

BUS₂BUS

Digital Roadshow

**SPONSORING
OPPORTUNITIES**



DIGITAL ROADSHOW 2023



OUR DIGITAL TOUR ACROSS EUROPE

The fourth edition of BUS2BUS will take place on April 24–25, 2024. Before the live event kicks off in Berlin, the BUS2BUS team will continue its digital tour of Europe together with numerous mobility experts.

The Digital Roadshow started in 2021/2022 with great success. The online event discusses and dives into country-specific topics that are equally relevant to many other countries and regions, making the BUS2BUS Roadshow attractive to a broad international audience.

At each stop of the Digital Roadshow 2023, the future of mobility and innovations will be highlighted, and developments and challenges that different countries will have to face in order to meet climate targets and the expectations of their clientele will be discussed.

Join us on this digital journey and discover the possibilities and opportunities of sustainable mobility of the future for the bus industry.

The next stops include Türkiye, France, Italy, German-speaking countries, the Iberian Peninsula and the Nordic and Benelux countries; further stops may be added.

PREMIUM PACKAGES FOR EXTENSIVE VISIBILITY



PREMIUM PACKAGES

GOLD

SILVER

BRONZE

Each Premium Package option increases the awareness and outreach of your company. Simply choose the Premium Package that best suits your company's goals and budget.

The Gold and Silver packages include visibility during all of the Roadshow stops whereas the Bronze packages focuses on one stop and region of your choice.

BENEFITS

- ✓ Increased brand exposure (online & on-site)
- ✓ Accessing new international target groups
- ✓ Accelerated lead generation
- ✓ Long-term online visibility
- ✓ Positive brand association to sustainable and future-oriented mobility

BUS2BUS COMMUNITY





GET ON BOARD



DIGITAL ROADSHOW 2023

- ✓ 1 000+ international livestream participants expected
- ✓ Unlimited Roadshow views on the BUS2BUS YouTube channel
- ✓ Extended visibility through:
 - Roadshow media partners
 - Roadshow speaker networks
 - BUS2BUS network

BUS2BUS COMMUNITY

- ✓ 6 000+ followers    
- ✓ 3 000+ international newsletter subscribers
- ✓ Website page impressions: 133 218
- ✓ Media outreach: 1.1 million

BUS2BUS 2024

- ✓ 3 500 international trade show participants
- ✓ 150 international exhibitors





PREMIUM PACKAGE GOLD

INCLUDES ALL ROADSHOW STOPS

AVAILABLE ONLY ONCE



THE PREMIUM PACKAGE GOLD INCLUDES:

- ✓ Logo branding – visibility of your company logo:
 - in the background of the livestream
 - on the general Roadshow landing page
 - in all Roadshow related newsletters
 - in a pop-up window on the Roadshow registration page
- ✓ The obtainment of Roadshow participant data*
- ✓ One BUS2Talk podcast featuring a VIP from your company
- ✓ One newsroom article featuring the latest innovations of your company
- ✓ One BUS2Insights stage panel at BUS2BUS 2024 in Berlin
- ✓ One social media post per channel in 2023    
- ✓ Five free day tickets to BUS2BUS 2024

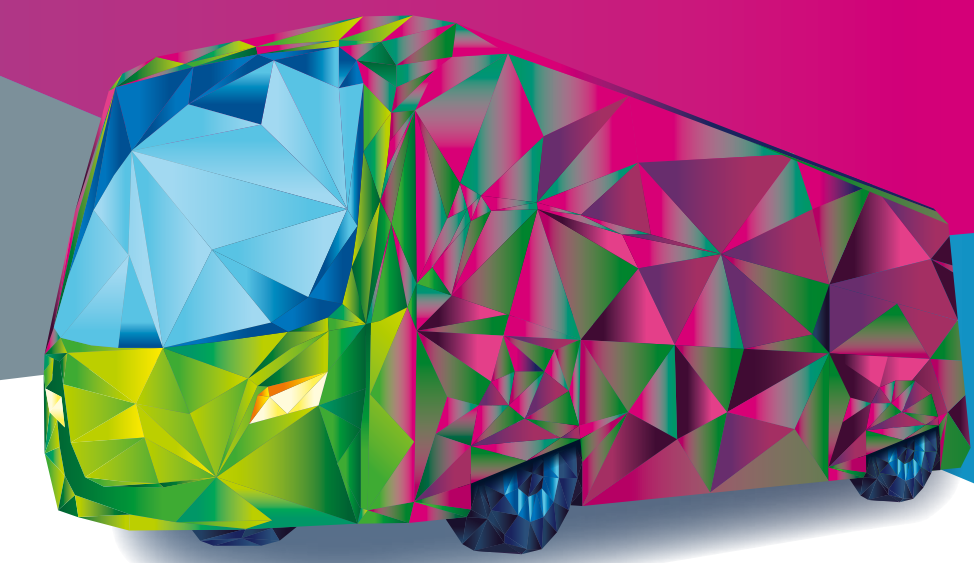
9,500 €
PLUS VAT

*Participants must have agreed to the data distribution agreement.





PREMIUM PACKAGE SILVER

INCLUDES ALL ROADSHOW STOPS

AVAILABLE ONLY TWICE



THE PREMIUM PACKAGE SILVER INCLUDES:

- ✓ Logo branding – visibility of your company logo:
 - on the general Roadshow landing page
 - in all Roadshow related newsletters
- ✓ The obtainment of Roadshow participant data*
- ✓ BUS2BUS 2024 on site – lounge area incl. company branding
- ✓ One newsroom article featuring the latest innovations of your company
- ✓ One social media post per channel in 2023    
- ✓ Five free day tickets to BUS2BUS 2024

5,000 €
PLUS VAT

*Participants must have agreed to the data distribution agreement.





PREMIUM PACKAGE BRONZE

FOCUSES ON ONE STOP & REGION OF YOUR CHOICE

AVAILABLE EIGHT TIMES



THE PREMIUM PACKAGE BRONZE INCLUDES:

- ✓ Logo branding – visibility of your company logo::
 - on the country-specific Roadshow landing page
 - in all Roadshow related newsletters
- ✓ The obtainment of participant data* for a country-specific Roadshow stop
- ✓ One sandwich banner on the BUS2BUS plus Online Platform and in the app in 2024
- ✓ BUS2BUS 2024 on site – one meeting room (one day, max. 60 PAX)
- ✓ One social media post per channel in 2023    
- ✓ Five free day tickets to BUS2BUS 2024

3,000 €
PLUS VAT

*Participants must have agreed to the data distribution agreement.

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Digital Roadshow

CONTACT

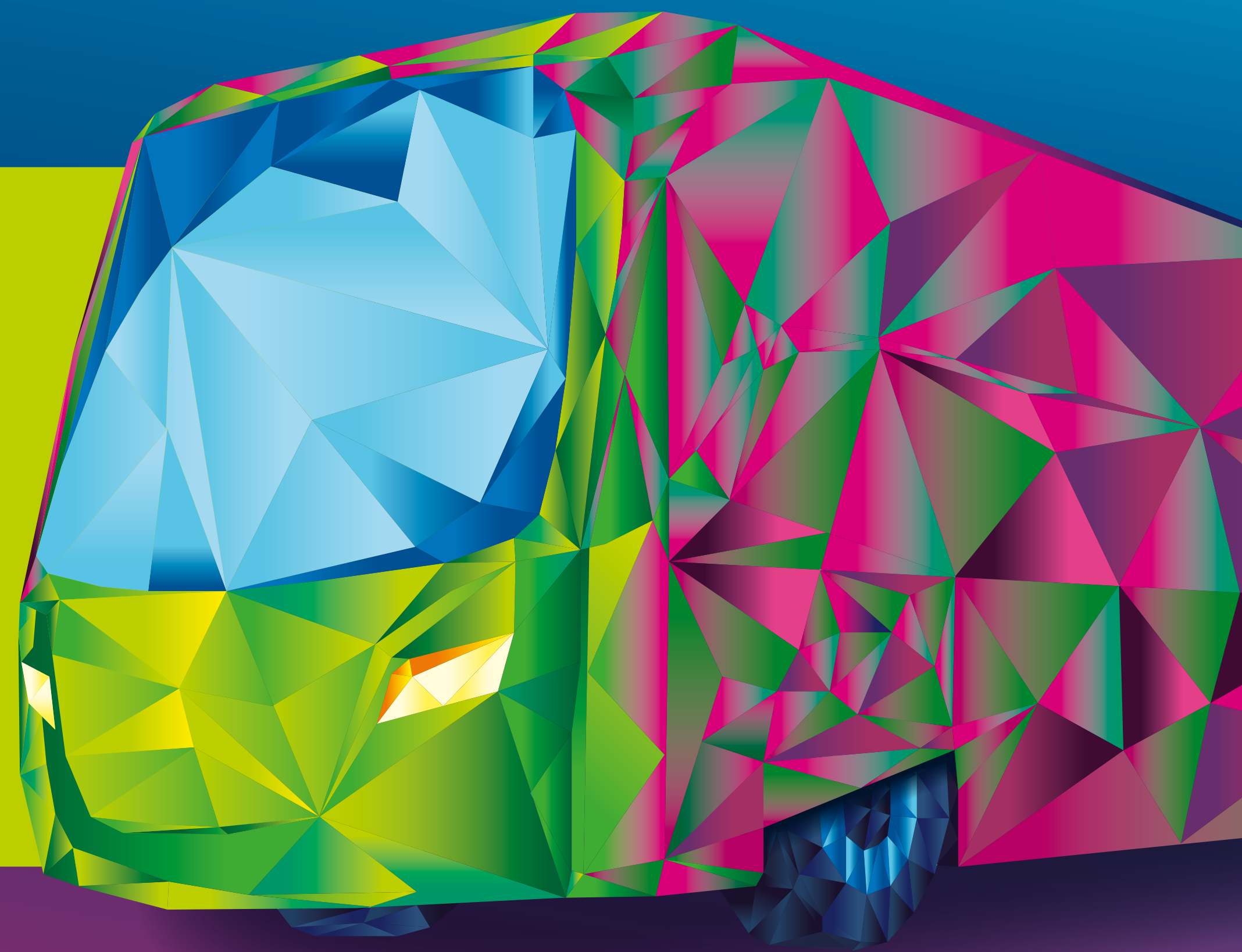
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<https://www.bus2bus.berlin/en/visitors/digital-roadshow/>