UNIVERSITY OF OREGON

URBANISM NEXT | CONFERENCE

APRIL 26-28, 2023
PORTLAND, OR

SPONSORSHIP PACKAGE

3 DAYS

400 ENGAGED PROFESSIONALS

8 PARTNER ORGANIZATIONS

To become a conference sponsor contact **Nico Larco**
Urbanism Next Director

✉ nlarco@uoregon.edu

☎ 503.412.3732

UNIVERSITY OF OREGON

APA

ULI Urban Land Institute

Regional & Urban Design
an **AIA** Knowledge Community
The American Institute of Architects

ASLA OREGON

TREC TRANSPORTATION RESEARCH and EDUCATION CENTER

APA OR

ULI Urban Land Institute Northwest

AIA Oregon

WWW.URBANISMNEXT.ORG

THE URBANISM NEXT CONFERENCE

We are continuing to see advances in emerging technology such as the proliferation of shared mobility, the readiness of autonomous vehicles (AVs), and the rise of E-commerce. With this, we are also continuing to see the effects these innovations are having on how we live, move, and spend our time in cities, and increasingly on urban form and development. **Urbanism Next has been a center for thinking, research, and discussion for systematic exploration of the cascading impacts of these innovations on city development, form, and design, and the implications for sustainability, resiliency, equity, and general livability.** We focus beyond the base functioning of these technologies, to understand how and if they are solving community problems, have viable business models, are serving all users, have externalities, and – critically – are the most efficient and effective way to address community needs. The overall goal being to leverage these technologies to achieve community goals.

Once again, the Urbanism Next Center at the University of Oregon is partnering with the National and Oregon Chapters of the American Planning Association, the American Institute of Architects, the Urban Land Institute, the Oregon Chapter of the American Society of Landscape Architects, and the Transportation Education and Research Center to build a national network of thought leaders from the private sector, public sector, and academia to address these topics.

With this goal in mind, we are thrilled to be bringing together leaders from around the country to Portland, OR for the fifth annual Urbanism Next Conference in April 2023. This conference will bring together a truly interdisciplinary group of professionals from the private, public, and academic sectors who play a critical role in the future of our cities.

The conference will explore five major themes of how technology related to shared mobility, mobility as a service (MaaS), e-commerce, and AVs could change our communities' land use, urban design, building design, transportation, and real estate, and the implications these changes have for equity, health, the environment, and the economy. Communities around the world are looking for design solutions, government responses, information to educate residents about these changes, and research.

We need your support to create a fantastic conference. Sponsorship of the conference gives you the opportunity to get in front of approximately 400 presenters and attendees from around the world that are tackling these issues head on. We are pleased to present our sponsorship packages and welcome the opportunity to sit down with you and find a level of support that meets your outreach and marketing needs.

SPONSORSHIP BENEFITS

The 2023 Urbanism Next Conference is a fantastic way to gain exposure to the 400+ professionals across the country that are responding to the opportunities and challenges that emerging technologies will bring.

PREMIER SPONSOR (LIMIT TWO)

$15,000+

Premier placement and recognition on conference materials including (but not limited to):

- Opportunity to introduce the lunchtime keynote speaker or a morning speaker (note that there is only one lunch speaker and this option will be available on a first come, first served basis).
- Prominent placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- Six complimentary registrations to the conference

PLATINUM SPONSOR

$10,000

Prominent placement and recognition on conference materials including (but not limited to):

- Prominent placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- Four complimentary registrations to the conference

GOLD SPONSOR

$5,000

Placement and recognition on conference materials including (but not limited to):

- Placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- Two complimentary registrations to the conference

SILVER SPONSOR

$2,500

Placement and recognition on conference materials including (but not limited to):

- Placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- One complimentary registration to the conference

BRONZE SPONSOR

$1,000

Placement and recognition on conference materials including (but not limited to):

- Placement of logo on conference website (with link to company website)
- Name included in social media and email announcements about the conference
- Recognition at welcoming introduction

OPENING RECEPTION SPONSOR (LIMIT OF ONE)

$10,000

Signage and recognition as the Opening Reception Sponsor to the conference

- Introductory remarks at Opening Reception
- Placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- Two full conference passes

WIFI SPONSOR (LIMIT OF ONE)

$7,500

Enjoy high-profile brand exposure while giving conference attendees the necessary service of Wi-Fi. In accessing the Wi-Fi, a splash page — will offer you multiple opportunities to have company information in front of a large audience.

- Placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- Two complimentary registration to the conference

LANYARD SPONSOR (LIMIT OF ONE)

$10,000

Company name or logo printed on up to 600 lanyards provided by your company.

- Placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction
- Two complimentary registrations to the conference

COFFEE/REFRESHMENT SPONSOR (LIMIT OF THREE)

$2,500

Help keep attendees caffeinated and well fed! These sponsorships help pay for coffee and refereshments each morning, as well as one afternoon break.

- Poster acknowledging sponsorship next to the refreshments
- Placement of logo on conference website (with link to company website)
- Logo placement in social media and email announcements about the conference
- Recognition at welcoming introduction