



Vice Mayor of Long Beach, Suja Lowenthal (Photo: Allan Crawford)

## Exhibitor and Sponsorship Opportunities

The Pro Walk/Pro Bike® conference, established in 1980, is the premier conference in North America for bicycle and pedestrian professionals from the public and private sectors. Started by a handful of idealistic cyclists who held a common belief that all communities should be designed for safe, comfortable, and convenient cycling and walking, the conference has evolved to include public health professionals, elected officials, the cycling industry, and others, while growing in size: we expect close to 1,000 attendees in Long Beach.

Please join us in Long Beach, **September 10-13, 2012**, to hear from the innovators who are helping transform their communities into more vibrant, livable places. The Pro Walk/Pro Bike® conference will feature over 100 presentations on topics such as:

- Bicycle Share Program best practices;
- Innovate infrastructure for pedestrians and cyclists;
- Public Health built environment interventions;
- Recent research on safety, economic development, trip generation, etc.; and
- Safe Routes to School.

Pro Walk/Pro Bike® presenters and delegates are drawn from all levels and backgrounds. Our 2010 conference included: Federal Highway Administration; NHTSA, Federal Transit Administration; EPA; NOAA; national bicycle/pedestrian advocacy organizations; numerous state DOTs; public health foundations; numerous MPOs and Regional Transit Authorities; towns, cities, and major metropolitan areas; and neighborhood level activists.

## Exhibitors

Exhibit spaces are 8' x 10' and are located in a large room along with conference registration. The space hosts other official conference functions, such as poster session presentations and refreshments breaks, designed to ensure plentiful foot traffic past your display.

### Additional Benefits

- One Complimentary Full Conference Registration (includes access to all meals, functions, and breakout sessions). Value \$600+
- Program Recognition in the printed conference materials distributed to all attendees.

Cost: \$2.5k

## Sponsors

Numerous sponsorship opportunities are available for Pro Walk/Pro Bike® 2012. Your company or organization can be a general supporter of the conference, or can sponsor specific plenary sessions, conference events, or specific speakers. Each sponsor will have its logo appear in our monthly conference newsletter (circulation 5,000), on the conference website, and in printed materials distributed to conference participants.

### Platinum Level Highlights

- Six Complimentary Full Conference Registrations (includes access to all meals, functions, and breakout sessions).
- Six Guest Invitations
- Plenary Session Sponsor
- Exhibit space
- Conference Newsletter and Website recognition

Cost: \$35k

### Gold Level Highlights

- Three Complimentary Full Conference Registrations (includes access to all meals, functions, and breakout sessions).
- Three Guest Invitations
- Plenary Session Sponsor
- Exhibit space
- Conference Newsletter and Website recognition

Cost: \$20k

### Silver Level Highlights

- Two Complimentary Full Conference Registrations (includes access to all meals, functions, and breakout sessions).
- Conference Function Sponsor (available as first come/first serve)
- Exhibit space
- Conference Newsletter and Website recognition

Cost: \$10k

### Bronze Level Highlights

- One Complimentary Full Conference Registration (includes access to all meals, functions, and breakout sessions).
- Exhibit space
- Conference Newsletter and Website recognition

Cost: \$5k

### Interested Exhibitors & Sponsors should contact:

Mark Plotz, Conference Director

(202) 223-3621

mark@bikewalk.org

[www.bikewalk.org/2012conference](http://www.bikewalk.org/2012conference)



## Critical dates

Next Pro Walk/Pro Bike® conference newsletter: December 14

Call for Proposals: Mid December 2012

Registration Opens: Early February 2012

Conference Opens: Monday, September 10, 2012

Conference Closes: Thursday, September 13, 2012