

**LightRail** EUROPE 2013  
WORLD

Co-located with

 **MetroRail 2013**



Strategy and technology for light rail  
operators and their partners

[www.terrapinn.com/lightrail](http://www.terrapinn.com/lightrail)

9–11 April 2013  
Madrid, Spain

Created by

**terrapinn**  
use your brain

# Big Idea

Light Rail World is the meeting place for global LR executives and their partners.

Co-located with the 9<sup>th</sup> annual MetroRail Congress, and sharing an exhibition hall and networking breaks, LRW offers a great opportunity to get in front of the global urban rail market.

The Congress provides a critical platform to create and develop the partnerships necessary to secure success.

It tackles the full spectrum of industry challenges – from tram-tram and tram-train challenges, electrification, ticketing, infrastructure upgrades and offering the latest news from the world's most interesting light rail projects.

*"A superb opportunity to gain an update and network with senior players in the global metro market."*

**Tim Gray, International B.D.D, RIA**

Commenting on MetroRail

If you're a supplier or partner with urban rail operators the event will provide a great platform to:

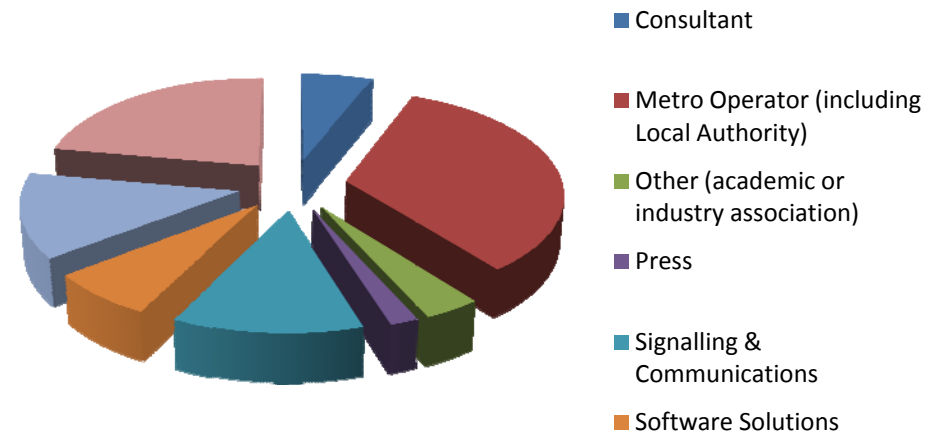
- Meet operators looking for partners
- Raise your profile
- Positioning yourself as a leader
- Find joint venture opportunities
- Close deals
- Generate leads
- Increase market share
- Launch your global business

# who attends

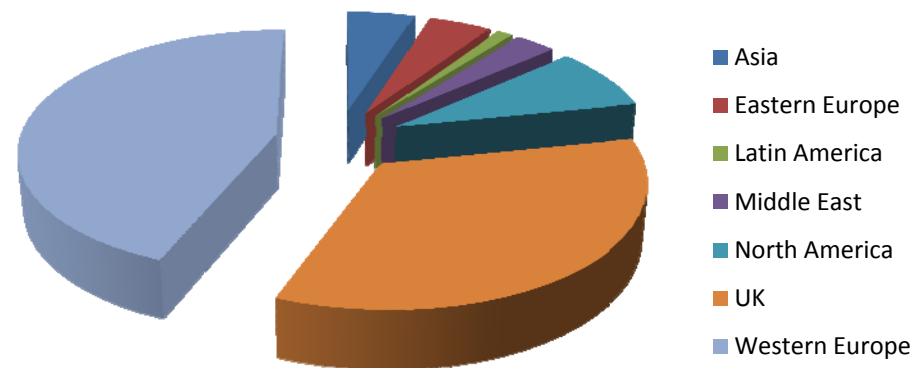
Urban rail operators and their partners will be sharing their “how to” experience on:

- New Projects
- Tram-train challenges
- Infrastructure upgrades
- Ticketing
- Signalling and train control
- Rolling stock investment

## Industry Breakdown



## Geographical breakdown



*Figures taken from MetroRail2012*

# just a small sample of who attends

**A B Storstockholms** Amsterdam Metro System **AMSYS** **Arriyadh Development Authority** **ATM Spa** **Attiko Metro Operation Company S A** Azienda Transporti Milanesi **Bangalore Airport Rail Link Ltd.** Beijing Infrastructure Investment Co. **Beijing Mass Transit Railway Administration Co. Ltd** Beijing Urban Transit Branch Company of China **Berliner Verkehrsbetriebe Aor** **BKV** **Buenos Aires SE** **BVG** **Bynet Data Communications Ltd** Calgary Transit **Chicago Transit Authority** DB Stadtverkehr GmbH **Delhi Metro** Dopravni podnik hl. m. Prahy a.s. **DSB International** Dubai Rail Project **East Japan Railway Company** Eurailco **Ferrocarril Metropolitana de Barcelona, SA TMB** Gruppo Torinese Transporti SPA **Helsingin Kaupungin Liikennelaitos**

Helsinki City Transport **HKL** Hong Kong Mass Transit Railway **Ifercat** **INTF** **Istanbul Ulasim** Keolis

**Kollektivtransportproduksjon AS** Land Transport Authority **London Underground** Metro de Madrid **Metro de Santiago** Metro Parma SpA **Metro Service A/S** Metro Warszawskie **Metronapoli SpA** Metronet **Metropolitan JSC** Metropolitana Di Roma SpA **Metropolitano De Lisboa** MetroRio **Metroselskabet** Moscow Metro **MTR Corporation / Tunnelbaneservice AB** NedRailways BV **NetworkDevelopment** Orestad Development Corporation **Railway Procurement Agency** **RATP** **RET** Roads & Transport Authority Dubai **Roma Metropolitane** Sabah State Railway Department **SARCC Metrorail** **SBASE** **SBS Transit LTD** Seoul Metro **Serco Integrated Transport** SF Bart **Shiraz Urban Railways** SMRT Corporation Ltd **SNCF** Societe Du Grand Paris **SPT** **STIB** **STM (Montreal)** Stockholm Public Transport **Taipei Rapid Transit Corporation** Thameslink **The Metro Company** **TISSEO** **Tokyo Metro Co, Ltd.** Transports Metropolitans De Barcelona **Tubelines** Utah Transit Authority **Veolia Transport** Warsaw Metro **Wiener Linien**

# who sponsors

Companies sponsoring LRW include:

- Turnkey providers
- Rolling stock
- Engineering consultants
- Transport consultants
- Electrification providers
- Ticketing providers

Global light rail operators attend LRW to find out:

- How to find cutting edge, affordable train sets that will integrate seamlessly with their existing stock
- How to ensure assets are optimized to minimize maintenance costs and maximise output and efficiency
- How to ensure smooth and efficient project delivery

Supply companies and vendors sponsor LRW to:

- Meet with operators, raise profile and generate new business leads
- Educate the market on the superiority of their product or offering
- Position themselves as a thought-leader in an increasingly competitive space

*“Very good! Generally exceeded my expectations of topics covered and networking opportunities”.*

**Allan Hargreaves**, Director – Light Rail & Metro, **Atkins**

Commenting on MetroRail

# a sample of past sponsors



# THE conference

*"A good opportunity to get an update on metro development in various parts of the world"*

**Silvester Prallasam**, Director - Fare System, LTA

Commenting on MetroRail

Light Rail World builds off 9 successful years of Terrapinn's MetroRail Congress.

Like MetroRail, this is a strategic event where CEOs and senior executives from the world's most interesting light rail projects gather to share ideas and network across 3 packed days.

## 2013 EVENT AT A GLANCE

Tuesday 9 April	Wednesday 10 April	Thursday 11 April
Global projects showcase <ul style="list-style-type: none"><li>• Tram-train challenges</li><li>• Rolling stock investment</li></ul>	Global projects showcase <ul style="list-style-type: none"><li>• Infrastructure upgrades</li><li>• Signalling and train control</li></ul>	Post-event focus day <ul style="list-style-type: none"><li>• Ticketing</li></ul>



# a sample of past speakers



Gary Thomas, President & Executive Director, Dallas Area Rapid Transit



Roberto Bianchi, Chief Executive Officer, Metro de Santiago



Dr Huel-Sheng Tsay, Chairman, Taipei Rapid Transit Corporation



Jean-Marc Janailiac, CEO, RATP Développement



Aurelio Rojo Garrido, Secretary General, AlamyS



John Inghish, CEO, Utah Transit Authority & Chair, UTP Sustainability Commission



Howard Collins, Chief Operating Officer, London Underground



Joseph Casey, General Manager, SEPTA



Chua Chong Kheng, Group Director of Rail, Thomson & Existing Lines, Land Transport Authority Singapore



Norman Baker MP, Parliamentary Under-Secretary of State for Transport, Department for Transport



Jeremy Long, CEO – European Business, MTR Corporation



HE Mattar Al Tayer, Chairman of Board & Executive Director, Roads & Transport Authority



Richard L. Rodriguez, President, CTA (Chicago)



Eric Vaughn, Chief Operating Officer, Cuadrilla Resources



Yves Devin, CEO, STM (Montreal)



Elio Catania, Chairman & CEO, ATM (Milan)



Anne-Grethe Foss, Chief Executive Officer, Metroselskabet



Henk Waling, Managing Director, Amsterdam Metro System



Terry Morgan, Chairman, Crossrail



Richard Moorman, CEO, Tamboran Resources



# packages sponsorship & exhibitor

## Platinum Package

Position your business as an industry leader with exceptional opportunities to show your expertise.

### Thought Leadership and programme presence

- Terrapinn will provide, a senior executive from your company, a 20 minute, (including Q&A), keynote speaking slot on the conference programme. Session time, title & copy to be mutually agreed between your company and Terrapinn for quality and agenda flow purposes.
- A senior executive from your company will be offered the opportunity to present an additional 20 minute client case study OR take part in a panel discussion.
- Your company can provide educational white-papers.

### Branding and mindshare

- Your corporate logo will appear on any blog posts which include white-papers.
- Your corporate logo on banners, AV screens, (also plasma screens, if applicable).
- Your corporate logo will appear within the brochure
- Your company has the opportunity to make a participation announcement added to our blog, (promoted via social media channels). This will be co-written by Terrapinn and yourselves.
- Your corporate logo will appear on the event website with a short profile, (50 words), and a hyperlink to your site.
- Seat drop of your corporate brochure / literature at a time during the conference of your choosing.

### Exhibition

- 6m<sup>2</sup> exhibition space (3m x 2m)

### Enhanced networking opportunities

- You will be provided 5 complimentary delegate passes for senior executives of the company, (exclusive of speakers).
- We will provide a mailing or emailing to your client and prospect database offering 15% discount off conference attendance.
- We provide a marketing pack to allow you to promote your attendance at the event including promotional materials for the conference.

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## Gold Package

Enhance your market presence with the opportunity to showcase your industry experience and insight.

### Thought Leadership and programme presence

- Terrapinn will provide, a senior executive from your company, a 20 minute, (including Q&A), speaking slot on the conference programme. Session time, title & copy to be mutually agreed between your company and Terrapinn for quality and agenda flow purposes.

### Branding and mindshare

- Your corporate logo will appear on any blog posts which include white-papers.
- Your corporate logo on banners, AV screens, (also plasma screens, if applicable).
- Your corporate logo will appear within the brochure
- Your company has the opportunity to make a participation announcement added to our blog, (promoted via social media channels). This will be co-written by Terrapinn and yourselves.
- Your corporate logo will appear on the event website with a short profile, (50 words), and a hyperlink to your site.
- Seat drop of your corporate brochure / literature at a time during the conference of your choosing.

### Exhibition

- 6m<sup>2</sup> exhibition space (3m x 2m)

### Enhanced networking opportunities

- You will be provided 3 complimentary delegate passes for senior executives of the company, (exclusive of speaker).
- We will provide a mailing or emailing to your client and prospect database offering 15% discount off conference attendance.
- We provide a marketing pack to allow you to promote your attendance at the event including promotional materials for the conference.

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## Silver Package

Generate awareness and build your profile by contributing to the most critical industry issues.

### Programme presence

- A senior executive from your company will be offered the opportunity to present an take part in a panel discussion. Session and panel to be mutually agreed between your company and Terrapinn for quality and agenda flow purposes.

### Branding and mindshare

- Your corporate logo will appear on any blog posts which include white-papers.
- Your corporate logo on banners, AV screens, (also plasma screens, if applicable).
- Your corporate logo will appear within the brochure
- Your company has the opportunity to make a participation announcement added to our blog, (promoted via social media channels). This will be co-written by Terrapinn and yourselves.
- Your corporate logo will appear on the event website with a short profile, (50 words), and a hyperlink to your site.

### Exhibition

- 6m<sup>2</sup> exhibition space (3m x 2m)

### Enhanced networking opportunities

- You will be provided 2 complimentary delegate passes for senior executives of the company, (exclusive of panellist).
- We will provide a mailing or emailing to your client and prospect database offering 15% discount off conference attendance.
- We provide a marketing pack to allow you to promote your attendance at the event including promotional materials for the conference.

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# packagges

## sponsorship & exhibitor

## Welcome Drinks Sponsorship

Opportunity to sponsor one of the Drinks Reception held at end of conference day (please check for availability).

### Event Presence

- 5 minute welcome address at Welcome drinks reception
- Two banners positioned within the drinks area (banner supplied by sponsor)
- Branded placards on each cocktail table

### Branding

- Your corporate logo will appear on any blog posts which include white-papers.
- Your corporate logo on banners, AV screens, (also plasma screens, if applicable).
- Your corporate logo will appear within the brochure
- Your company has the opportunity to make a participation announcement added to our blog, (promoted via social media channels). This will be co-written by Terrapinn and yourselves.
- Your corporate logo will appear on the event website with a short profile, (50 words), and a hyperlink to your site.

### Exhibition

- 6m2 exhibition space (3m x 2m)

### Networking

- You will be provided 2 complimentary delegate passes for senior executives of the company, (exclusive of panellist).
- We will provide a mailing or emailing to your client and prospect database offering 15% discount off conference attendance.
- We provide a marketing pack to allow you to promote your attendance at the event including promotional materials for the conference.

(All food & beverage costs are inclusive of this package and no extra charge will be made)



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# packages sponsorship & exhibitor

## Lunch / Refreshment Break/ Speed Networking Sponsorship

Conference networking session sponsorship is high impact and cost-effective.

### Event Presence

- Brief welcome address at Lunch/ Refreshment Break/ Speed Networking
- Two banners positioned within the Lunch/ refreshment area (banner supplied by sponsor)
- Branded placards on each lunch/cocktail table

### Branding

- Your corporate logo will appear on any blog posts which include white-papers.
- Your corporate logo on banners, AV screens, (also plasma screens, if applicable).
- Your corporate logo will appear within the brochure
- Your company has the opportunity to make a participation announcement added to our blog, (promoted via social media channels). This will be co-written by Terrapinn and yourselves.
- Your corporate logo will appear on the event website with a short profile, (50 words), and a hyperlink to your site.

### Exhibition

- 6m2 exhibition space (3m x 2m)

### Networking

- You will be provided 2 complimentary delegate passes for senior executives of the company, (exclusive of panellist).
- We will provide a mailing or emailing to your client and prospect database offering 15% discount off conference attendance.
- We provide a marketing pack to allow you to promote your attendance at the event including promotional materials for the conference.



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## Exhibition Package

### Exhibition

- 6m<sup>2</sup> exhibition space (3m x 2m)

### Branding and mindshare

- Your corporate logo will appear on any blog posts which include white-papers.
- Your corporate logo will appear on the event website with a short profile, (50 words), and a hyperlink to your site.
- Your company can provide educational white-papers.
- Your corporate logo will appear on exhibition banners (if applicable)

### Enhanced networking opportunities

- You will be provided 2 complimentary delegate passes for senior executives of the company.
- We will provide a mailing or emailing to your client and prospect database offering 15% discount off conference attendance.
- We provide a marketing pack to allow you to promote your attendance at the event including promotional materials for the conference.



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# get involved

If you'd like to become an exhibitor,  
sponsor or speaker at next year's event  
call Philip Kwok +44 (0)207 092 1125  
[philip.kwok@terrapinn.com](mailto:philip.kwok@terrapinn.com)

#### Join the conversation



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[Click here](#) to join us on LinkedIn

