



CONFERENCE 2024

Detroit, MI
August 12-14, 2024



Sponsorship Opportunities



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The Association of Pedestrian and Bicycle Professionals invites your sponsorship of the 2024 Conference in Detroit, Michigan, August 12-14.

APBP's biennial conference provides outstanding training and net-working that attract professionals working on active transportation projects in the U.S. and Canada. The APBP conference is an unparalleled opportunity for you to connect with your target customers—leaders and innovators, established and emerging decision-makers.



Why You Don't Want to Miss Detroit

We expect several hundred active transportation professionals and advocates to join us in becoming immersed in the educational, networking, and local touring opportunities that Detroit has to offer! Despite Detroit being the Motor City, about a third of Detroit residents don't own a car (2017 University of Michigan study.) Since 2011, the City of **Detroit has spent about \$14 million on installing bike lanes**, which includes about 50 miles of protected bike lanes and 210 miles of unprotected lanes.

Photo Credit: Christina Peltier
Warren Gateway Park at the entrance of the Joe Louis Greenway

Who Exactly Attends the APBP Conference?

Attendees are **decision-makers**, the people whose recommendations and reputations are valued when contracting for services, plans, and products. In short, they are **your audience, your customers**.

- Innovators and leaders in the field
- Planners, engineers, landscape architects, architects, public health professionals
- Consultants
- Industry representatives
- Pedestrian and bicycle professionals working for city, state, provincial, MPO and RPC agencies
- Complete Streets professionals – including transportation and health
- Advocates for walking and bicycling

Who Can Gain From Sponsorship of the APBP Conference?

- Pavement marking and signal design companies
- Companies offering streetscape design products
- Firms specializing in counting pedestrians and bicyclists, in wayfinding, and in safety
- Innovators with ideas and products for building walkable, bicycle-friendly communities
- Bicycle parking companies
- Bikeshare companies
- Planning and design firms
- Non-profit professional and advocacy organizations
- Purveyors of information and technology to lead the field

Connect with your customers this August!



Ann Arbor, MI. Photo Credit: Toole Design



Photo Credit: City of Detroit



Ypsilanti, MI. Photo Credit: Dan Burden

Our standard sponsorship level options are

	Diamond \$7,500	Platinum \$6,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Complimentary Conference Registrations	5	3	3	2	1
Logo on Conference Website	●	●	●	●	●
Social Media Recognition	●	●	●	●	●
Logo featured in Conference meeting space	●	●	●	●	●
Sponsor profile in Conference mobile app	●	●	●	●	
Exhibit Space	8' x 8' space	8' x 8' space	6' table top	6' table top	
Ad in Conference Mobile app	●	●	●		
Number of branded Thought Leadership pieces <i>(distributed to members via This Week at APBP newsletter)</i>	2	1			
Non-commercial speaking slot during a General Session <i>(content approved by APBP leadership)</i>	2 minutes				

Only interested in exhibiting? No problem!

+ 8' x 8' Exhibit Space will be assigned on a first come, first served basis. Space comes with an 8' x 8' area with a 6' table, two chairs, and a trash can. Any additional items (including electricity, etc) must be coordinated with the hotel.

++ 6' Table Top Exhibit Space will be assigned on a first come, first served basis. Space comes with a 6' table, two chairs, and a trash can. Any additional items (including electricity, etc) must be coordinated with the hotel.

8' x 8' Exhibit Space+	\$3,500	One complimentary registration is included.
6' Table Top Exhibit Space++	\$2,000	One complimentary registration is included.

Increase Your Exposure

Contact us if you are interested in discussing a sponsorship of the APBP mobile tour bikes, bike parking for the APBP Conference, or a sponsorship of one of our Receptions or Social Events.

Don't see an exact fit for your company?

Customized sponsorship packages can be made available to fit your needs. Please contact Lauren Santangelo at lsantangelo@amrms.com to start the conversation!



Photo Credit: Streets for People, City of Detroit



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Conference Venue

Fort Pontchartrain,
A Wyndham Hotel

2 Washington Blvd
Detroit, MI 48226

Sign up for your sponsorship today!

Contact:

Lauren Santangelo
Executive Director
859-402-9819

lsantangelo@amrms.com

Deadline for sponsorship is
May 31, 2024.

Payment deadline is June 28, 2024.

