



**13. INTERNATIONAL CONFERENCE  
ROAD SAFETY IN LOCAL COMMUNITY**

**MARKETING PROGRAM**

**Kraljevi cardaci, Kopaonik, Serbia  
April 18 - 21, 2018**

## ORGANIZERS

Faculty of Transport and Traffic Engineering Belgrade (FTTE)  
Academy of Criminalistic and Police Studies, Belgrade (ACPS)  
Faculty of Technical Sciences, Novi Sad (FTS)  
Faculty of Transport and Traffic Sciences, Zagreb, Croatia (FTTS)  
Bergische Universität Wuppertal, Germany (BUW)  
National Technical University of Athens, Greece (NTUA)  
International Road Federation (IRF)  
Road Traffic Safety Agency, Republic of Serbia (RTSA)  
The School of Higher Technical Professional Education, Niš  
(SHTPE)  
Road Safety Agency, Republic of Srpska (RSARS)  
Automobile and Motorcycle Association of Serbia (AMSS)  
Road Safety in Local Communities, Belgrade (RSLC)  
Road Safety Council, Belgrade (RSC)  
International Road Safety Centre, Belgrade (IRSC)  
Serbian Road Safety Association (SRSA)  
Traffic Safety Group (TSG)  
BBN Congress Management (BBN CM)

Conference is organized with the support of:

Serbian Ministry of Education, Science and Technological Development  
Serbian Ministry of Internal Affairs (MI), Road Safety Directorate  
Serbian Ministry of Construction, Transport and Infrastructure  
Serbian Ministry of Public Administration and Local Self-  
Government  
Ministry of Defense Republic of Serbia

Invite you to participate

### **13<sup>th</sup> International Conference „ROAD SAFETY IN LOCAL COMMUNITY“**

13<sup>th</sup> RSLC International Conference is one in a row of events organized within the Decade of Action for Road Safety, 2011-2020, launched by the United Nations General Assembly in its resolution 64/255 of Improvement of Road Safety (10 May 2010.). World Health Organization has prepared a Global Plan for Decade of Action for Road Safety, 2011-2020.

At the 12<sup>th</sup> Conference on Road Safety, held in April 2016, around 350 domestic and foreign experts had participated, while 8 companies presented their products and services within the accompanying commercial exhibition.

Conference represents an opportunity to present the latest works of eminent experts from Europe will be presented, especially from the region, as well as practical experiences in meeting the challenges of risk in traffic. The results of traditional researches of traffic risk will be shown and also risk distribution across local communities in Serbia, as well as

similar studies from other states. Great attention will be devoted to showing the practice of implementing the measures and the activities of local communities, which will once again point out their significance and their role in improving road safety. The meeting represents an opportunity for comparative analysis of different models of organization and functioning of the road safety protective system in the local community, as well as models of funding road safety activities at the local level.

These and other details are perfectly good reasons for representatives of your institution to take active participation in this event.

All possible sponsorship packages are presented within this program. We truly believe you will easily find it is in your company's best interest to promote its business to conference participants and future business partners in a proper and professional way through some of the packages offered.

For any additional information about the conference and conditions of participation you can use following web pages:  
<http://bslz.org/>  
<http://www.bbn.co.rs/>

or you can contact:

**BBN Congress Management**

9 Deligradska / 6<sup>th</sup> floor

11000 Belgrade

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## **CONTENTS**

GENERAL SPONSORSHIP

GOLDEN SPONSORSHIP

GRAND SPONSOR

SPONSOR

CONFERENCE BAG SPONSOR

SPONSOR OF THE OPENING CEREMONY AND WELCOME

COCKTAIL

DINNER CEREMONY SPONSOR

DONOR

PROMOTIONAL MATERIAL

PANEL PRESENTATION

BUSINESS PRESENTATION

ADVERTISING

EXHIBITOR

COMPARATIVE TABLE OF SPONSORSHIP PACKAGES

EXHIBITION AREA SKETCH

## **GENERAL SPONSORSHIP**

(Can only be one)

Companies that make payment of 4.000 €\*

General Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 color page on 3<sup>rd</sup> page of the Conference Program
  - 1 color page on 3<sup>rd</sup> page of the Conference Proceedings;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title General Sponsor
  - on the Conference DVD, under the title under title General Sponsor
- Company logo and link published on web sites: [bslz.org](http://bslz.org) and [www.bbn.co.rs](http://www.bbn.co.rs)
- Possibility of publishing any type of multimedia content, up to one web page at the web site [bslz.org](http://bslz.org)
- Multimedia presentation up to 100 MB to be included on the Conference DVD
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 4 pieces)
- Equipped exhibition space of 9 m<sup>2</sup> at the exhibition of the Conference
- 30 minutes reserved presentation term together with cocktail up to 300 invitees
- Letter of Acknowledgement, handed at the Conference Opening Ceremony
- Four full registration fees

## **GOLDEN SPONSORSHIP**

Companies that make payment of 3.000 €\*

Golden Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 color page in the Conference Program
  - 1 color page in the Conference Proceedings;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Golden Sponsors
  - on the Conference DVD, under the title under title Golden Sponsors
- Company logo and link published on web sites: [bslz.org](http://bslz.org) and [www.bbn.co.rs](http://www.bbn.co.rs)
- Possibility of publishing any type of multimedia content, up to one web page at the web site [bslz.org](http://bslz.org)

- Multimedia presentation up to 50 MB to be included on the Conference DVD
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 3 pieces)
- Equipped exhibition space of 6 m<sup>2</sup> at the exhibition of the Conference
- 20 minutes reserved presentation term
- Letter of Acknowledgement, handed at the Conference Opening Ceremony
- Three full registration fees

### **GRAND SPONSOR**

Companies that make payment of 2.000 €\*

Grand Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 b/w page in the Conference Program
  - 1 b/w page in the Conference Proceedings;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Great Sponsors
  - on the Conference DVD, under the title under title Great Sponsors
- Company logo and link published on web sites: bslz.org and www.bbn.co.rs
- Possibility of publishing any type of multimedia content, up to one web page at the web site bslz.org
- Multimedia presentation up to 20 MB to be included on the Conference DVD
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 2 pieces)
- Equipped exhibition space of 6 m<sup>2</sup> at the exhibition of the Conference
- 20 minutes reserved presentation term
- Letter of Acknowledgement, handed at the Conference Opening Ceremony
- Two full registration fees

### **SPONSOR**

Companies that make payment of 1.000 €\*

Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 b/w page in the Conference Program
  - 1 b/w page in the Conference Proceedings;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Sponsors
  - on the Conference DVD, under the title under title Sponsors
- Equipped exhibition space of 6 m<sup>2</sup> at the exhibition of the Conference
- Possibility of publishing any type of multimedia content, up to one web page at the web site bslz.org
- Multimedia presentation up to 10 MB to be included on the Conference DVD
- Letter of Acknowledgement, handed at the Conference Opening Ceremony
- One full registration fee

### **CONFERENCE BAG SPONSOR**

Companies that make payment of 1.500 €\*

Bag sponsor is entitled to:

- Every participant is given a bag with Bag Sponsor logo together with conference logo
- Distribution of brochures, catalogues, and other printing material and promoting gadgets
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Sponsors
  - on the Conference DVD, under the title under title Sponsors
- Company logo and link published on web sites: bslz.org and www.bbn.co.rs
- Letter of Acknowledgement, handed at the Conference Opening Ceremony
- One full registration fee

## **SPONSOR OF THE OPENING CEREMONY AND WELCOME COCKTAIL**

Companies that make payment of 1.000 €\*

Sponsor of opening ceremony is entitled to:

- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Sponsors
  - on the Conference DVD, under the title under title Sponsors
- Possibility of greeting participants at the opening ceremony (up to 5 min)
- Letter of Acknowledgement, handed at the Conference Opening Ceremony
- One full registration fee

## **DINNER CEREMONY SPONSOR**

Companies that make payment of 1.000 €\*

- It is held on a third day of the conference for all participants with registration fee
- Possibility of inviting guests, business partners and company representatives (up to 10 guests)
- Possibility of greeting guests
- Company Logo and Trademark:
  - on the invitation card
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Sponsors
  - on the Conference DVD, under the title under title Sponsors
- Company logo and link published on web sites: [bslz.org](http://bslz.org) and [www.bbn.co.rs](http://www.bbn.co.rs)
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 2 pieces)
- One full registration fee

## **DONOR**

Companies that make payment of 400 €\*

Donor is entitled to:

- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel
  - in the Conference Program, under the title Sponsors
  - on the Conference DVD, under the title under title Sponsors

## **PROMOTIONAL MATERIAL**

Distribution of brochures, catalogues, and other printing material and promoting gadgets 100 €\*

## **PANEL PRESENTATION**

Graphic presentation of the company within exhibition area on a panel dimensions 1 x 1 m 100 €\*

## **BUSINESS PRESENTATION**

Companies that make payment of 500 €\*

Companies are entitled to a 20 minute presentation of their company, in the hall for presentation, according to the time schedule.

## **ADVERTISING**

Advertisement in the Conference Program:

- 1 b/w page advertisement 150 €\*
- 1/2 page b/w advertisement 100 €\*

Advertisement in the Book of Abstracts:

- 1 b/w page advertisement 200 €\*
- 1/2 page b/w advertisement 120 €\*

Advertisement in the Conference DVD:

- Up to 50MB 120 €\*
- Up to 20MB 80 €\*

**Note:** The price of color advertisement increases for 20 %.

## **EXHIBITOR**

The prices of the exhibition areas:

- Booth type A 9m<sup>2</sup> 900 €\*
- Booth type B 6m<sup>2</sup> 600 €\*
- Exterior exhibition space (1 m<sup>2</sup>) 30 €\*
- Additional 1m<sup>2</sup> 100 €\*

• Standard booth equipped with:

- panels
- information stand,
- the panel with the company logo, dimensions 1x 0.3 m
- standard electricity socket

- One full registration fee with booth of 9m<sup>2</sup>
- 50% discount on one registration fee for booth of 6m<sup>2</sup>

**\*20% VAT is not included.**

## COMPARATIVE TABLE OF SPONSORSHIP PACKAGES

Sponsorship packages	General sponsor	Golden sponsor	Grand sponsor	Sponsor
Exhibition space, fully arranged	9 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>
Advertising in the Conference Program and Book of Proceedings	colour page on 3 <sup>rd</sup> page	colour page	black and white page	1/2 black and white page
Company logo on all printed materials	Yes	Yes	Yes	Yes
Company logo and link published on conference web page bs lz.org	Yes	Yes	Yes	-
Possibility of publishing any type of multimedia content, up to one web page at the web site bs lz.org	Yes	Yes	Yes	Yes
Multimedia presentation on the Conference DVD	100MB	50MB	20MB	10MB
Distribution of brochures and other printing and promoting material in the conference bag	4 pcs.	3 pcs.	2 pcs.	1 pcs.
Company presentation	30 minutes	20 minutes	20 minutes	-
Letter of Acknowledgement, handed at the Conference Opening Ceremony	Yes	Yes	Yes	Yes
Free registration fees	4	3	2	1

### Technical organizer:

**BBN Congress Management d.o.o.**

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# EXHIBITION AREA SKETCH





MINISTARSTVO SAOBRAĆAJA I VEZA  
AGENCIJA ZA BEZBJEDNOST SAOBRAĆAJA



IRSC



DECADE OF ACTION FOR  
ROAD SAFETY 2011-2020