



The EU Green Deal and the Future of Parking

*Integrated Solutions for
Dynamic Urban Management*

12-14 September 2022 • Brussels, Belgium



20th European Parking Association Congress & Exhibition

Exhibitor & Sponsorship Brochure



Belgian Parking
Federation

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The EU Green Deal and the Future of Parking

Integrated Solutions for Dynamic Urban Management

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Integrated
solutions for
dynamic urban
management

Welcome

Dear friends and colleagues,

We are living in unprecedented times and the uncertainties linked to the global COVID-19 pandemic and the delays or differences in the vaccination advancement in our EPA countries made us question the impact and ability to conduct and ensure a well-attended safe international parking and mobility congress. In order to confirm that we will celebrate a truly memorable event the 20th EPA Congress and Exhibition, the EPA Board and the Belgian Parking Federation have decided to postpone the congress to autumn 2022.

The 2022 Congress theme is **“The EU Green Deal and the Future of Parking – Integrated solutions for Dynamic Urban Management”** and will be the most complete and multidisciplinary event involving operators in the parking industry, national and local public administrations, representatives of European Commissions and Projects, experts in the field of mobility, urban logistics, electrical mobility, the data world, ITS, Apps and much more. We will be examining the overall parking and urban mobility situation in Europe after the COVID-19 pandemic enabling us to address wider issues of urban mobility alongside detailed parking matters. EPA with renewed intensity continues positively promoting parking solutions for sustainable mobility, contributing to the reduction of congestion, pollution and improving accessibility.

The European Parking Association today represents the national associations of 21 countries and their 41 million on- and off-street parking spaces, almost 500 thousand professional employees and an estimated annual turnover of €23 billion. This stimulating cultural, operative and economical context with its vast range of parking and mobility realities and solutions is being used to increase the awareness of the enormous potential and opportunities that parking management offers in contributing to sustainable towns and cities generating liveable, accessible and competitive centres. The EPA professionals today contribute by managing the static component of the mobility chain in the on- and off-street spaces for individual, collective and logistics vehicles, and the technological revolution that we are part of today is a stimulating challenge for the parking industry that is part of the fast moving world where the digital, technological, clean energy and behavioural developments are generating new opportunities.

Many illustrious personalities from the political, scientific, academic and industrial fields have been speakers during recent congresses and the 20th EPA Congress will continue the level of excellence. A brief mention of some of our past speakers confirming the level of prestige are: Siim Kallas, Vice President of the European Commission and Commissioner for Transport, Prof. Donald Shoup, Professor of the Department of Urban Planning – UCLA, Los Angeles, José Viegas, Secretary General of the International Transport Forum, Transport and Mobility Ministers and Mobility Councillors from many countries, leaders and experts from the automotive industry and its associations, the transport authorities and their associations, the ITS world and of course public and private experts from the parking industry and internationally renowned academics.

Welcome

The EPA Congress combines a well-attended scientific conference with a trade exhibition for the parking and mobility industry. The recent events have seen an average presence of over 500 delegates, 50 top level national and international speakers and 70 exhibitors from 32 countries worldwide. The professional trade exhibition alongside the Congress offers the opportunity to the manufacturers, suppliers and others active in this field to promote their products and services. We ask you to consider this exceptional showcase event for gaining information, exchanging ideas and networking with the European Parking Industry.

The Congress marks the biennial presentation of the prestigious EPA Awards introduced back in 1994 and since the EPA Awards ceremony is one of the staged highlights of the EPA Congress it was decided that it too will be postponed together with the Congress to the autumn of the year 2022. The awards will be assigned in five different categories, illustrating the state of art solutions combining management, technology and environmental attention.

Today the EPA Congress is unquestionably the most important combined international parking and mobility event in Europe and the event in 2022 will reach a new level and will mark a further strategic change in EPA's development.

EPA together with BPF, the Belgian Parking Federation who will be hosting the event, is making every effort to ensure the Congress is a worthwhile, enjoyable and memorable event and we look forward to finally meeting you all again in Brussels at the 20th EPA Congress and Exhibition

Yours sincerely,

Laurence A. Bannerman

President

EPA - European Parking Association



Roland F. Cracco

President

Belgian Parking Federation



The Venue

SQUARE – Brussels Convention Center



Glass Entrance

Mont des Arts/Kunstberg

B-1000 Brussels.

<https://www.square-brussels.com/en/>

Event, set up and dismantling dates:

Congress Dates:

12 to 14 September 2022*

Exhibition Set up:

Sunday 11 September 2022*

Exhibition Dismantling:

Wednesday 14 September after the Closing Ceremony*

**detailed planning will be available into the exhibition practical manual*

General Information

A tailored sponsorship package of the Congress is a cost-effective opportunity to reach a large number of delegates within your target market.

- ▶ Your organization's presence at the congress is an opportunity to leverage several days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- ▶ Sponsorship is a proven strategy for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meeting.
- ▶ Your Company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.
- ▶ The Congress will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- ▶ Be informed and identify the marketing strategies being implemented by your competitors.



Why Should you attend



Get exclusive access to influential delegates through one-to-one meetings, networking areas & social functions



Be able to integrate sales channels, purchases and conduct business by leveraging the promotions, communications and networking of the congress, driving sales outcomes



Be able to tap into the EPA community's interest and loyalty drivers

Potential Visitors

- ▶ Parking Companies
- ▶ Public Sector
- ▶ Estate administration
- ▶ International Institutions
- ▶ Project developers
- ▶ Project finance
- ▶ Project planning
- ▶ Consulting
- ▶ Architects
- ▶ Builders
- ▶ Operator of parking facilities
- ▶ Software & APP developers
- ▶ Logistics Experts
- ▶ New Mobility Solution experts
- ▶ Electrical Mobility Solution

Possible Topics of the Congress



MANAGEMENT OF URBAN SPACE

- ▶ Role of parking in mobility after the COVID-crisis
- ▶ Curb side management
- ▶ Proper use of urban space
- ▶ Individual vs collective transport



PARKING AND TECHNOLOGY

- ▶ MaaS (also for goods)
- ▶ Technology
- ▶ Pre-booking and reservation in parking
- ▶ Parking and automatization
- ▶ Technology and Digitalization
- ▶ Data standardization

INFLUENCING BEHAVIOR



- ▶ Understanding and influencing customer behavior
- ▶ Understanding human behavior (citizens, visitors, drivers...)

EPA 2022

NEW BUSINESS MODELS



- ▶ Future-proof infrastructure
- ▶ New business models for parking (both private and public sector)
- ▶ Logistic facilities in parking structures
- ▶ Mobility hubs
- ▶ Mobility and operators
- ▶ Future of parking infrastructure – what other functions can they have?
- ▶ New role of (off-street) parking in urban areas
- ▶ EV's charging infrastructure

URBAN ATTRACTIVENESS



- ▶ Economic strategies for urban recovery (after the COVID-crisis)
- ▶ Parking and economic attractiveness of cities (retail/ e-commerce/...)
- ▶ New Normal (after the COVID-crisis)

Numbers of
ATTENDEES



+500

98% 
EU participants

2% 
outside EU

Numbers of
EXHIBITORS



+70

ITS solutions are key to the management of cities. The only one thing still being more important than ITS is the people passionately helping the cities to change. The EPA Congress is the ideal platform where these two elements meet and where you anyone can exchange knowledge and listen to expert speakers in the mobility talk show.

Vaclav Lukes, City of Prague (delegate)



We were happy to be a main sponsor at the 19th EPA Congress & Exhibition. This international event provides valuable and excellent opportunities for networking with all the decision makers in the parking and mobility world.

James Toal, Skidata (exhibitor)

Our interdisciplinary team approach to define the themes and the programme for this congress reflects the dynamic change our industry experiences in these days. Cities are looking for more liveability for their residents and accessibility for their visitors. What is parking of all kind of vehicles in connection with other modes of transport able to contribute ? Parking as a Service in the context of sustainable urban mobility plans, management of more urban green space, urban attractiveness, new business models, new behaviour and new digital technologies are key trends to be discussed during the congress programme.

Theo Thuis, Chairman Scientific and Technical Committee

Exhibition Floorplan



Access to the Exhibition plan [here](#)

Exhibition Stand package

Standard Exhibition Stand Package

Booth 3m x 3m including (9sqm):

- ▶ Back wall (2,20m high - 3m lenght)
 - ▶ Fascia with name of the company
 - ▶ 1 Welcome desk + barstool
 - ▶ 1 Waste basket
 - ▶ 1 Electricity socket 1500W
 - ▶ Carpeting 9 sqm
 - ▶ Cleaning of the stand before the 1st opening
- 2 Exhibitor badges giving access to congress sessions, lunches and coffee breaks within the exhibition hall
 - Congress website and App coverage (name + logo + link to your website)
 - Company listed on printed exhibition floor plan at the entrance of the exhibition hall

EARLY BIRD*: 4,200 € (excl VAT) | **STANDARD RATE: 4,500 €** (excl VAT)

Bronze Exhibition Stand Package

Booth 3m x 3m including (9sqm):

- ▶ Back wall (2,20m high - 3m lenght)
 - ▶ Fascia with name of the company
 - ▶ 1 Welcome desk + barstool
 - ▶ 1 Waste basket
 - ▶ 1 Electricity socket 1500W
 - ▶ Carpeting 9 sqm
 - ▶ Cleaning of the stand before the 1st opening
- 2 Exhibitor badges giving access to congress sessions, lunches and coffee breaks within the exhibition hall
 - 1 Ticket for the welcome reception
 - 1 Ticket for the gala dinner
 - Company listed into the rotating slides between sessions
 - Company listed as Bronze sponsor
 - Congress website and App coverage (name + logo + link to your website)
 - Company listed on printed exhibition floor plan at the entrance of the exhibition

EARLY BIRD*: 4,590 € (excl VAT) | **STANDARD RATE: 4,890 €** (excl VAT)

*Early Bird is valid until 25 March 2022

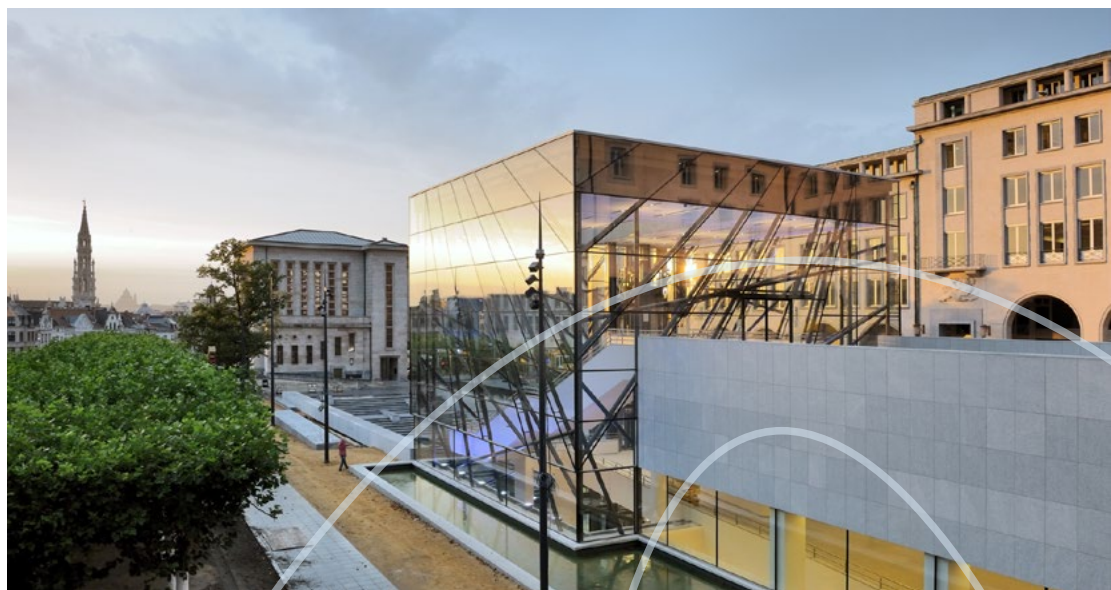
Exhibition Stand package

Silver Exhibition Stand Package

Booth 4m x 4m including (16 sqm):

- ▶ Back wall (2,20m high - 4m lenght)
 - ▶ Fascia with name of the company
 - ▶ 1 Welcome desk + Barstool
 - ▶ 1 Waste basket
 - ▶ 1 Electricity socket 1500W
 - ▶ Carpeting 16 sqm
 - ▶ Cleaning of the stand before 1st opening
- 4 Exhibitor badges giving access to congress sessions, lunches and coffee breaks within the exhibition hall
 - 2 Tickets to the welcome reception
 - 2 Tickets to the gala dinner- Banner of the company included into one the pre-event eblast
 - 1 push notification from the App sent during congress days (day & time decided by the organiser)
 - Company listed as Silver sponsor
 - Congress website and App coverage (name + logo + link to your website)
 - Company listed on printed exhibition floor plan at the entrance of the exhibition
 - Company listed into the rotating slides between sessions

EARLY BIRD*: 7,490 € (excl VAT) | **STANDARD RATE: 7,990 €** (excl VAT)



*Early Bird is valid until 25 March 2022

Exhibition Stand package



Golden Exhibition Stand Package

Booth 6m x 3m including (18sqm):

- ▶ Fascia with name of the company
 - ▶ Back wall (2,20m high - 6 m lenght)
 - ▶ 1 Welcome desk + 1 Barstool
 - ▶ 1 Waste basket
 - ▶ 1 Electricity socket 1500W
 - ▶ Carpeting 18 sqm
 - ▶ Cleaning of the stand before 1st opening
-
- 4 Exhibitor badges
 - 2 Tickets to the Welcome Reception
 - 2 Tickets to the Gala Dinner
 - 1 push notification from the App sent during congress days (day & time decided by the organiser)
 - Congress website and App coverage (name + logo + link to your website)
 - Company listed on printed exhibition floor plan at the entrance of the exhibition
 - Company listed as Golden sponsor
 - Company listed into the rotating slides between sessions
 - 15 min sponsored session into the exhibition Hall
 - Logo on all the congress signage
 - Banner of the company included into one the pre-event eblast

EARLY BIRD*: 8,790 € (excl VAT) | STANDARD RATE: 9,290 € (excl VAT)

*Early Bird is valid until 25 March 2022

Exhibition Stand package



Platinum Exhibition Stand Package

Booth 6m x 6m including (36 Sqm):

- ▶ 1 Electricity socket 350W

- 10 Exhibitor badges
- 4 Tickets for the Welcome Reception
- 6 Tickets for the Gala Dinner
- Banner of the company included into one the pre-event emailig
- 1 push notification from the App sent during congress days (day & time decided by the organiser)
- Congress website and App coverage (name + logo + link to your website) - 15 min sponsored session into the exhibition Hall
- Company listed as Platinum sponsor
- Company listed on printed exhibition floor plan at the entrance of the exhibition
- Company listed into the rotating slides between sessions
- 15 to 30 min sponsored session into the exhibition Hall
- Snapshot presentation at the end of a session
- Logo on all the congress signage

EARLY BIRD*: 15,000 € (excl VAT) | **STANDARD RATE: 16,000 €** (excl VAT)

*Early Bird is valid until 25 March 2022

Exhibition & Sponsors Items

COMMUNICATION & CONTENT ITEMS*

* restricted to confirmed exhibitors

To be
discussed

5 MIN SNAPSHOT PRESENTATION AFTER PLENARY SESSION

Benefit from the presence of a wide audience during a session to engage people to know more about your company. Create curiosity about your brand and products and invite them to your booth to engage with them on a personal level after your session.

Please note that:

- EPA can only accommodate 1 company per session
- A session entails a 5 minutes speaking slot

To be
discussed

VENDOR WORKSHOP

In order to support your goals, EPA Congress and Exhibition will offer the opportunity to organize your own 30min company workshop/training/presentation session in a [dedicated open area](#) within the exhibition hall.

EPA will provide the space with furniture and AV equipment (screen and beamer, sound system).
EPA will market the Workshop on the congress website, the programme and the App.

To be
discussed



LANYARD

Lanyards provide highly visible recognition throughout the conference. Place your company logo prominently on the lanyards that are distributed to all conference participants who are required to wear them throughout the conference.

Please note that:

- The lanyards are produced and provided by the sponsor and should be in recycled material
- This option is limited to one company

To be
discussed



WIFI

Help all attendees get connected at the conference as the Official Wi-Fi sponsor.

Wi-Fi sponsorship includes:

- Logo and link placement on the Conference website
- Logo in the onsite program
- Company logo on signage that includes Wi-Fi login instructions
- Wi-Fi network branded with company logo

Please note that this option is limited to one company.

Exhibition & Sponsors Items

COMMUNICATION & CONTENT ITEMS*

* restricted to confirmed exhibitors

To be
discussed



MOBILE APP

Welcome attendees and be the exclusive sponsor of the Conference mobile app!

As the exclusive sponsor of the mobile app, your company logo will be displayed on the opening splash screen before the mobile app opens.

The homepage will include a button that clicks directly to your site (or URL of choice).

The sponsor will also be recognized in onsite signage and advanced marketing promoting usage of the App.

The mobile app will be available 1 week prior to the conference and will be available following the event.

Furthermore, your app presence can be tailor-made. Statistics will be made available.

Please note that:

- This option includes 3 push notifications dedicated to the sponsor
- This option is limited to 1 company

To be
discussed



CARBON NEUTRAL CERTIFICATION

Sustainability is part of your company strategy and objective and you would like to sponsor the carbon neutral certification of the EPA Congress and Exhibition.

Support EPA into that objective and be mentionned on the dedicated sustainability page which will be created within EPA Congress and Exhibition website, be also visible on every communication related to the sustainability approach EPA is implementing within the organisation.

When official certification and stamp will be received, the sponsor will be also mentioned and stated into that dedicated communication via eblasts, on social media and within the App too.

Exhibition & Sponsors Items

NETWORKING FUNCTIONS*

* restricted to confirmed exhibitors

To be
discussed

COFFEE BREAKS

Coffee breaks, scheduled during specific times in the exhibition and poster area, will represent an important time for participants to gather and to engage in animated discussions between sessions.

Please note that:

- EPA will highlight your support to the coffee breaks in the Conference website and App. (logo), rotating slides into the session rooms
- Branding on the food station can be provided by EPA
- Roll-up banners and/or branded napkins can be provided by the sponsor

The allocation of breaks will be done on a first come first served basis.

Price per coffee break.

Interested into sponsoring a permanent coffee break? Personalised offer will be created for you based on the day and duration of the break.

To be
discussed

To be
discussed

LUNCH BREAKS

Lunch breaks are scheduled in the exhibition area and represent an important time for participants to gather and to engage in animated discussions.

Please note that:

- EPA will highlight your support to the lunch breaks in the programme, the Conference website and App. (logo), and rotating slides into the session rooms
- Branding on the food station can be provided by EPA
- Roll-up banners and/or branded napkins can be provided by the sponsor
- The allocation of breaks will be done on a first come first served basis

To be
discussed



WATER FOUNTAIN WITH BRANDING

Attendees appreciate the simple availability of water. Place your eye-catching company designed message on 7 water stations in the exhibit hall and hallways.



Exhibition & Sponsors Items

SOCIAL & NETWORKING FUNCTIONS SPONSORED

To be discussed



WELCOME RECEPTION

At the end of the day visitors and attendees will appreciate a refreshing and high class reception outside the congress center, at the historical Town Hall of Brussels on the prestigious Grand Place.. Networking is key, and you as the sponsor can benefit from the presence of this audience by a short presentation of your company and its activity.

Please note that:

- EPA will highlight the welcome reception in the Conference website and App (logo) and on the dedicated Welcome reception webpage and rotating slides between sessions
- Catering will be provided by EPA & supported by Visit Brussels
- Access to the reception for 10 people
- Roll-up banners and/or branded napkins or other marketing material can be provided by the sponsor
- The reception takes place on day 1 end of the day in a prestigious venue.

More information [here](#)

To be discussed

GALA DINNER

Sponsor the famous Gala-dinner, a unique opportunity to welcome a wide audience of attendees.

Please note that:

- EPA will highlight your support to the Gala Dinner in the Conference website and App (logo) and on the dedicated Gala Dinner webpage and on the rotating slides between sessions
- The sponsors can project their logo by means of a Gobo
- The sponsors can bring standing banners (to be approved by EPA and the venue based on security conditions)
- Allocated number of seats based on sponsoring
- Your logo will be included on the printed menu
- This option is limited to three companies from different business industries

Any additional visibility to be discussed with EPA

More information [here](#)

Contacts



BELGIAN PARKING FEDERATION

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EPA CONGRESS & EXHIBITION SECRETARIAT

20th EPA Congress and Exhibition

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