

الطرق السيارة بالمغرب  
Autoroutes du Maroc



International Road Federation  
Federation Routiere Internationale  
Federacion Internacional de Carreteras

# 4<sup>TH</sup> INTERNATIONAL CONFERENCE FOR SUSTAINABLE MOBILITY & IRF ANNUAL CONFERENCE

6 OCT. 2022 MARRAKECH

[www.adm.co.ma](http://www.adm.co.ma) | [www.irfnet.ch](http://www.irfnet.ch)

**DECARBONISE,  
FINANCE  
AND DIGITALISE THE  
ROAD SECTOR FOR A  
SUSTAINABLE MOBILITY  
& GROWTH**

## SPONSORSHIP BROCHURE

# CONFERENCE OVERVIEW



6 October 2022



Marrakech



08:00 – 18:00



250 participants (by invitation only)



8-10 exhibitors



Audience: Senior Management Level



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CONFERENCE VENUE

# Mövenpick Hotel Mansour Eddahbi Marrakech

Bd Mohamed VI, Marrakech 40000

[View on Google Maps](#)



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# PROVISIONAL PROGRAMME



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- 8:00** Welcome Coffee & Registration
- 9:30** Opening Plenary – Road Transport for a Sustainable and Inclusive Growth
- 10:45** Break
- 11:00** Session 1 – Innovating Project Delivery Through Sustainable Finance and Technology
- 12:30** Lunch break
- 14:00** Session 2 – Showcasing Solutions (hosted in the exhibition area)
- 14:45** Break
- 15:15** Session 3 – Betting on Innovation
- 15:45** Session 4 – Enabling Meaningful Change Through Measurable Impact
- 16:30** Awards Ceremony, Announcement of IRF Start-up Label Winner, Closing Remarks
- 17:00** Closing

A photograph of a traditional outdoor market stall. The stall is covered with a blue and white striped canopy. Various goods are displayed on the stall, including colorful fabrics, jewelry, and other items. The background shows a stone wall and a building with a tiled roof. The overall scene is set in a rustic, outdoor environment.

**SPONSORSHIP**

**BENEFITS**

## SPONSORSHIP BENEFITS

- 1 Pre-crafted exhibition booth of 4m<sup>2</sup> (see next slide x specs).
- Speaking opportunity.
- Strategic logo placement on all communication collaterals (website, programme, brochure, invitations, ...) with hyperlink to your company's website – before, during and after the event.
- On-site logo placement and possibility to portray your company on the conference's official video and on-line brochure.
- Promotion via IRF social media channels.
- One insert in the delegates' bag.



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## BOOTH SPECS

- 1 Welcome Desk
- 1 Stool
- 1 LCD screen
- 1 poster of 95 cm x 195 cm
- 20 posters of 20 cm x 24 cm
- 1 poster of 100 cm x 100 cm
- Electricity connection
- Lighting
- Set-up service, uninstalling and cleaning



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# EXHIBITION PLAN

(to be confirmed)



**BOOTH SCHEME**



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# BOOTH & EXHIBITION LAYOUT



BOOTH SCHEME

EXAMPLE



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## SPONSORSHIP PRICING

40 000 DH  
NATIONAUX



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**CONTACT US**

**Interested in Sponsorship?**

**Please contact ADM :**

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WE LOOK FORWARD  
TO WELCOMING YOU IN

**MARRAKECH**