



INNOVATION ON THE MOVE

6-8 November 2018
Muscat, Oman

SPONSORSHIP and
EXHIBITION OPPORTUNITIES



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EVENT WEBSITE

iruworldcongress.com

Since 1948, IRU has been enabling the movement of people and goods all over the world.

But what we do is more than that.

What we do has a profound impact on people's lives:

- Creating jobs
- Powering economies
- Boosting trade
- Improving safety
- Championing collaboration

Movement means progress

Movement means opportunities

In an increasingly connected world, IRU's world is more important than ever before.

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Our purpose is to help the world get where it needs to be.

Our promise is to lead solutions the world needs to move better.



IRU

Road transport drives economies, helps communities prosper and fuels growth in our modern world. But the industry is at a crossroads. Transport is changing more quickly than ever before, becoming increasingly digital, connected and automated. And where there is change, there is opportunity.

It is our great pleasure to invite you to partner with us at the IRU World Congress 2018 in Muscat, Oman.

For more than half a century, IRU has been at the heart of road transport.

Our members represent close to 1 million operators around the world who run commercial road transport services. This reach, from the ground level up, positions us to work with you – the industry leaders – in Muscat in IRU's 70th year – 2018 – to map out the transformation of transport and trade.

The industry's future depends on it.

Umberto de Pretto
IRU Secretary General

Quick facts



+100
countries



70 Years
of progress



1.1 M
Annual TIR transits



IRU website visits
30,000
per month



Newsletter:
15,000
subscribers



ASYAD

ASYAD is the premier provider of integrated logistics services in Oman. We manage a diverse portfolio that includes free zones, ports, transport, and logistics support services companies. We also implement the National Logistics Strategy that is transforming Oman into a global hub for logistics.

We warmly welcome all private and public stakeholders of the world road

transport community to join the IRU World Congress 2018 and to benefit from doing business with Oman and our regional partners.

Abdulrahman Al Hatmi

Group Chief Executive
ASYAD

We facilitate trade

We promote
mobility

IRU World Congress Themes

Innovation on the move



Innovation has always been a driving force in road transport. By pushing the limits of mobility further, innovation has allowed people and goods to move faster, cheaper and safer.

This decade will see road transport becoming increasingly digital, connected and automated: the revolution has begun.

New technology, business models, laws and investment strategies, together with changing trade patterns,

market needs and expectations on decarbonised and new energy scenarios are all challenges on the table for the industry, its regulators and its suppliers.

Road transport services are clearly indispensable in a connected world. However, this revolution also puts the industry at a crossroads and the horizon is unclear.

Regional challenges, global solutions



What can we learn from new business models?

How can the industry embrace digitalisation?

How can we move goods faster, safer and cheaper?

Which global solutions are needed to address regional challenges?

How can transport businesses help regulators react faster to changing market structures?

How can regions and countries better work together?

What is the future of our industry?

Discover it at our World Congress

Welcome to Oman!



It is with immense pleasure that we are hosting the IRU World Congress in Muscat in November 2018, bringing together the world's transport community. The IRU World Congress is considered the most important congregation in the transport industry, assembling hundreds of top executives from the GCC region, Europe, Asia, the Americas, and the rest of the world.

As part of this experience, we would also like to cordially invite you to enjoy our rapidly growing tourism sector, including some of the nation's most prestigious landmarks and beautiful landscapes that make up our distinct culture and ancient heritage.

Dr. Ahmed bin Mohammed bin Salim al- Futaisi

Minister of Transport and Communications of
the Sultanate of Oman





WHO will attend?

- **Business:** Transport operators, multinational and regional firms
- **National and regional transport associations**
- **Senior level representatives** from the Gulf Cooperation Countries, the Middle East, Europe, Asia and elsewhere
- **Government:** Transport and trade ministries, customs and mobility authorities
- **International organisations:** Major UN agencies in transport and trade, other multilateral governmental organisations and NGOs
- **Media:** Trade and business media from the region

WHY become a partner?

- **Grow your reputation** with the road transport operators who are shaping the future of mobility on the ground
- **Profile your company** through all IRU's media and communication channels, reaching decision makers in the region and beyond
- **Network** with government ministers, business leaders, policymakers and thought-leaders in transport
- **Strengthen** business relationships, find new clients and build new partnerships
- **Learn and be inspired** by experts who share best practices
- **Enhance your profile** with Arabian Gulf governments, authorities and regional associations
- **Showcase your products and services** in the exhibition space
- **Organise a workshop or seminar** to improve participants' knowledge about your company priorities and agenda
- **Share your insights** on the latest industry trends, challenges and innovations.

WHAT to expect?

+1000 ATTENDEES, including leading transport operators from 100 countries

2 FULL DAYS of thought-provoking presentations

AMPLE NETWORKING OPPORTUNITIES including welcome reception, gala dinner and innovation alley

PRIVATE MEETING OPPORTUNITIES AT VARIOUS HOSPITALITY SUITES

2 LUNCH SYMPOSIA

+ 10 interactive and vibrant **PANEL SESSIONS**

INSPIRING KEYNOTES FROM GOVERNMENT REPRESENTATIVES, CEOs, DISRUPTIVE MARKET PLAYERS and **RENOWNED FUTURIST**

60+ HIGH LEVEL SPEAKERS, including government ministers, CEOs, industry thought-leaders and heads of the UN and international organisations.

Put your company ahead of the competition

Ensure you are at the forefront of attendees' minds when it comes to leaders in the road transport industry.

Sponsorship and exhibition opportunities

These high-visibility sponsorships are cost-effective, powerful solutions for increasing your presence and standing out from the crowd.

With a wide variety of opportunities available for any budget, we are confident we can help you reach your goals.

How it works:

STEP 1

Define your booth space

STEP 2

Define your sponsorship engagement

STEP 3

Mix and match from the listed sponsorship options



Exhibiting opportunities

To become an exhibitor at the IRU World Congress, duly complete and send the application form(s) enclosed at the end of this document.

All applications will be treated first come first served basis.

Please note: The rates listed in this brochure do not include V.A.T.
The rates are in USD and OMR currency.

SPACE ONLY

Completely customise and develop your stand from start to finish by constructing your stand in a space only footprint. You have total control over design, materials, and layout to best promote your products and services or entertain prospective clients.

SPACE ONLY: \$300/m² OMR 115/m²

Space only stands includes:

- 1 free exhibitor badge per 9m²
- waste basket
- 1 electricity socket

TABLE TOP

TABLETOP: \$3,500 OMR 1346

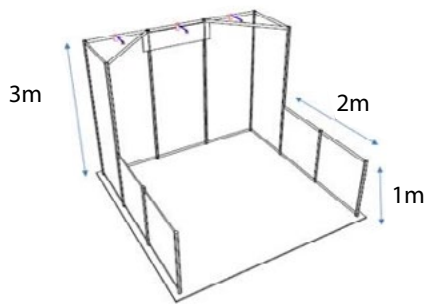
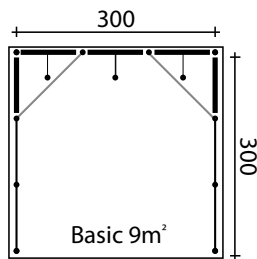
Table top includes:

- 1 table
- 2 chairs
- 1 electrical connection
- 1 waste basket
- 1 exhibitor pass
- Your 50 words corporate profile and logo listed in the final printed programme
- Your 50 words corporate profile and logo listed on the congress website
- App coverage: 50 word corporate profile and logo

SHELL SCHEME

SHELL SCHEME 9m²:

\$7,000 OMR 2692



Shell scheme 9m² include:

- Back wall and side walls
- Header with company name
- 1 reception counter
- 1 electrical connection
- Lights on fascia 3pcs
- 1 high café table and 2 stools
- 1 waste basket
- 1 exhibitor pass
- Your 50 words corporate profile and logo listed in the final printed programme
- Your 50 words corporate profile and logo listed on the congress website
- App coverage: 50 word corporate profile and logo

SHELL SCHEME 18m²:

\$12,000 OMR 4614

Shell scheme 18m² include:

- Back wall and side walls
- Header with company name
- 1 reception counter
- 1 electrical connection
- Lights on fascia 6pcs
- 2 high café tables and 4 stools
- 1 waste basket
- 2 exhibitor passes
- Your 100 words corporate profile and logo listed in the final printed programme
- Your 100 words corporate profile and logo listed on the congress website
- App coverage: 100 word corporate profile and logo

INNOVATION ALLEY

Centrally located in the event, our Innovation Alley partners receive a full complement of benefits to ensure you are able to maximise your exposure. But act fast; these limited spots won't be available for long!

INNOVATION ALLEY: \$2,750 OMR 1057

Criteria for the Innovation Alley:

- Spin-off, privately held company with less than 15 employees or
- Annual sales 2017 does not exceed \$1M or
- A registered non-profit

Deliverables for Innovation

Alley Partners:

- 1 high table
- 2 chairs
- 1 electrical connection
- 1 wastebasket
- 1 exhibitor pass
- Your logo and 50 words corporate profile placed on the homepage of the show website
- Corporate logo placement in congress brochure and the App

The first 10 confirmed registrants will be invited to give a short **5 min presentation** about their technology applications, products and services and will be eligible for the **Innovation Alley Awards**.

The criteria for your award are:

- Practical use of product
- Innovative use of technology
- Ease of implementation
- Sustainable commercial strategy
- User adoption to date
- Difference to other products in the market
- Quality of the presentation

A judging panel will watch the presentations and meet with start-up representatives informally.

The judges will select one winner of the 2018 Innovation Alley Awards based on the number of criteria met and the extent to which individual criteria are achieved.

Awards will be presented during one of the congress plenary sessions. Following the congress, IRU will collaborate with the winner to issue a press release.

CITY- COUNTRY- UNIVERSITY PAVILION

Create a pavilion and invite your partners to co-exhibit in order to showcase your eco-system.

Special conditions apply to a city, country and university pavilion.

Please contact the sponsorship and exhibition manager for more information.

Sponsorship packages at a glance

The sponsorship packages are designed to give you the opportunity to increase your level of engagement, visibility and thought leadership through various unique opportunities.

Sponsor level				
Benefits	Platinum * \$59,000 OMR 22686	Diamond \$33,000 OMR 12689	Gold \$19,000 OMR 7306	Silver \$9,000 OMR 3461
Thought Leadership and Programme Presence				
Address at welcome reception	x			
5 Min speaking slot in the plenary keynote	1			
Session speaking role for 1 company executive	1	1		
25 Min presentations in the innovation hub theater	2	1	1	
Branding and Marketing: Pre-Show				
Your corporate logo placed on congress website; hot-linked to your site	x	x	x	x
Your corporate profile placed on the congress website	200 words	150 word	100 words	75 words
Your corporate logo and link to your website included in all pre-show newsletters to the attendee database	x	x	x	
Exclusive announcement in one of our pre-show newsletters to the attendee database	x	x		
Corporate logo placement in the final printed programme	x	x	x	x
Branding and Marketing: Onsite				
Branding in congress room of plenary keynote session	x	x		
Exclusive sponsor of the welcome reception	x			
App coverage: corporate profile and logo	150 words	100 words	75 words	75 words
Bag inserts (supplied by sponsor)	1	1	1	1
Goodie insert (supplied by sponsor)	1	1		
Inside page advertisement in the final programme	1	1	1/2	1/3
App push notification (120 characters + link)	2	1	1	1
Marketing: Post-Show				
Access to complete delegate list following the show (first name, last name, city, country, organisation)	x	x	x	x
Recognition in the post congress report	x	x	x	x
Full colour ad in post congress report	2 Full pages	Full Page	Full Page	1/2 Page
Sales Leads Generation				
Access to delegate list 3 weeks prior to congress (first name, last name, city, country, organisation)	x	x		
Enhanced Networking opportunities				
Complimentary exhibitor pass- exhibition area access and meals only	5	4	3	2
Complimentary delegate pass (including all meals, receptions and congress access)	5	4	3	2
Marketing: IRU Video				
One studio interview which will be disseminated through IRU's social media channels and on the congress website.	yes	yes	yes	

* Limited to 1 company, first come first served

Companies that participate in sponsorship and advertising opportunities in addition to the sponsorship packages receive an exceptional return on investment.

Choose any of these exclusive, à la carte sponsorship options and gain even more exposure among the IRU congress significant and highly influential participants.

Sponsorship Items		
Currency	\$	OMR
I want to be visible through social events		
Gala dinner (exclusive)	\$8.500	3268
I want to be visible in association with the congress presentations		
60 Min lunch symposium (2 available)	\$9.000	3268
30 Min industry symposium	\$7.000	2595
15 Min industry innovation talk (3 available/ no parallel session)	\$9,500	3653
25 Min innovation hub presentation	\$6.500	2499
I want to be visible through key activities		
Hospitality suite	on demand	on demand
Outside demo area	on demand	on demand
I want to be visible through networking breaks and refreshments		
Coffee break (per day)	\$2.500	961
Lunch break (per day)	\$3.500	1346
Lounge area option 1 (36m ²)	\$9.500	3653
Lounge area option 2 (54m ²)	\$12.000	4614
I want to be visible through outside branding opportunities		
Lampost (30 items)	\$4.200	1615
Banner exhibition hall entrance floor plan (floor sticker)	\$1.375	529
I want to be visible through event related items		
Pens & notepads (supplied by sponsor)	\$3.000	1154
Lanyards (supplied by sponsor)	\$4.000	1538
Congress bags (supplied by sponsor)	\$4.000	1538
Bag inserts (supplied by sponsor)	\$1.750	673
I want to be visible through communication and social media tools		
App (Exclusive)	\$8.500	3268
Final programme advertisement half page inside	\$1.500	577
Final programme advertisement full page inside	\$3.000	1154
Final programme advertisement inside front or back cover	\$3.500	1346
Final programme advertisement full page back cover	\$4.000	1538
Push notification	\$300	115
Onsite 1 min video interview to include in the congress report	\$3.500	1346
Onsite 1 min augmented reality video interview to include in the post congress report	\$6.000	2307

Booking Forms

IRU World Congress

Become an **exhibitor**

Please return a scan of this completed form to:

IRU2018_industry@mci-group.com

Confirmation

I have read the terms and conditions and cancellation policy*.

This booking is legally binding.

**The terms and conditions can be found on the last page of the Sponsorship and Exhibition Brochure*

All mentioned rates exclude VAT

Date: / /

Signature and
Company Stamp:

Company Details

Contact name:

Position:

Company:

Address:

Postcode: City:

Country:

Telephone:

Mobile:

Email:

Fax:

VAT Number:

Exhibition Booking

Exhibition space

Space only: \$300/m² – OMR 115/m² x m² = \$ – OMR

Table top Booth \$3,500 – OMR 1346

9m² Shell scheme booth \$7,000 – OMR 2692

18m² Shell scheme \$12,000 – OMR 4614

Innovation Alley \$2,750 – OMR 1057

Method of Payment

Bank Transfer Credit Card Payment

All credit card transactions will incur an additional 2.5% credit card processing fee. This fee will be applied to the total amount payable.

Upon receipt of your booking form, MCI Benelux SA will send you an invoice for a 100% payment equivalent to the value of your reservation.

Become a **sponsor**

Please return a scan of this completed form to:
IRU2018_industry@mci-group.com

Confirmation

I have read the terms and conditions and cancellation policy*.

This booking is legally binding.

**The terms and conditions can be found on the last page of the Sponsorship and Exhibition Brochure*

All mentioned rates exclude VAT

Company Details

Contact name:
 Position:
 Company:
 Address:
 Postcode: City:
 Country:
 Telephone:
 Mobile:
 Email:
 Fax:
 VAT Number:

Date: / /

Signature and
 Company Stamp:

Partnership Level

<input type="checkbox"/> Platinum	<input type="checkbox"/> Diamond	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver
\$59,000 OMR 22686	\$33,000 OMR 12689	\$19,000 OMR 7306	\$9,000 OMR 3461

Sponsorship Opportunities

Sponsorship Item(s) – please indicate below	Rate (excluding VAT)
TOTAL SPONSORSHIP ITEMS EXCLUDING VAT	

Method of Payment

Bank Transfer Credit Card Payment

All credit card transactions will incur an additional 2.5% credit card processing fee. This fee will be applied to the total amount payable.
 Upon receipt of your booking form, MCI Benelux SA will send you an invoice for a 100% payment equivalent to the value of your reservation.

Terms and Conditions

1. Definitions

"IRU2018" shall mean the event, the IRU World Congress, which will take place 6-8 November 2018.

"Organiser" shall mean MCI in collaboration with IRU.

"Exhibitor or Sponsor" shall mean any person, firm or organisation allocated a space by the Organisers in the above-said congress, or with a confirmed sponsorship as outlined in this document.

2. Application for participation and acceptance

All applications for participation shall be made on the prescribed booking form. The application shall be submitted to the Organiser. Upon receipt of the invoice, the exhibitor or sponsor will promptly transfer the required deposit equivalent to 100% of the total charges and sponsor package. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the 'Terms & Conditions for Participation' as stated herein. The application shall become a valid contract upon the Organiser accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval, or to any specific location or site of stand.

3. Rental of stand fitting, design and signs

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each individual Exhibitor who shall apply with the official contractor for furniture, fittings, fixtures and utilities. The nature of the design shall be subject to the construction regulations applicable to the event venue and to the construction guidelines set by the Organiser.

4. Terms of payment

- a) 100% of total stand rental charges and items sponsored
- b) The invoice shall be paid within 30 days after the issue date of the invoice
- c) For other additional services, payments must be made in full, in advance, when placing orders for services

d) Payment by the stipulated date is a prerequisite condition for the Exhibitor's participation in the congress and use of the stand.

e) In the event of default of payment by the stipulated date in (a), the Exhibitor's or sponsor's application shall be deemed to be cancelled and 50% forfeited as penalty fees more than 4 months prior the exhibition and 100% within 4 months prior the exhibition; and (b), the Organiser shall reserve the right to claim all payment due from the defaulting Exhibitor or Sponsor. The Exhibitor or Sponsor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

5. Withdrawals

The Exhibitor or Sponsor will not be permitted to withdraw from, cancel, alter or reduce in any way their booking of the congress. However, the Organiser may consider special cases and in its sole discretion grant partial refunds according to how many months/weeks prior to the start of the congress the proposed withdrawal or charge is made known to the Organiser in writing. Months prior to start of congress cancellation fee:

More than 4 months: 50%

Within 4 months: 100%

6. Movement of exhibits

The Exhibitor shall bear the responsibility and expenses for transport of exhibits to the congress venue.

The Exhibitor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the Organiser.

The Exhibitor shall submit a list of exhibits to the Organiser at least ten days prior to the start of the congress.

No exhibits or other goods will be permitted to leave the congress venue. The Exhibitor shall indemnify the Organiser against any loss or damages due to delay or damage to the congress venue.

7. Security and Insurance

The Organiser, its directors, trustees, offices, employees, agents and represen-

tations, will not be responsible for the safety of articles of any kind brought into the congress by the Exhibitor or Sponsor, their employees, agents or contractors, members of the public or any person whatsoever. Exhibitors shall ensure that they are fully covered by Insurance and take out public liability and comprehensive protection. The period of Insurance shall be from the time the Exhibitor first enters the congress hall until all his exhibits have been properly removed to the satisfaction of the Organiser. The Exhibitor shall indemnify and hold the Organiser, its directors, trustees, offices, employees, agents and representations, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organiser, its directors, trustees, offices, employees, agents and representations may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organiser of Exhibitors' staff, agents or contractors) caused as a result of any act of omission of the Exhibitor, sponsor, representatives, employees, agents, contractors or invitees. If the Organiser so demands, the Exhibitor shall provide proof to the Organiser that the Exhibitor has adequate insurance coverage. The Organiser shall not in any event be held responsible for any loss or damages whatsoever including loss of profits suffered by the exhibitor) as a result of any restrictions or conditions which prevent construction, completion, alteration or dismantling, or for the failure of any service normally provided at the listed congress ground, for the cancellation or part-time opening of the congress either as a whole or in part, or for amendments or alterations to all or any of the 'Terms & Conditions for Participation' caused by any circumstance not within their control.

8. Security Responsibility

During all periods, security of exhibits, stands and furniture is wholly the responsibility of the Exhibitor, his agent or contractor and the Organiser, its directors, trustees, offices, employees, agents and representations shall not be responsible for any losses, damages to property or injuries to person incurred.

9. Damage to venue

The exhibitor shall take good care of and shall not cause any damage or permit or suffer any damage to be done to the congress venue or to any part or parts thereof or to any fittings, equipment or other property therein, and shall make good and pay for damages thereto (including accident damage and damage by fire) caused by act or omission of himself, employees, agents, representatives, contractors or persons by reason of the use of the congress venue by the Exhibitor. If the Organiser so demands, the Exhibitor shall insure the venue for any damage and send the insurance documents to the Organiser.

10. Indemnity of the Organiser/ Exhibition Manager

Under no circumstances shall the Organiser make good or accept any responsibility or liability however arising with respect to damage, theft or loss of any property, goods, articles or things however placed, deposited or brought into or left upon the premise either by the Exhibitor for his use or purpose or by any other person, and the Exhibitor must indemnify the Organiser, its employees, agents and offices in respect thereof.

11. Compliance with laws

Exhibitors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the congress venue for all purposes concerned with the implementation of these regulations, of the regulations and stipulations laid down or prescribed in the future by the Organiser by virtue thereof, and of all other contracts relating to the congress the Exhibitor shall be deemed to be domiciled at the office of the Organiser in Brussels.

Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Exhibitor's participation, from the enforcement of these regulations, or from any other contracts relating to the congress, including the Terms & Conditions for Participation' stated herein, or by virtue of regulations or stipulations laid

down or prescribed by the Organiser, shall be governed and construed accordingly and the Exhibitor hereby submits to the nonexclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these 'Terms & Conditions for Participation' shall be deemed to be final.

12. Supplementary clauses

Whenever necessary to ensure the smooth management of the congress, the Organiser shall have the right to issue Supplementary regulations and instructions in addition to those in the Terms & Conditions for Participation'. All such additional written instructions form a part of the 'Terms & Conditions for Participation' and are binding on all Exhibitors.

13. Infringement of 'Terms and Conditions for Participation'

The infringement of the above-mentioned 'Terms and Conditions for Participation', and any other future rules and regulations determined by the Organiser, will result in the exclusion of the Exhibitor from the congress, and the Exhibitor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Exhibitor be released from their contractual obligation to pay.

14. Unforeseen Occurrences

In the event of any occurrence not foreseen in these Terms & Conditions for Participation', the decision of the Organiser shall be final.



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