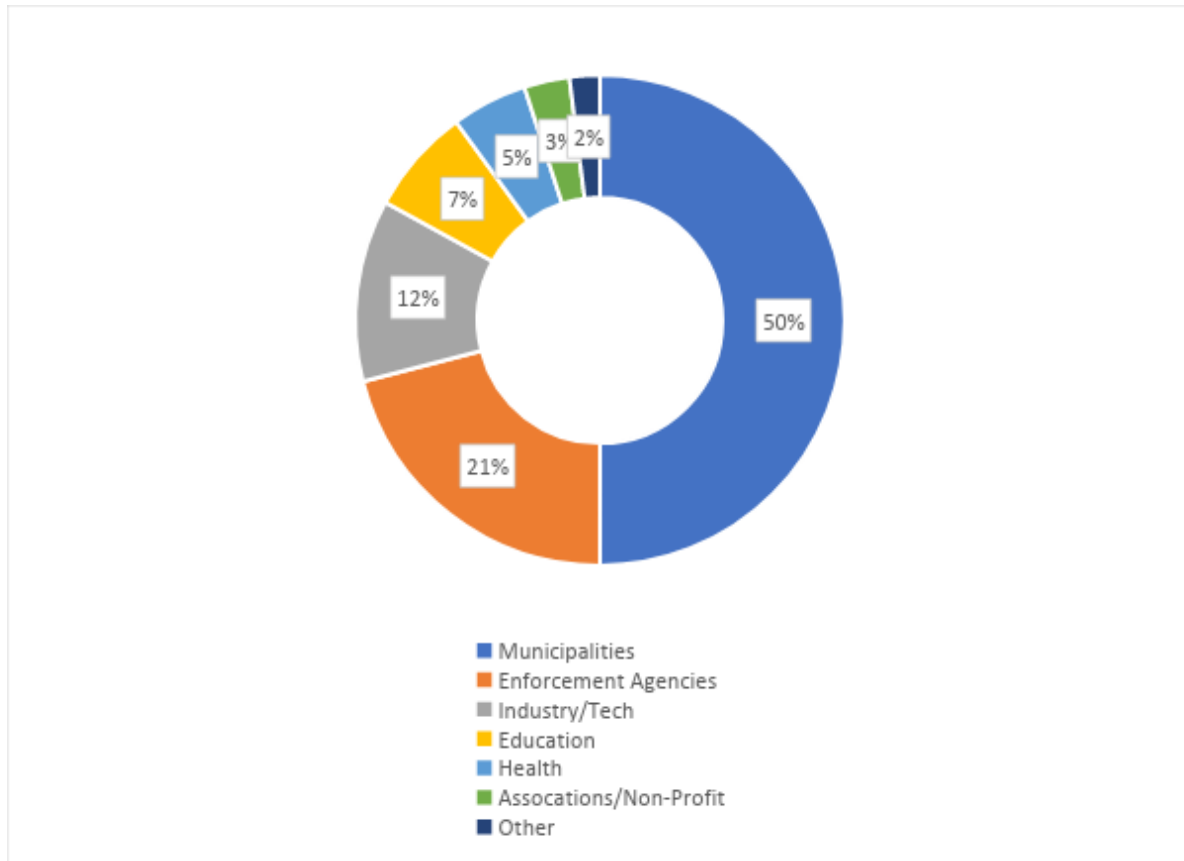
Receive benefits only offered to sponsors and exhibitors, such as delegate kit inserts, program advertisements and logo recognition on signage and promotional material.

Delegate Demographics*

52 Cities
Represented

17 Countries
Represented

Expected Attendance by Professional Field



**Data from 2015-2016 conferences*

Sponsorship Opportunities

Platinum

\$15,000

- Four (4) complimentary conference registrations
- Opportunity to be listed as the sponsor of a keynote presentation (4 available); option to receive podium time to address the delegates before or during your sponsored event.
- Full-page ad in conference program
- Premium location for one (1) complimentary exhibit space
- Public recognition at conference events
- Website link and logo
- On-site recognition and signage
- Opportunity to provide one promotional insert in the delegate bag

Gold

\$10,000

- Three (3) complimentary conference registrations
- Opportunity to be listed as the sponsor of a breakfast or lunch; option to receive podium time to address the delegates before or during your sponsored event.
- Half-page ad in conference program
- One (1) complimentary exhibit space
- Public recognition at conference events
- Website link and logo
- On-site recognition and signage
- Opportunity to provide one promotional insert in the delegate bag

Silver

\$5,000

- Two (2) complimentary conference registrations
- Quarter-page ad in conference program
- Public recognition at conference events
- Website link and logo
- Opportunity to provide one promotional insert in the delegate bag

Bronze

\$2,000

- One (1) complimentary conference registration
- Acknowledgement in conference program
- Public recognition at conference events
- Opportunity to provide one promotional insert in the delegate bag

Custom Sponsorships Available!

For more information, please contact us at 780.436.0983 ext. 226

trafficsafetyconference@buksa.com

VISION
ZERO



Exhibitor Information

Join the conference and create an opportunity to showcase your organization and to network with conference delegates.

We have packages for exhibitor only, the option to exhibit and attend the conference, and have multiple exhibits from your organization.

Exhibit Rate: \$795 plus GST per booth

ICADTS Exhibitor Rate*: \$595 plus GST per booth

** As an ICADTS exhibitor we are pleased to offer a discounted rate if you participate as an exhibitor in both conferences.*

Your exhibit fee includes:

- 1 – 6' table top display space and chair
- 1 - 110 volt power outlet
- WiFi internet access
- Two (2) complimentary registration per booth space for your organization, which includes the opening reception and all conference meals

Not included in your booth fee:

- Additional organization representatives over and above the complimentary passes provided
- Additional exhibitor passes are available for \$285 each and provide access to the exhibit area and to meals, no access to sessions
- Booth power outlets and service (over 110 volts)
- Materials storage and handling fees
- Upgraded furniture, display materials and additional service options are also available for purchase from the official show services provider

VISION
ZERO



How to Confirm Your Sponsorship

Visit events.epl.com/Sponsor_ExhibitorUrbanTrafficSafety and complete the online sponsor application form to confirm your support.

Deadline to confirm sponsorship: July 3, 2019

Please note that sponsorship benefits will commence once payment has been received.

Please make cheques payable to:

BUKSA Associates Inc.

Suite 307, 10328 – 81 Avenue NW

Edmonton, Alberta T6E 1X2

If you have questions about sponsorship options, please contact:

Cassandra Potter

Urban Traffic Safety Secretariat

c/o BUKSA Strategic Conference Services

Suite 307, 10328 – 81 Avenue NW

Edmonton, Alberta T6E 1X2

Phone: 780.436.0983 ext. 226

Email: trafficsafetyconference@buksa.com

<https://www.urbantrafficsafetyconference.com/>

VISION
ZERO

