

Successful light rail to airports

A one-day conference arranged by the International Air Rail Organisation

19 October 2009

with optional site visit to the CanadaLine project on 20 October.

**Fairmont Waterfront Hotel, 900 Canada Way Place,
Vancouver BC V6C 3L5, Canada**



Photo – Jim Jorgenson, Vancouver Airport Authority

Sponsorship opportunities

International Air Rail Organisation
Joining Railways Joining Airports

For further information, email enquiries@iaro.com

This event is the latest in the series of international air rail conferences which have been held since 1993. It is the fifth to be held in North America. Previous venues have included London Heathrow, Frankfurt, Hong Kong, Oslo, Los Angeles and Brussels.

The International Air Rail Organisation (IARO) has also run a series of smaller workshops – smaller, and each on a specific theme. These have been at places like Newark Liberty International Airport, Milano and Amsterdam Airport Schiphol.

Conferences and workshops attract an international audience and a global range of speakers. The air rail intermodality market is very specialised: only at these events can those interested hear specifically about their industry.

Attendance figures at conferences in the past have ranged from around 120 (Washington DC, 2000) to 60 (Gatwick, 2008). At the Gatwick conference last year, there were 60 registered delegates from 12 countries – 24 from the rail industry, 2 from airports, 1 from an airline, 3 from governments, 14 from IT and marketing, 11 from manufacturers and consultancies, 2 from associations, 2 press representatives and 1 academic. 3 were from North America and the rest from Europe.

Most of the events have included a technical site visit, to show delegates what really works on the ground. They are excellent networking opportunities: people can really get to know each other on these and at the meeting breaks and meals. Within the Vancouver event we are planning a half-day visit to the CanadaLine project, including the maintenance and operations facility, ending up at Vancouver airport for lunch.

The conference

The conference looks specifically at light rail to airports, but in particular takes on associated airport design issues too.

Opening presentations will be on CanadaLine, the new automated light metro being built to connect Vancouver airport with the city: its terminus will be adjacent to the conference venue. We will then hear from other light rail systems serving or planning to serve airports – Utah Transit Authority has already accepted an invitation to speak, and we hope that people from places like Hawaii, Portland (Oregon), Dallas, Toronto and Baltimore will too. We are also hoping for European speakers – from London's Docklands Light Railway (DLR), which carries 50% of London City Airport's passengers, and from the express tram system being built in Lyon, where two operators will use the same infrastructure for 8 miles before the limited stop express continues on dedicated tracks for a 60 mile/hour service on to the airport.

Human resources and non-fare revenue opportunities will then be reviewed, with a closing presentation on the California High Speed Rail project.

The venue

Vancouver was chosen mainly because of the CanadaLine project, but also because of the beautiful location and fascinating transportation system – with automated light metro, modern trolleybuses and so on. Come and see!

Sponsorship packages available

Platinum sponsors – package negotiable.

Gold sponsors contribute C\$2500: this entitles them to a display table at the back of the conference room and admission for up to 10 stand personnel.

Since the average delegate fee is C\$250, the effect of this sponsorship is to reduce the break-even point by 10 delegates.

Silver sponsors contribute C\$1500: this entitles them to a display table at the back of the conference room and admission for up to 5 stand personnel.

The first call on the sponsorship money will be to offset some of the expenses of the European speakers we are inviting and thereby encourage them to come.

Payment methods can be arranged to suit the sponsor.

In return you receive

- On request, on-screen publicity supplied by you can be displayed during breaks (Gold and Platinum sponsors only)
- Publicity in the conference brochure
- Publicity on IARO's web-site
- Special mention and recognition during the conference
- Display table in the conference room and complimentary admission for 10 (Gold) or 5 (Silver) stand personnel.
- A full list of delegate contact details (after the event)

Why sponsor? Answer – rail air!

- **R**ecognition
- **A**ccess
- **I**ndustry contact
- **L**ow cost
- **A**udience – your market
- **I**nformal contacts
- **R**elationships

These events are the only ones which bring together the aviation and railway industries to discuss intermodality – operations, marketing, ticketing, selling.

Marketing the event

The conference is promoted in all of IARO's publicity media – press releases, the web-site www.iaro.com/events.shtml, our regular newsletter “Air Rail Express”, IARO's Yearbook, the quarterly progress reports to members, and in correspondence.

Trade publications are publicising the event: it is also being marketed on the web-sites of related organisations and in publications like the World Directory of Associations.

Direct mail is used to a limited extent, to key contacts in the industry.

Email is the main method of marketing the conference. IARO has a number of specific mailing lists for regular mail-shots: these include in particular people who have registered on <http://www.iaro.com/subscribe.shtml> for information about our events. Speakers and IARO members are using their own lists of contacts to promote the event. Members, Platinum and Gold Sponsors are also offered the opportunity to nominate some of their key business partners for guest registrations (details are available on request).

Web-site www.iaro.com is updated regularly with speaker information.

The conference brochure, to be available in hard copy and electronically, recognises sponsors, as does the events section of the web-site.

Contact

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