



placesforbikes

CONFERENCE 2018

INDIANAPOLIS, IN • MAY 1-3

SPONSORSHIP OPPORTUNITIES



The PlacesForBikes Conference will bring together several hundred leaders and thinkers to focus on the challenges and opportunities of building better bicycle infrastructure -- fast.

Inspiring speeches, breakout sessions, group conversations and peer-to-peer networking will help every attendee develop and refine an action plan to speed progress back home.

Why Indy?

Indianapolis is not only a vibrant city known for its warm hospitality, it's also home to the Indianapolis Cultural Trail, one of the most visionary urban bicycle and pedestrian infrastructure projects in the country. Throughout the two-and-a-half-day conference, attendees will experience the community benefits of the Cultural Trail and Indy's improving bike infrastructure. The agenda centers on four components of building great places to ride: *plan, build, measure, engage*.

Who Attends:

Mayors and elected officials, city staff, bike industry executives, retailers and other business leaders, funders, community leaders and advocates.

2017 ATTENDEES

- » 25% Business and community leaders
- » 23% City staff
- » 20% Bike industry leaders and retailers
- » 16% Funders and others
- » 16% Advocates

Opportunities:

This is an exclusive opportunity to reach influential decision makers in the bicycling and public infrastructure spaces who are looking for expert advice on tools and technical support from consulting firms, equipment and infrastructure suppliers, and bike share systems.

SPECIAL EVENTS

- » Tuesday welcome reception
- » Wednesday post-reception gathering
- » Thursday happy hour

BRAND PLACEMENT

- » Booth presence
- » Product placement
- » Event marketing

All sponsors will receive recognition in digital and printed conference materials and on stage.

Your support will enhance the success of the 2018 PlacesForBikes Conference. We are ready to share creative ideas to help you meet your marketing goals and reach your target audience.

Level	Cost	Complimentary Registration	Keynote Introduction	Event Sponsor Opportunity	Booth Space	Product Placement
Five Star Sponsor	\$50,000	Unlimited	★	★	★	★
Four Star Sponsor	\$25,000	4		★	★	★
Three Star Sponsor	\$10,000	3			★	★
Two Star Sponsor	\$5,000	2			★	★
One Star Sponsor	\$2,500	1				★



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 **TREK** lead sponsor of PlacesForBikes

