

### Silver Sponsorship: INR 25,00,000/- (USD 60,000)

(Only 4 available)

Silver Sponsorship package includes the following exclusive benefits:

- 2 Standard trade Exhibition Booths (2 x 2 Mtrs)
- 4 Regular delegate registrations
- 2 Additional Banquet Dinner invites
- Permanent Logo Display on Sponsor Panel inside the Session Halls
- One page advertisement in the Conference Programme Book
- Logo on the Conference Website
- Logo on all Conference Publications
- 2 Inserts of promotional material in delegate kit bags
- Profile, promotional and networking opportunities
- Participation in opening and closing forums
- Acknowledgement in media releases
- 30 mb disk space reserved on Conference CD
- Conference CD hyperlinked to corporate website

### Bronze Sponsorship: INR 15,00,000/- (USD 35,000)

(Only 6 available)

Bronze Sponsorship includes the following exclusive benefits:

- 1 Standard trade Exhibition Booth (3 x 3 Mtrs)
- 2 Regular delegate registrations
- Half page advertisement in Conference Programme Book
- Permanent Logo Display on Sponsor Panel inside the Session Halls
- Logo on Conference Website
- Logo on all Conference Publications
- 2 Inserts of promotional material in delegate kit bags
- Link from CD-ROM to website
- Advertising on CD-ROM
- Profile, promotional and networking opportunities
- 15 mb disk space reserved on Conference CD
- Conference CD hyperlinked to corporate website

### Individual Sponsorship Packages

**Cultural Program: INR 10,00,000/- (USD 25,000)**

(Only 1 available)

There will be a cultural program during the conference. The program will feature a prominent cultural personality or group. Possibilities being explored include Magic Show, Musical soiree, Puppet Theatre or the like. Sponsorship for this event will also ensure your company's name and banner prominently displayed during this event.

You will get a 5 min slot before this program to introduce your company. Your company's name will also be printed on the Cultural Evening Invitation cards and will be mentioned as a sponsor in the Conference brochure and program.

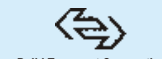
**Banquet Dinner: INR 10,00,000/- (USD 25,000)**

(Only 1 available)

There will be a banquet during the conference. Sponsorship for this event will also ensure your company's name and banner prominently displayed during this event. You will also get a 5-10 min slot in this event to introduce your company. You will also get two standard exhibition booth spaces (3mx3m) in exhibition area with this sponsorship. Your company's name will also be printed on the Invitation cards. It will also be mentioned as a sponsor in the Conference brochure and program.



[www.transced2012.in](http://www.transced2012.in) • [secretariat@transced2012.in](mailto:secretariat@transced2012.in)



DIGNITY FOR PEOPLE WITH REDUCED MOBILITY



transced  
2012 INDIA

September 17-21, 2012

#### Host

Svayam - an initiative of S.J. Charitable trust, India

#### Co-host

Govt. of Delhi, Ministry of Transport

#### Principle Supporting Organization

Ministry of Tourism - Govt. of India



## Transted 2012

Svayam is proud to host TRANSED 2012, the 13th International Conference on Mobility and Transport in New Delhi in association with the Delhi Government and supported by the Ministry of Tourism - Government of India.

The TRANSED conference is designed to review advances in research and development with respect to the mobility challenges faced

by people with disabilities and an ageing population. It also aims to examine ways to improving their mobility and transportation needs.

Svayam is hopeful that TRANSED 2012 will go a long way in bringing about a positive change and empathy towards the mobility needs of all, especially the elderly and the disabled.

Let's make Incredible India...



## Accessible India!



## Theme For Transted 2012

“Seamless access for all: Universal Design in Transport system and built infrastructure, a key element in the creation of livable cities.”

### Sub Themes

- Role of the UN Convention on the Rights of Persons with Disabilities (UNCRPD)
- Best practices and innovations
- Accessible Tourism: Conservation, access to the historic and natural heritage
- Environmental impact, sustainability, and accessibility of integrated multimodal systems
- Accessible Public Transport (Bus Rapid Transit, Metro, Para-transit system, etc.)
- Highway design and safety
- Pedestrian mobility & safety for livable communities
- Rural access and mobility
- Implementation, monitoring and enforcement
- Potential of Technology in Accessibility for All (Information Technology, Accessibility Aids etc.)
- Other related topics

### Important Dates

- 31 August 2011: Last date for Submission of Abstracts
- 31 October 2011: Notification of Abstract Acceptance
- 01 November 2011: Call for Registration
- 01 March 2012: Early Bird Registration Deadline
- 30 March 2012: Deadline for Submission of Papers/Posters
- 17 September 2012: Onsite Registration and Pre-Conference Workshop
- 17 - 20 Sep 2012: Conference, Exhibition and Seminars
- 21 - 23 Sep 2012: Post Conference Study Tour to Agra

## Sponsorship:

13th International Conference on Mobility and Transport for Elderly and Disabled Persons (TRANSED 2012), New Delhi, India

### Scope of Sponsorship

#### Premium Sponsorships

S.No	Sponsorship	Number Available	Rate* (INR/USD)
1	Diamond Sponsor	1	INR 50,00,000 / USD 110,000
2	Gold Sponsor	2	INR 35,00,000 / USD 80,000
3	Silver Sponsor	4	INR 25,00,000 / USD 60,000
4	Bronze Sponsor	6	INR 15,00,000 / USD 35,000

#### Other Individual Sponsorship Packages

S.No	Sponsorship	Number Available	Rate* (INR/USD)
1	Cultural Program	1	INR 10,00,000 / USD 25,000
2	Banquet Dinner	1	INR 10,00,000 / USD 25,000

\*Government Service Tax – 10.3% applicable over base sponsorship rate.

### Premium Sponsorship Packages

Besides the individual sponsorships, there are sponsorship packages available for sponsors who want to derive exclusive benefits from the conference. The packages available are:

- Diamond Sponsor • Gold Sponsor • Silver Sponsor • Bronze Sponsor

**Diamond Sponsorship:**  
INR 50,00,000/- (USD 110,000)

(Only 1 available)

Diamond Sponsorship package includes the following exclusive benefits:

- 3 Standard Trade Exhibition Booths in prime locations (3m x 3m)
- 15 Regular delegate registrations
- One Dinner Table (8 Pax)
- 5 Additional Sponsor Panels at prime locations (6m x 2 m)
- Corporate Visibility on Conference Welcome Desk at New Delhi International Airport
- Corporate Visibility on Display Screens at Conference Venue
- Prominent banner display on Conference Website
- Advertisement on Back Cover of the Conference Programme Book
- Permanent Logo Display on Sponsor Panel inside the Session Halls
- Conference CD hyperlinked to corporate website
- 100 mb disk space reserved on Conference CD
- Logo on all conference publications
- 4 Inserts of promotional material in delegate kit bags
- Profile, promotional and networking opportunities
- 2 Min speaking slot during opening ceremony
- Acknowledgement in media releases
- Corporate promotional video of 45 second during plenary sessions
- Exclusive naming rights of VIP Lounge

**Gold Sponsorship:**  
INR 35,00,000/- (USD 80,000)

(Only 2 available)

Gold Sponsorship package includes the following exclusive benefits:

- 2 Standard Trade Exhibition Booths in prime location (3m x 3m)
- 8 Regular delegate registrations
- 4 Additional Banquet Dinner invites
- 2 Additional Sponsor Panels at prime locations (6m x 2 m)
- Streamers on the 2nd Day
- Logo display on conference website
- Permanent Logo Display on Sponsor Panel inside the Session Halls
- Logo on all conference publications
- Full page Front Inside cover/back inside cover of Conference Programme Book
- Acknowledgement in media releases
- 4 Inserts of promotional material in delegate kit bags
- Profile, promotional and networking opportunities
- Participation in opening and closing forums
- Corporate promotional video of 30 second during plenary sessions
- 50 mb disk space reserved on Conference CD
- Conference CD hyperlinked to corporate website



DIGNITY FOR PEOPLE WITH REDUCED MOBILITY

# transd

2012 INDIA  
September 17-21, 2012

### Host

Svayam - an initiative of S.J. Charitable trust, India

### Co-host

Govt. of Delhi, Ministry of Transport

### Principle Supporting Organization

Ministry of Tourism - Govt. of India

### Individual Sponsorship Packages

S.No	Sponsorship	Number Available	Rate* (INR/USD)
1	Report Publishing	1	INR 7,50,000 / USD 17,000
2	Conference Lunch	1 Per Day	INR 5,00,000 / USD 12,000
3	Registration Kit	1	INR 5,00,000 / USD 12,000
4	Conference Printing	As per budget list	INR 5,00,000 / USD 12,000
5	Parallel Session Sponsorships	20	INR 5,00,000 / USD 12,000
6	"May I Help You" Counter	1	INR 5,00,000 / USD 12,000
7	Pre Conference Workshops	4	INR 2,00,000 / USD 5,000
8	Mementoes for Speakers and Chairpersons	As per conf prog	INR 3,00,000 / USD 7,000
9	Audiovisual Equipment	As per budget list	INR 3,00,000 / USD 7,000
10	Spouse Programme	As per schedule	INR 2,50,000 / USD 6,000
11	Shuttle Transport / Transfer	1 Per Day	INR 2,50,000 / USD 6,000
12	AM / PM Tea/Coffee Breaks	1 Per Day	INR 2,00,000 / USD 5,000
13	High Tea	1	INR 2,00,000 / USD 5,000
14	Advertisement - Link on the Conference Website	10	INR 50,000 / USD 1,200
15	Hospitality for Speakers	25	INR 50,000 / USD 1,200
16	Internet Café at Conference Venue for all three days	1	INR 1,00,000/ USD 2,500

\*Government Service Tax – 10.3% applicable over base sponsorship rate.



## Individual Sponsorship Packages

- Report Publishing – INR 7,50,000/- (USD 17,000) (Only 1 available)
- Conference Lunch – INR 5,00,000/- (USD 12,000) (1 per day)  
There will be a lunch every day of the conference. Sponsorship for this event will ensure your company's name and banners prominently displayed during the lunch in the lunch area. Your company's name, logo and contact information will be printed on the lunch coupons.
- Registration Kit – INR 5,00,000/- (USD 12,000) (Only 1 available)  
Sponsors of the registration kit will have their name and logo prominently displayed on the registration kit including the bag. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well. "
- Conference Printing – INR 5,00,000/- (USD 12,000) (Only 1 available)  
The most visible way of promoting your corporate to focused target audience is through print of announcement and trade brochures for the conference. As sponsors of this activity, your corporate advertisement will appear at select pages of the Brochures.
- Parallel Sessions – INR 5,00,000/- (USD 12,000) (20 available)  
The conference will run 4 parallel sessions each day on topics of interest in the conference. They are well attended by the conference participants. Each session can be sponsored separately. As sponsors, your company name will be printed on the proceedings. Your company name and logo will be displayed prominently during the sponsored session. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.
- "May I Help You" Counter - INR 5,00,000/- (USD 12,000) (Only 1 available)  
One "May I Help you" counter will be set up in the Registration Area for the complete duration of the Conference. This would serve as an information center. Select periodic video corporate advertisement will be permitted from this counter. The sponsor can also keep its promotional material at the counter (limited to printed literature). Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.
- Pre-Conference Workshop – INR 2,00,000/- (USD 5,000) (4 available)  
Prior to the conference, there is a tradition of holding pre conference workshops (4 in number) which are tutorials on the subjects related to the themes. These are conducted by experts/professionals from all round the world on a pre determined criteria for the benefit of the participants and other stakeholders.
- Mementoes – INR 3,00,000/- (USD 7,000) (Only 1 available)  
You can reach out to all the conference registrants, by providing mementoes with your company's name and logo. In case, you want the conference organizers to provide options to you for the same it is possible. The organizers can procure the selected item and manage the logistics on your behalf. In this case, in addition to the sponsorship amount, the sponsors will also provide the cost of the items.
- Audiovisual Equipment – INR 3,00,000/- (USD 7,000) (Only 1 available)  
This sponsorship will cover all audiovisual arrangements required for the smooth and efficient conduct of all conference proceedings. The first slide of the session will advertise your corporate contribution towards the conference. AV console will have branding with your company's logo. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.
- Spouse Programme – INR 2,50,000/- (USD 6,000) (Only 1 available)  
This sponsorship will cover the various spouse programs arranged for the benefit of accompanying persons. Your company's banner will be displayed in the designated area. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well. Companies can distribute their giveaways to the participants of the program. Company branding on the transportation to be used for spouse program.
- Shuttle Transport / Transfer – INR 2,50,000/- (USD 6,000) (1 per day)  
This sponsorship will cover the various shuttle transport and airport transfers arranged for the benefit of attending delegates. The transfer vehicle will be branded with your company promotional material. Your company's banner will be displayed in the designated counter. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.
- AM/PM Tea/Coffee Break – INR 2,00,000/- (USD 5,000) (1 per day)  
There will be two tea/coffee breaks, on each day of the conference. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well. In addition, there will be prominent visibility at the conference coffee break, serviette with company logo during the session & Opportunity to have item/literature (supplied by sponsor) on tables.
- High Tea – INR 2,00,000/- (USD 5,000) (Only 1 available)
- Advertisement - Link on the Conference Website – INR 50,000/- (USD 1,200) (10 available)  
As part of the sponsorship package, banner advertisement space will be made available. Links from these ads can also be established to your main corporate website.
- Hospitality for Speakers – INR 50,000/- (USD 1,200) (25 available)  
The Organising committee has invited distinguished stalwarts of eminence to deliver key lectures during the conference. The sheer presence of these academicians and practitioners will be of great benefit to the participating delegates. As sponsor of hospitality for this noble cause, your company's name will be printed in the scientific program. It will also be mentioned as a sponsor in the Conference brochure.
- One Internet Café at Conference Venue – INR 2,00,000/- (USD 6,000) (for all three days)  
An Internet Café will be set up at the Conference Venue near "May I help you Counter" for the complete duration of the Conference. The sponsor can have its name and logo on the main banner of the Internet Café and also have it printed on computers, tables & Chairs used in the Café. Minimum 5 computers should be provided to set up Internet Café free of cost to the delegates. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.