



# Sponsor an IRU event

Drive engagement and maximise your impact

For a world  
in motion



# We are the world road transport organisation

IRU represents over 3.5 million road transport companies, operating 110 million trucks, vans, buses, coaches and taxis.

Founded in 1948, IRU has 170+ members across 75+ countries, including national transport associations and multinational companies. We collaborate with regulators, suppliers and users to advance commercial road transport.

# Our network

170+ members and partners in 75+ countries



**70%**  
LOGISTICS

**30%**  
MOBILITY

# Our network

Long-standing partnerships



Media partners

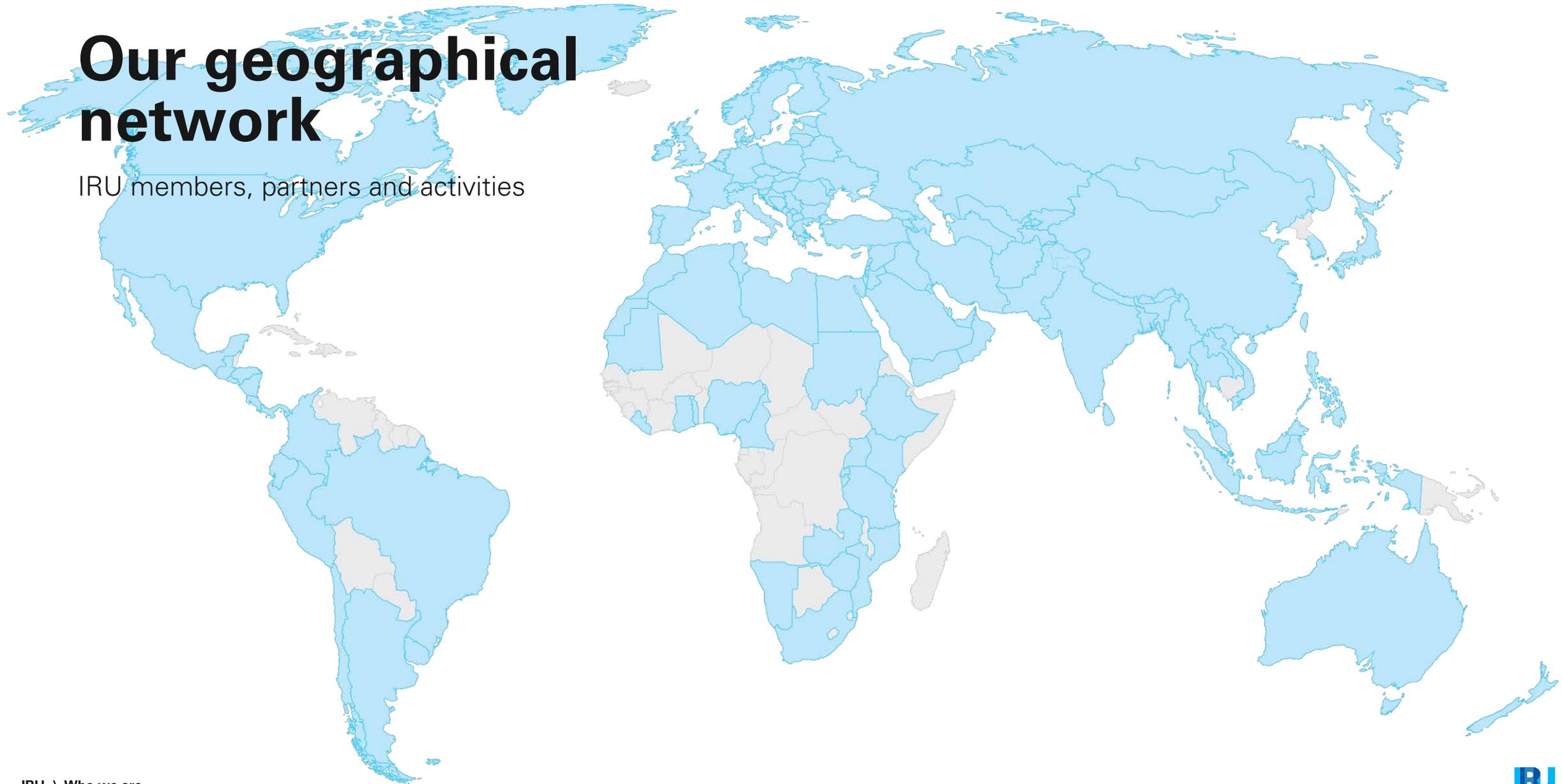


Accreditations



# Our geographical network

IRU members, partners and activities



# Our vision

Be the global leader in  
connecting societies with  
safe, efficient, green  
mobility and logistics

# How we deliver our vision

## SAFE

### PROFESSIONAL TRANSPORT

- ▶ IRU has put industry's workforce and safety at the heart of transport, developing global standards and driving innovative training, skills profiling and certification systems.
- ▶ Now, we are helping the industry combat driver shortages and attract talent and reinforce safety via the IRU Academy, Examiner and RoadMasters platforms.

## EFFICIENT

### EFFICIENT TRANSPORT

- ▶ IRU has made transport more efficient with standards and systems for border crossings, vehicle specifications, market access rules, business processes and modal cooperation.
- ▶ Now, we are helping the industry digitalise and optimise operations, especially with the e-CMR consignment note standard and TIR customs transit system.

## GREEN

### SUSTAINABLE TRANSPORT

- ▶ IRU has led sustainability for decades, driving engine pollutant standards, eco-driving training and launching the first industry-wide sustainable development charter almost 30 years ago.
- ▶ Now, we are helping the industry decarbonise to become fully carbon neutral by 2050 via IRU's Green Compact commitment, roadmap, research and tools.

# Be in the industry's spotlight

Position your company as a leader and connect with industry buyers, experts and influencers



# What sets us apart?

Exclusive networks, influential presence and strategic partnerships

- ▶ Highly-focused industry network
- ▶ Global advocacy-driven outreach
- ▶ Targeted engagement with decision makers in business and government
- ▶ Comprehensive intelligence and insights



IRU brings access to an unparalleled network of transport professionals, unique insights and intelligence on where the industry is headed, and influence in representing the sector to governments, regional authorities and the United Nations.

**At the heart of IRU's work are over 70 events and meetings every year.**

# Unique events

## Public events

- ▶ Conferences – on major industry issues
- ▶ Briefings – expert briefings on a particular topic
- ▶ Workshops – smaller events generally focused on advocacy or implementation of new laws
- ▶ Networking – social activities such as cocktails or meals
- ▶ Tours – technical visits and tours

## By invitation only

- ▶ Leadership dialogues – high level, boardroom style
- ▶ Roundtables – smaller groups, topic focused, interactive
- ▶ Ideas labs – hybrid brainstorm style discussions over time

## IRU members meetings

- ▶ General Assembly – annual, all members
- ▶ Transport Councils – annual, 2 sectors (goods, passenger)
- ▶ Commissions – biannual, 3 areas (social, customs, technical)
- ▶ Committees – biannual, 2 regions (EU, Eurasia)
- ▶ Social events

# High-level participants

**71% Europe**

**12% Asia**

**8% Middle East**

**6% Americas**

**2% Africa**

- ▶ **Business leaders** from road transport operators (passenger and goods), shippers, fleet owners, mobility and logistics platforms
- ▶ **IRU members** including national transport associations and multinational corporations
- ▶ **Industry suppliers** including vehicle and component manufacturers, software and service providers
- ▶ Senior representatives from **UN, international and regional organisations** for transport, trade, mobility, energy, climate, industry and safety
- ▶ **Government leaders** from national and regional governments, especially transport, energy and trade ministries and ambassadors
- ▶ **Trade, political and business media**
- ▶ Other **industry partners** including associations, academic and research institutions, trade unions and influencers

# Global reach

7,700 industry leaders attended IRU events in 2023

Over 100,000 industry leaders people follow or subscribe to IRU

- ▶ 843,000 website users
- ▶ 62,00 followers on social media
- ▶ 353.000 news readers
- ▶ 17,000 subscribers to our newsletters
- ▶ 2M+ page views
- ▶ 6.7M+ video views



# Unlock your exclusive sponsor benefits

## Reinforce your reputation

Position your company at the forefront of road transport

## Connect with leaders

Engage with industry leaders, influencers and buyers

## Demonstrate responsibility

Affirm your commitment to sustainability, safety and efficiency

## Showcase your expertise

Explain your services or best practices to potential clients

# What's in for you?

## EXPOSURE

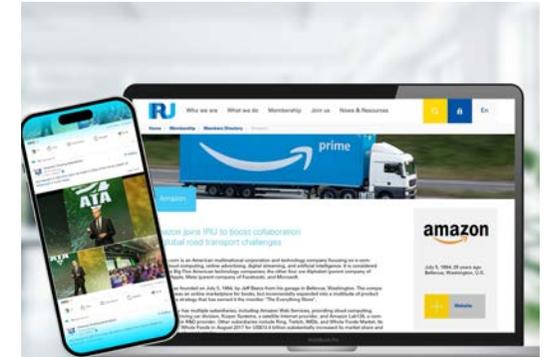
Boost your visibility within the commercial road transport sector



- ▶ Logo and text in IRU and event partner digital channels
- ▶ Logo on event signage and staging



- ▶ Distribution of your marketing materials before or at event
- ▶ Acknowledgement by moderator at event opening/closing



- ▶ Co-branded materials (digital, physical, video)
- ▶ Distribution of your content on IRU digital and media channels

Sponsorship options can be tailored to meet your specific objectives.

# What's in for you?

## NETWORKING

Engage directly with potential and existing clients and partners



- ▶ **Participant invitations for prospects, clients and partners**
- ▶ **Demonstrations of your products or services to participants**



- ▶ **One-to-one business introductions**
- ▶ **Private meetups with senior executives**



- ▶ **Post-event engagement**

Sponsorship options can be tailored to meet your specific objectives.

# What's in for you?

## THOUGHT LEADERSHIP

Position your company at the forefront of road transport



- ▶ **Participation in IRU Green Compact and Technology & Innovation roundtables**
- ▶ **Participation in IRU working groups**



- ▶ **Speaking slots at IRU public and invitation-only events**
- ▶ **Take part in IRU expert panels at major business and political events**

Sponsorship options can be tailored to meet your specific objectives.



“The IRU round table were a great opportunity to connect the dot between multiple stakeholders, all focused on finding and testing concrete solutions while pushing for a pragmatic and efficient decarbonisation strategy.”

**Thomas Ledoux**  
**CTO - Services & Solutions**  
**Business Line**  
**Michelin**

“We were very pleased with how the IRU team prepared and hosted the event on new CO2 based tolling in Europe in April this year. Thanks to the IRU's reach, we were able to engage with a broad audience of industry players by participating in this event, which was our primary aim.”

**Andrea Scheu**  
**Vice President Toll**  
**DKV Mobility**



# Be a spotlight sponsor

Position your company as a leader and connect with industry experts



Let's discuss together how sponsoring an IRU event can bring significant value to your business

**Contact us at  
[partnerships@iru.org](mailto:partnerships@iru.org)  
or reach out to your IRU contact**



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