



الهيئة الوطنية للمواصلات  
NATIONAL TRANSPORT AUTHORITY



# 15th INTERNATIONAL ROAD SAFETY ON FOUR CONTINENTS CONFERENCE

ABU DHABI, 28 - 30 MARCH 2010



**Partnership Packages**



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## INTRODUCTION & BACKGROUND TO THE ROAD SAFETY ON FOUR CONTINENTS CONFERENCE (RS4C)

**Held under the Patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, the United Arab Emirates represented by the National Transport Authority and its strategic partners, will host the Road Safety on Four Continents Conference between 28–30 March 2010 in its 15th edition, and as such will become the first Middle East and Arab country to host this extremely important conference.**

RS4C is a series of major international conferences on road safety and the conference was held for the first time in 1987 with the emphasis on two continents - Europe and North America. Africa joined for the first time in the 2000 conference in South Africa and Asia joined for the first time in the Warsaw 2005 conference. The conference therefore now covers four continents - Europe, North America, Africa and Asia.

Although the conference focused on the four continents, its last two editions (Bangkok and Warsaw) also included South American and Australian participation.

The last two editions were highly successful in terms of enticing international research bodies and the most prominent international experts involved in road safety as well as decision-makers from various parts of the world (representing 50 countries from 6 continents).

## Previous RS4C Conferences

1987,1989,1991	Sweden
1993	Netherlands
1994	France
1995	Czech Republic
1996	United Kingdom
1997	Portugal
1998	Germany
1999	Sweden
2000	South Africa
2001	Russia
2005	Poland
2007	Thailand

## VTI AND SUPPORTING ORGANISING BODIES

From the first conference until today, RS4C has been organised by the Swedish National Road and Transport Research Institute (VTI) in coordination with supporting international establishments and organisations and in cooperation with the host countries.

VTI is a national institute and is a component of The Ministry of Enterprise, Energy and Communications in Sweden, which has close connections in its specialised capacity with international organisations. The institute also manages research and consultancy projects in most countries of the world. It is concerned with applied road and transport research on infrastructure; transport; traffic engineering; transport economies; environmental impacts; road users; railway engineering; and the planning, design and operation of roads and trains.

Since its inception, the conference has been receiving support and continued participation from the most prominent organisations concerned with road safety such as the World Bank, UNESCWA (United Nations Economic and Social Commission for Western Asia), GRSP (Global Road Safety Partnership), TRB (Transport Research Board), WHO (World Health Organization), UNECE (United Nations Economic Commission for Europe), ECTRI (European Conference Transport Research Institute), PIARC (World Road Association), ETSC (European Transport Safety Council, FHWA (Federal Highway Administration) and CSIR (Council for Scientific and Industrial Research).

## THEMES AND TOPICS

The main themes of the conference are:

- Exchange of new findings on road safety
- Transfer of road safety knowledge
- Exchange of evaluated good practices

**The conference covers various aspects of road safety including policies and technical & developmental aspects, namely:**

- Road safety plans and strategies.
- Safety management techniques including speed management.
- Crash recording systems, policy information systems and black spot analyses and evaluation.
- Education and training of all categories of road users.
- Vehicle innovations and intelligent information systems.
- Traffic engineering innovations including road design and behavioural issues.
- Distraction, fatigue, alcohol and drugs related adverse effects on driving.
- Economic & financial issues, cost benefit and evaluation.
- Enforcement techniques, traffic laws and self enforcing designs
- Urban safety, traffic calming, and slow traffic
- Preventive safety measures, audits, safety inspections.
- Work-related road safety, fleet safety
- Road safety related to road works.
- Other related subjects: Health issues, awareness raising, campaigns

## RS4C AND THE NATIONAL TRANSPORT AUTHORITY

The close relations between the National Transport Authority and international organisations concerned with road safety, the Authority's recent intensive involvement in the international arena and in view of the UAE's regional and international profile, The National Transport Authority were delighted to be awarded the opportunity to host the 15th edition conference.

The importance of road safety and triggered by the numbers of deaths resulting from road accidents, which the latest statistics by international organisations ranks as third in the causes of death after wars and epidemics, not to mention the potential disabilities, deformities and loss of property as a result of these accidents, was a deciding factor in the NTA's desire to host the conference in the U.A.E.

## RS4C 2010's BENEFITS FOR THE REGION & THE UAE

- The conference will be attended by most of the safety research institutions and organisations from around the world and as such will offer an opportunity for familiarisation with the latest research and best practices and to exchange research experience with industry peers.
- Best world research applications and experiences: The conference contributes greatly to the transference of global knowledge and experience from developed countries with advanced road safety systems.
- RS4C 2010 will boost the profile of the UAE on the map of leading countries in road safety research, which in turn will enhance the UAE's interaction in the future and allow it to take advantage of global best practices.
- RS4C 2010 will focus on road safety in the region, particularly in the UAE in terms of applications and research in the field through the presentation of working papers dealing with similar experiences in other countries. This will present the region and the UAE in particular with the opportunity to benefit from these global experiences.

- RS4C will enhance the UAE's profile in the conventions industry in general as such conferences have an important role to play in transferring experiences & general knowledge and in stimulating the UAE's regional tourist and economic role.

## RS4C 2010 PROGRAMME & ACTIVITIES

- The conference programme comprises of an opening and closing ceremony and technical sessions with oral presentations by key note speakers and authors. Preliminary, plenary sessions with invited key-note speakers will open and close the conference and a plenary session will also start the second day sessions. Besides the full oral presentations, poster sessions will also be arranged. Approximately 100 presentations and working papers covering various topics will be delivered.
- Internationally reputed figures will be invited to speak on various topics.
- Speakers from various relevant entities within the UAE will also be invited (Ministry of Interior, Ministry of Public Works, Local Health Ministries and Authorities, Local Transport Departments and Municipalities).
- Speakers from the region will be specifically invited to participate in the conference.
- The conference language will be English and Arabic, which is being used for the first time and simultaneous interpretation will be available to the delegates.

## TARGET AUDIENCE

- International research institutions and organisations involved in road safety.
- Safety experts and consultants.
- Decision-makers representing international organisations from around the World, the region and the UAE.
- Others concerned with road safety in terms of structural, behavioural, legal, training and health issues.
- Universities and academic institutions and their research centres.

## PARTNERSHIP OPTIONS

### Level 1 Partnership: AED 350,000.00 – Limited to 3 packages

- Full page colour advertisement in RS4C Conference Programme Booklet
- Opportunity to provide welcome gift of your choice
- 5 x VIP invitations to attend the Full Conference
- 5 x VIP invitations to attend the Gala Dinner
- 2 x Pull Up Signage during all Coffee Breaks and the Gala Dinner  
(Signage to be provided by Sponsor – Design must be approved by NTA)
- Maximum 5 minute welcome speech during the Opening Ceremony
- Logo Presence (Most prominent size & position of sponsors logos on all collateral)
  - On Conference Proceedings CD
  - On Abstract Book
  - On Conference Programme Book
  - On Delegate Bag
  - On the TV advertisement (1015- appearances on a TV Channel selected by the National Transport Authority during March 2010)
  - On Newspaper Advertisements (Half Page advertisement - 3 appearances each in Al Ittihad & Al Khaleej Newspapers)
  - On Stage Back Drop
  - On all Multi Sponsor Conference Signage
  - On National Transport Authority & VTI Website with link to your own website

## Level 2 Partnership: AED 200,000.00 – 5 packages

- Half page colour advertisement in RS4C Conference Programme Booklet
- Opportunity to provide welcome gift of your choice
- 3 x VIP invitations to attend the Full Conference
- 3 x VIP invitations to attend the Gala Dinner
- 2 x Pull Up Signage during all Coffee Breaks and the Gala Dinner  
(Signage to be provided by Sponsor – Design must be approved by NTA)
- Logo Presence: (2nd most prominent size & position of sponsors logos on all collateral)
  - On Conference Proceedings CD
  - On Abstract Book
  - On Conference Programme Book
  - On the TV advertisement (1015- appearances on a TV Channel selected by the National Transport Authority during March 2010)
  - On Newspaper Advertisements (Half Page advertisement - 3 appearances each in Al Ittihad & Al Khaleej Newspapers)
  - On Stage Back Drop
  - On all Multi Sponsor Conference Signage
  - On National Transport Authority & VTI Website with link to your own website

### Level 3 Partnership: AED 75,000.00

- Half page colour advertisement in RS4C Conference Programme Booklet
- 1 x VIP invitation to attend the Full Conference
- 1 x VIP invitation to attend the Gala Dinner
- 2 x Pull Up Signage during each Coffee Break and Conference Lunch on Day 2 and the Gala Dinner  
(Signage to be provided by Sponsor – Design must be approved by NTA)
- Logo Presence: (3rd most prominent size & position of sponsors logos on all collateral)
  - On Abstract Book
  - On Conference Programme Book
  - On Newspaper Advertisements (Half Page advertisement - 3 appearances each in Al Ittihad & Al Khaleej Newspapers)
  - On Stage Back Drop
  - On all Multi Sponsor Conference Signage
  - On National Transport Authority & VTI Website with link to your own website

#### Note:

All partners will be treated on a first come first served basis, and sponsorship contracts will

be finalised with the National Transport Authority.