



For parking & transportation  
[www.worldparkingsymposium.ca](http://www.worldparkingsymposium.ca)

# **WPS XI**

## **Berlin, Germany**

### **Sunday, June 24 to Wednesday, June 27, 2018**

#### **INFORMATION FOR SPONSORS**

**Conference website:** [www.worldparkingsymposium.ca](http://www.worldparkingsymposium.ca)

#### **About WPS:**

The World Parking Symposium Series of Conferences is presented by the Canadian Parking Foundation. The Canadian Parking Foundation is a non-profit group dedicated to the advancement of knowledge, innovation, and understanding of parking and transportation industries through sponsorship of education, research, and dialogue.

The **World Parking Symposium** is a four day biannual conference, held every two years in different worldwide locations. It is organized by the Canadian Parking Foundation. The next symposium is planned for Berlin from June 24 to 27, 2018.

The focus of the **World Parking Symposium** is on forward oriented research and policy that will stimulate creativity, innovation and development in the parking and transportation service sectors. The Symposium addresses current issues affecting urban parking, transportation, and planning. It is an opportunity to meet, in a discussion forum, with colleagues and peers from these fields. This allows cross pollination of knowledge with input encouraged from all attendees. At each symposium, various specific issues are highlighted with discussion on solutions that have been developed and used elsewhere in the world.

#### **What sets us apart from other parking conferences?**

The **World Parking Symposium** is an organization that offers many opportunities for open discussion. Dialogue is the soul of the Symposium and attendance is restricted to a maximum of 100 individuals to preserve intimacy and collegiality. This allows for passionate discussions, more intimate social gatherings, and the sharing of knowledge. You will not hear any promotional presentations or see any trade show booths. You will make new and long lasting contacts and come away with new ideas and perspectives.

## **What is the Symposium format?**

At the four day Symposium, professionals from around the world present papers on a range of topics selected for their suitability, professional interest and fit with the conference theme. This can include panels, round table discussions, and even work groups solving real life parking and transportation issues. The keynote speaker on Sunday is a highlight followed by a welcome reception. Monday, Tuesday and Wednesday are devoted to presentations and panels. Tuesday night is reserved for a Gala reception and dinner.

## **Who attends?**

The **World Parking Symposium** is attended by professional parking, transportation and urban development administrators, planners, operators, technologists, researchers, and consultants who wish to advance their own theories, knowledge, and networks while participating with their colleagues in the development of new solutions for the global community.

## **The Theme:**

### ***Mobility and Parking; Change and renewal in the world of the future***

Smart phones and the internet have already changed our daily life. We are connected to the entire world all the time and everywhere we go. Useful applications and social media allow us to communicate with everybody around the world. Risks included. The cars we used to use are about to change - electric engines are already state-of-the-art and autonomous driving is knocking at the door. The environmental burden of our planet is limited and social imbalance is becoming a more and more urgent problem to be solved. Mobility and parking are part of these changes and challenges of the future. What are the solutions? How will parking look in the world of the future? These are some of the questions to be answered.

## **The Location:**

Berlin has been chosen as the location for WPS XI. Berlin is the capital and the largest city in Germany. With a population of approximately 3.6 million people, Berlin is the second most populous city proper and the seventh most populous urban area in the European Union. Berlin is located in northeastern Germany on the banks of Rivers Spree and Havel. It is an attractive city with one-third of the city's area composed of forests, parks, gardens, rivers and lakes

Berlin is a world city of culture, politics, media and science. Its economy is based on high-tech firms and the service sector, encompassing a diverse range of creative industries, research facilities, media corporations and convention venues. Berlin serves as a continental hub for air and rail traffic and has a highly complex public transportation network. The metropolis is a popular tourist destination.

## **The Venue:**

**The Kempinski Hotel Bristol Berlin** has been chosen as the venue for the symposium. The hotel is located directly on the famous Kurfürstendamm Boulevard in the centre of the city. It offers an easy connection to the airport and Berlin's main station.

Accommodation is being held at the Kempinski. And the conference events from the Sunday welcome speaker and reception to the symposium sessions from Monday to Wednesday, will be held in the Kempinski Hotel Bristol Berlin.

## **Registration Fees:**

We encourage sponsors to attend and participate in the conference. Registration fees normally range from CD\$895.00 for Full Conference Early Registration to \$350.00 for one day attendees. Student rates are also offered.

The Full Conference Registration includes participation in all conference sessions, conference materials, the Welcome Reception and keynote on Sunday, lunch and breaks daily, plus the gala reception and dinner on Tuesday.

Full registration information will be posted on the web site in September, 2017.

## **SPONSORSHIP OPPORTUNITIES**

### **Sponsorship Objectives**

There are limited number of partnerships and sponsorships accepted by the Foundation. The Symposium is not intended to be a facility for commercial exchange or promotion of products. Representatives of firms involved in the parking and transportation industry are invited to attend the Symposium, to contribute their own professional knowledge and skills, and to partake of the professional discourse.

### **Sponsorship Benefits:**

All Symposium sponsors will receive the following:

- Recognition on WPS website with link to your website (remains on the WPS web site for two years)
- Prominently featured exposure with your logo in the Conference Program, commensurate with the level of sponsorship
- Acknowledgement on the conference main screen throughout the Symposium
- Ability to display brochures on a literature table in the registration area

### **Sponsor Levels:**

#### **1. Gold Level Sponsor**

**CD\$5,000 (Euros 3,700)**

##### **Additional Benefits:**

- Acknowledgement in the welcome and closing comments of the conference
- One guest ticket for the Gala Dinner

#### **2. Silver Level Sponsor**

**CD\$3,000 (Euros 2,225)**

##### **Additional Benefits:**

- Acknowledgement in the welcome and closing of the conference

#### **3. Event Sponsorship**

- |                                       |           |               |
|---------------------------------------|-----------|---------------|
| ▪ Welcome reception on Sunday evening | CD\$2,500 | (Euros 1,850) |
| ▪ Morning or afternoon beverage break | CD\$1,200 | (Euros 900)   |
| ▪ Gala Dinner Cocktails               | CD\$2,500 | (Euros 1,850) |
| ▪ Conference folders / pens           | CD\$1,500 | (Euros 1,100) |

**Additional Benefits:**

- Opportunity to post logo/signage at the sponsored event.
- The conference folder/pen sponsor may wish to put their logo on the folders or pens.

Other specific sponsorship opportunities are available.

Any profits generated by this event are used to fund our Worldwide Research Program, scholarships for students, and research into many areas of Parking and Transportation.

**For further information or to discuss other sponsorship opportunities,  
please contact: Doreen Ostrowski, Conference Coordinator**

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