Together we stand at a crossroads with respect to the future of the planet, and there is no denying the need for immediate action.

By making mobility cleaner, safer, more accessible and more efficient, we are working towards sustainability, and by doing so, leveraging the tremendous potential of the mobility ecosystem to improve its effect on climate.

Created and inspired by Michelin, Movin’On aims to become the reference for sustainability by federating the greatest number of mobility actors around a shared goal: better mobility with less impact.

But single entities cannot solve the issue on their own. It is crucial that we act collectively in order to achieve maximum results.

“CLIMATE CHANGE MUST BE AT THE CENTRE OF NATIONAL POLICIES AND NOT A PROBLEM FOR ENVIRONMENT MINISTRIES.”

— Luis Alfonso de Alba, SECRETARY-GENERAL’S SPECIAL ENVOY FOR THE 2019 CLIMATE ACTION SUMMIT, UNITED NATIONS
MOVIN’ON SUMMIT: INTEGRAL TO THE MOBILITY ECOSYSTEM

Global-scale summit where Communities of Interest, renowned experts and stakeholders involved in mobility share, learn and act on current sustainable mobility challenges.

The Movin’On Labs, a Michelin initiative, are think-and-do tanks where members from 300+ partner organizations are committed to tackling current mobility challenges in the pursuit of greater sustainability.

COMMUNITIES OF INTEREST
A group of partners investigating a common chosen topic, developing a common vision and experimenting with new mobility solutions together.

CORPORATIONS | CITIES | COUNTRIES | CIVIL SOCIETY

Not contractually binding
MOVIN’ON SUMMIT: THE WORLD SUMMIT ON SUSTAINABLE MOBILITY

The Movin’On Summit, a key element of the Movin’On ecosystem, is a 2.5 day global-scale event held every June in Montreal, Canada where Communities of Interest convene with renowned experts from diverse sectors and collectively explore the future of sustainable mobility.

Together they:

+ Take stock of their actions
+ Benchmark their burning issues
+ Anticipate citizens’ future demands and multimodal transport needs
+ Co-innovate for truly sustainable mobility

Created and inspired by Michelin, Movin’On federates this set of ecosystems around sustainable mobility in order to move from ambition to action.
WE CREATE THE CONDITIONS FOR NEW CONNECTIONS

By deploying technologically enhanced networking tools, the Movin’On Summit provides participants with meaningful and lasting connection opportunities.

NETWORKING TOOL (klik)
Our all-in-one smart badge goes beyond displaying participants’ credentials — it lets you organically keep track of every new connection in a remarkably simple way.

MOVIN’ON NETWORKING ZONE POWERED BY C2CONNECT
Connect with thousands of participants interested in a particular subject or topic, and meet them either one-on-one or in small groups.

46,000 contacts shared via klik
1,096 connections
THE MOVIN’ON SUMMIT EXPERIENCE
WE ADDRESS TODAY’S BURNING ISSUES

Our thought-provoking content is the core of the Movin’On Summit experience. Some highlights include:

+ 34 panels and conferences
+ 46 Aquarium interviews
+ 45 working sessions

Our circular approach to content

The upcoming 2020 edition will establish the connection between global public opinion concerns and mobility challenges. By making this connection, we bring a new dimension to sustainable mobility: clean, safe, efficient and inclusive.

As part of the Movin’On Ecosystem, the Summit provides a unique opportunity for Communities of Interest to showcase and benchmark the work they accomplish throughout the year, ensuring that knowledge transpiring from every Summit gets reinvested and reexamined in the following edition for better mobility with less impact.
WE SET THE STAGE FOR DISRUPTION

A truly unique event, the Movin’On Summit stands as a reference for sustainable mobility, creating the necessary conditions for disruption, connection and action by providing:

+ inspiring talks and panels led by world-class thought leaders
+ engaging collaborative working sessions
+ thought-provoking experimental labs
+ unparalleled networking opportunities
+ captivating artistic performances
OUR STRENGTH IS IN OUR PARTNERS

We are building a strong community of movers and shakers.

Join the movement and be among the leaders that will help shape the sustainable mobility of tomorrow.
WHY BECOME A PARTNER OF THE MOVIN’ON SUMMIT 2020?

+ To make new deals and partnerships for projects that will shape the mobility of tomorrow

+ To engage clients, partners and teams in a unique environment in order to maintain and deepen these important relationships

+ To be a stakeholder in the most forward-looking think and do tank on sustainable mobility

+ To contribute to the development of common positions on key sustainable mobility challenges

+ To showcase expertise, innovative products and services for a high-level global audience of executives and participants

+ To amplify your organization’s implication in sustainability
DESIGN YOUR OWN PARTNERSHIP

Introduced in 2019, our unique made-to-measure partnership structure is maintained to the Movin’On Summit 2020.

Together, we will build your own personalized partnership package from the ground up. Not only will you make the most of your Movin’On Summit experience, but also achieve results that specifically suit your objectives.

1. Identify your objectives and goals - (Strategic brand positioning, ecosystem development, learning and acting together)

2. Select from our comprehensive asset portfolio those that best fit your organization’s objectives - (Brand visibility, thought leadership, hosting, collaborative activities, showcasing)

3. Cumulate the value of your assets to establish the partnership tier level you wish to reach - (Silver, Gold, Platinum, Diamond)

4. Benefit from exclusive partner offers according to the partnership level you choose to reach.

5. Reap the rewards of your commitment to the Movin’On Summit

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Tailor your Movin’On Summit experience to suit your objectives. The higher your partnership, the greater your access to opportunities to position your organisation as a leader in your strategic sustainable mobility field.

DETERMINE YOUR LEVEL OF INVOLVEMENT

DIAMOND $350,000
PLATINUM $250,000
GOLD $100,000
SILVER $50,000

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WHAT WOULD YOU LIKE TO ACHIEVE?

Our partners join the Movin’On Summit to promote a better future through sustainable mobility.

Together, we will build a partnership experience that will elevate your organization while focusing on one or more of your objectives.
STRATEGIC BRAND POSITIONING

Strategically position your brand in the sustainable mobility ecosystem to demonstrate your engagement and leadership.

**Brand visibility**
Acquire communications coverage and amplification leading up to, during and following the event.

- Premium Naming Right
- Regular Naming Right
- Basic Digital Content Plan
- Regular Digital Content Plan
- Premium Digital Content Plan
- Exclusive Digital Content Plan

**Thought leadership**
Contribute your content expertise by leading one or a combination of activities.

- Press Conference
- Press Point
- Aquarium Interview
- Mobility Corner
- Working Session Sponsorship
- Thematic Review Sponsorship

**Innovation showcasing**
Demonstrate your mobility solutions and innovations at the heart of the Summit.

- Autonomous vehicle showcasing
- Exterior static showcasing (e.g. car)
- Dynamic showcasing (1 test vehicle)
- Micromobility
- Indoor - Booth 20m²
- Indoor - Booth 20m² - Open Space

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BRAND VISIBILITY

NAMING RIGHT
Associating your brand to high visibility locations ensures that your presence at the Summit is seen by a maximum of participants.

Select from
Regular or Premium naming right.

DIGITAL CONTENT PLAN
Leverage the Movin’On Summit digital networks to communicate and amplify your participation to the Summit.

Select from
Basic, Regular Premium or Exclusive plan.

*Please refer to rate card for detailed package contents.
THOUGHT LEADERSHIP

AQUARIUM INTERVIEW
The opportunity for an expert from your organization to bring burning questions to the table with an expert interviewer in a premium live-broadcasting space for a 20-minute interview. This content can be broadcast live or recorded for post-event use.

PRESS CONFERENCE
Use the Movin’On platform and the 300 media representatives to share your message and ensure you reach the sustainable mobility community and beyond.

MOBILITY CORNER
Create a buzz at the heart of the main hall by hosting a 20-minute pop-up interactive experience addressing sustainable mobility challenges, initiatives or positions.
SHOWCASING
Illustrate your implication in shaping the mobility of tomorrow by reserving a private space in the Innovation Stadium, our dedicated innovation showcasing area, using Movin’On scenography or your own.

Select from
+ Autonomous vehicle showcasing
+ Exterior static showcasing (e.g. car)
+ Dynamic showcasing (1 test vehicle)
+ Micromobility
+ Indoor showcasing booth 20m$^2$
+ Indoor showcasing booth 20m$^2$ - Open Space
Nourish professional development and collective action by engaging in meaningful thinking, doing and learning activities.

**Collaborative activities**
Atypical collaborative activities designed to stimulate outside-the-box thinking.

- Movin’On Working Session
- Summary Session and Report
- Ecosystem Expert Identification and Recruitment
- Working Session Communication Plan
- Movin’On Labs Working Session
- Barometer

**Learning experiences**
Engage actively in your own learning to maximize takeaways.

- Executive Roundtable
- Meet & Greet
- Collective Mission
- Personalized Program
COLLABORATIVE ACTIVITIES

BAROMETER LAB
Take the pulse of the audience and foster conversations by conducting a human-sized survey using interactive Movin'On methodology. Following the experience flow design, ask a series of mobility-related questions to 100 participants in 2 sessions of 30 minutes, and get them take a stance on your suggested answers, allowing you to collect useful data.

WORKING SESSIONS
Match your content to a Movin'On methodology that engages participants in active collaboration and meaningful learning with concrete outcomes.

- **Movin'On working session**: our tried and tested original 90-minute format for up to 80 participants.
- **Summary session and report**: 45-minute wrap-up during the Summit to summarize working session outcomes and promote action. Includes designated meeting space, Movin'On facilitator, necessary material and 2-page summary report outlining working session outcomes and next steps.
- **Ecosystem expert identification and recruitment**: specific expert identification and recruitment outside of the Marketplace (cities, NGOs) to deepen your exploration of a mobility challenge.
- **Communication plan**: digital amplification of your involvement in a working session by leveraging the Movin'On social media channels.
- **Movin'On Labs working session**: new format allowing for even broader scope of action. Community project curated in collaboration using Movin'On certified methods. Includes an interactive workshop, a debrief, as well as pre-Summit and post-Summit animation to reach community-established concrete goals.

**Expert Marketplace**
Movin'On provides leaders with a digital application assisting them in project creation and expert recruitment for working sessions.

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LEARNING EXPERIENCES

MEET & GREET
Exclusive meeting between a world-renowned Movin'On Summit speaker and up to 25 of your guests.

EXECUTIVE ROUNDTABLE
Host and mobilize a powerful conversation around a topic of your choice with a highly curated and qualified group of stakeholders.

COLLECTIVE MISSION
Tailored experience designed so your team can pursue a strategic mission tackling a specific challenge.

PERSONALIZED PROGRAM
Review the programming and let us guide you and tailor your schedule accordingly.

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ECOSYSTEM DEVELOPMENT

Cultivate and solidify relationships with prospects, clients, partners and employees.

**Client hosting**
See and be seen while hosting key clients and guests in private spaces.

- **Private Lodge - 3 days**
- **Private Lodge - 1 day**
- **Breakfast**
  - 25 to 400 guests
- **Lunch**
  - 75 guests
- **Cocktail**
  - 25 to 400 guests

**Private meetings**
Host meaningful discussions in an exclusive space. Food and beverage additional

- **Cabins - 6 guests**
- **Cabins - 15 guests**
- **Cabins - 20 guests**
- **Large meeting space - 50 guests**
- **Private workshop**

**Networking services**
Leverage our high level audience to create unparalleled connections.

- **Executive one-on-one**

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PRIVATE FUNCTIONS
See and be seen while hosting key clients and guests in private spaces.

Select from
+ **Private lodge** - 1 or 3 days (food and beverage additional)
+ **Breakfast** - 25, 75, 200 or 400 guests
+ **Lunch** - 75 guests
+ **Cocktail** - 25, 100 or 400 guests
PRIVATE MEETINGS

A MEETING SPACE TO FIT YOUR NEEDS
Book an intimate space onsite to host your strategic gathering. Available is a wide array of spaces designed to facilitate meetings.

Select from
Meeting spaces allowing for up to 6, 15, 20 or 50 guests.

PRIVATE WORKSHOP
Lead a 90-minute collaborative session for 50 participants of your choice based on your content, available with Movin’On curation and facilitation if needed.

Food and beverage additional
NETWORKING SERVICES

PRIVATE INVITES
Browse and choose the targets you wish to invite to your activity from the participant list to ensure a curated audience.

EXECUTIVE ONE-ON-ONE
A networking facilitating system that lets you easily book private meetings with key participants.
YOUR INVESTMENT LEADS TO BENEFITS

Every experience and asset you choose to enhance your participation contributes to reaching your partnership tier.

DIAMOND $350,000
PLATINUM $250,000
GOLD $100,000
SILVER $50,000

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EXCLUSIVE PARTNER BENEFITS

Every partnership level yields exclusive bonus assets that contribute to maximizing your experience at the Movin’On Summit.

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Subject to approval by Movin’On editorial director

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JOIN US IN 2020

For its 4th edition, the Movin’On Summit promises to be an even greater gathering of the top movers and shakers in mobility, featuring:

- A new editorial line approach, making the connection between global public opinion concerns and sustainable mobility challenges

- An enhanced action-driven offering, fully aligned with the expectations of our high level stakeholders from all horizons of mobility

- A new site, in a more accessible location, allowing us to strengthen our ties with academia and demonstrate our commitment to sustainability

We have built a whole ecosystem now recognized as the reference for sustainable mobility.

Now, together with you, we are leading a movement towards better mobility with less impact.
LET'S TALK

SO WE CAN HELP YOU REACH YOUR SPECIFIC OBJECTIVES FOR 2020.

SEE YOU AT THE MOVIN'ON SUMMIT
3 + 4 + 5 • 06 • 2020