



VELO-CITY
GLOBAL 2012
VANCOUVER
CANADA JUNE 26-29

www.velo-city2012.com
www.velo-city2012blog.com



Cities in Motion





Velo-city Global

Velo-city Global is the world's premier international cycling planning conference. The four day event offers delegates from around the world a chance to share best practices for creating and sustaining cycling-friendly cities, where bicycles are valued as part of daily transport and recreation.

Since 1980 conferences have been held in cities including Copenhagen, Paris, Dublin, Brussels, Barcelona, Perth, Munich and Montreal. Based on the experience in these cities and with increased global interest in cycling, we expect Velo-city Global 2012 to attract up to **1500 delegates**.

Velo-city Global conferences bring together politicians, engineers, planners, architects, social marketers, academics, researchers, environmentalists, advocates, educators and industry representatives, who join forces and foster trans-national collaboration long after the last delegate has headed home. The event also draws experts from related areas, such as health, economics and the environment.

All the participants enjoy an exciting mixture of sessions, where the accent is on dialogue, participation, and information exchange. Not surprisingly, this quality experience sees delegates returning year after year.

Aims and Objectives of Velo-city Global

The primary goal of the conference is bringing politicians, government officials and city staff, professionals, businesses, academics, and bicycle user representatives to share best practices for encouraging cycling as a means of transport.

Other important aims are to:

- Spread knowledge of quality, positive, evolving information about cycling and transport planning
- Provide valuable publicity for cities that have good cycling provision networks
- Encourage the recognition of cycling as an efficient, healthy, environmentally friendly means of transport and recreation
- Further the integration of cycling planning into transport and land-use planning, and other relevant sectors
- Bring together those actively involved from all relevant fields, so that they can have a profitable exchange of experience and expertise
- Seek involvement from all relevant stakeholders, including environment, health and business

The goal for Velo-city Global 2012 is to highlight Vancouver's achievements as a cycling 'starter' city and bring the European cycling experience, with its fast growth as a mode of transportation to North America, the Pacific Rim countries and globally. The conference will provide a wide range of real-world examples of cycling as form of transportation with the benefits to the environment, personal health and economy.

www.velo-city2012.com

You have much to gain by attending Velo-city Global 2012

- Be inspired by leaders who have transformed their cities through cycling, improving the quality of life while enhancing the economy
- Discover the strategies and policies that have dramatically increased levels of cycling in communities around the world
- Learn how other cities have overcome the challenges encountered when improving cycling facilities
- Develop the knowledge to ensure the cost effective implementation of cycling infrastructure and programs
- Review the latest research that helps build the business case for cycling and guides policy development
- Take advantage of great opportunity to network and build relationships with politicians, professionals and business leaders from around the world
- Benefits of professional and academic recognition along with awareness of the latest research
- See and learn the techniques for cycling growth that supports sustainable communities by city representatives attending the conference
- Be up to date with the latest thinking in cycling

Experience the World's Most Livable City

Vancouver is the third largest city in Canada, located on the mainland of British Columbia, Canada's westernmost province. With a population of 610,000 and more than 2 million people in the region, it is the largest city in the province.

Surrounded by water and the majestic Coast Mountain Range, Vancouver boasts one of the most breathtaking landscapes in North America and has been voted the most beautiful city in Canada and the number one city in the world to live in.

Vancouver is an international crossroads, centrally located between Europe and Asia and connected through North America via convenient, direct service by major air carriers. Vancouver International Airport is one of the most beautiful airports; it has been described as the best arrival experience in North America.

During your stay in Vancouver, you can see some of the latest trends in cycling infrastructure, transportation, urban, and neighbourhood planning, producing food in community gardens, TransLink in action, the integrated road, transit, and cycling service provider, and the eco-sustainable Olympic Village with gold LEED buildings.

The Olympic Village on the shores of False Creek is a leading model of sustainability incorporating forward-thinking infrastructure, energy reduction, green buildings and easy bicycle access. You can see ideas and concepts that you will be able to implement in your city. View the integration of city life with that of the mountains rising from the seawater; where a walk or a mountain bike ride in the hills is only a bus ride away.

- Experience firsthand the innovative transportation, planning and green initiatives in Vancouver
- See and try Vancouver's evolving cycling infrastructure including separated bicycle lanes, neighbourhood cycling streets, bicycles on buses, ferries, and rapid transit lines, traffic calming, feeder networks to transit lines, and cyclist-activated signals

To keep everyone entertained both indoors or out, there are over 190 parks, 400 km of bicycle routes including the Seaside Path around Stanley Park and the waterfront, world class mountain biking on the North Shore, 3 civic theatres, extensive selections of art galleries and museums as well as superb dining and cosmopolitan shopping.

Vancouver was the proud host of the 2010 Winter Olympic and Paralympic Games.

Why Become a Sponsor of Velo-city Global 2012 Conference?

Velo-city conferences are critical to the development of high quality cycling facilities, innovative policies and programs needed to dramatically increase the number of people cycling, thus increasing demand for your products and services. With interest in cycling growing exponentially all around the world, Velo-city Global 2012 has the potential to be a transformational event.

This conference represents a tremendous opportunity for companies seeking to ally their brand with cycling's simple beauty and unrivalled potential to help our world towards a greener future.

Partner with Velo-city Global 2012 Conference and take advantage of opportunities to increase your exposure, heighten your global recognition, and drive your market awareness.

Velo-city Global 2012 will provide great opportunities to build the foundation for future growth through networking and developing relationships with decision-makers who influence transportation policies and projects. These delegates will include politicians, engineers and planners representing all levels of government as well as industry leaders and cycling advocates from North America, Europe, Asia, Australasia and South America.

Each sponsorship package is customized to effectively promote your corporate message to Velo-city Global 2012 Conference delegates and visitors.

Delegate Registration

Registration for the Conference will open August 2011 with a discounted rate for early registration. For further information please visit the conference website at www.velo-city2012.com, or by completing the information form below. By providing us with your contact information, you enable us to keep you up-to-date on all the Conference Activities, Information and Events.

Join us on Facebook for more information and updates: www.facebook.com/velocityconference

Request for Further Information

Registration for the Conference will open April 15, 2011, with a discounted rate for early registration. For further information please visit the conference website at www.velo-city2012.com, or by completing the information form below. By providing us with your contact information, you enable us to keep you up-to-date on all the Conference Activities, Information and Events.

Name: _____	Affiliation / Organization: _____
Address: _____	City, Prov / State / Region: _____
Postal / Zip Code: _____	Country: _____
Telephone: _____	Fax: _____
Email: _____	Website: _____

Please send me further information in the following:

Attending Sponsorship Exhibiting Other: _____

I acknowledge and agree that the information that I supply is collected and used for the purposes of communicating information relating to the Velo-city Global 2012 Conference. This information will remain confidential property of Velo-city Global 2012 and will not be shared with any third parties.

Signature: _____ Date: _____

Forward your completed form to:

Conference Secretariat | Velo-city Global 2012 Conference
c/o CongressWorld Conferences Inc. #725 - 1155 West Pender Street, Vancouver, BC, Canada, V6E 2P4
Telephone: 604.684.0450 | Facsimile: 604.685.0451 | Email: info@congressworld.ca
Website: www.velo-city2012.com | Blog: www.velo-city2012blog.com



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