



centre for  
mobilities  
research

**T<sup>2</sup>M**

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Conference  
2-5 November 2017

# **Mobile Utopia: Pasts, Presents, Futures Invitation to Sponsor**

**Centre for Mobilities Research,  
Lancaster University, UK**

Fringe Events  
29 October – 2 November 2017

<http://ocs.sfu.ca/t2m/index.php/Mobilities2017>

# Mobilities Research and its Momentum

## What is Mobilities Research?

Mobilities research provides insight into the social and material practices of contemporary mobile lives. It examines the complex interconnections between physical and virtual, communicative and imaginative mobilities, and the movement of people, objects, information, capital, resources.

## Success through Research

Mobilities research richly informs policy, practice, innovation. The impact of mobilities research on the transport, tourism, and technology industries, urban planning, heritage and low carbon policy has been significant. Since the early 2000s, leading companies and organisations have increased their success through the use of mobilities research:

- to avoid wasting precious investment through failed deployments of inadequate policies or technologies
- to generate new revenue or advantages by identifying under-served needs
- to envision, design and test innovative policies, products and services that fulfil under-served needs

Mobilities researchers investigate the dynamics of mobility regimes and systems. They identify weaknesses and troubles as well as emergent trends. Through rigorous, often collaborative, experimental and art- or design-based research practice that combines qualitative and quantitative investigations with critical evaluation, creative-constructive recommendations, futures thinking and making, scenarios, and a commitment to deep engagement with communities, policy-makers, designers, planners, engineers, technology developers, mobilities researchers seek to serve and extend societies' capabilities.

## Inspiring Innovation

In addition to enhancing existing conditions, mobilities research has brought improvements and new revenue by inspiring innovative policy, product and service categories. Early examples of its policy and business value include the contributions of mobilities researchers to the UK Government's [Foresight Intelligent Infrastructure Futures Project](#). More recently, collaboration between the UK Economic and Social Research

## Mobilities Momentum

Since the beginnings of mobilities as a field of interdisciplinary engaged and applied research, many key mobilities innovations and areas for innovation have been unveiled at mobilities conferences, including 'organic' models of mixed urban traffic, 'peak car' and 'high mobility', [need other examples, ideally non-transport]. As a premier global forum for the exchange of information on all aspects of mobilities, the joint *Cemore | T2M | Cosmobilities* conference is a prime venue for showcasing innovative ideas, policies, products and services, and for exploring new trends.

Council's STEP's Centre and the *Centre for Chinese Agricultural Policy* in China has reviewed needs for, and advances in, [low carbon innovation](#); while research on the informational mobilities of multi-agency disaster risk governance is shaping the design of collaboration technologies with *Airbus Defense and Space*, *Saab*, cloud service providers like *CNET* and *CloudSigma* in the [BRIDGE](#) and [SecInCoRe](#) projects; and the establishment of the [Mobile Lives Forum](#) by the French Railway SNCF has led to global research on mobility transitions. Now, many world-leading policy-makers, municipalities, and technology companies rely on mobilities research to create differentiated policies, products, services and innovative designs that are richly informed by an understanding of the complex social and material practices that shape mobility systems and change.

## Please join us as a sponsor

at the 2017 *Cemore | T2M | Cosmobilities* conference

The Conference Chairs

*Monika Büscher*, Director Centre for Mobilities Research,  
Associate Director Institute for Social Futures, Lancaster University

Malene Freudendal-Pedersen,

Sven Kesselring,

Carlos López Galviz,

Mimi Sheller,



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# An Invitation to Sponsor

The joint *Cemore* | *T2M* | *Cosmobilities* conference is a premiere global forum for professionals interested in all aspects of mobilities. It features studies of the mobile everyday past, present and future, of social and material practices, of disruptions, policy experiments, innovations and transitions. It connects research on transport, traffic and mobility with research on the mobilities of tourism, finance, data, conflict, migration, mobile technology, micro and macro non-human mobilities, enabling a more richly informed grasp on the complex interdependencies and uncertainties of the world today, their challenges and opportunities.

## Conference Format

*Cemore* | *T2M* | *Cosmobilities* is a four-day conference (Thursday through Sunday). It aims to create insightful, inspiring, creative and thought-provoking dialog, where different types of sessions foster exchange and discussion. Sessions are organized around papers, presentations, artworks and art interventions, inspirational speakers and discussions on how to create better mobility systems. This year it is themed **Mobile Utopia: Pasts, Presents, Futures**. As a joint conference it brings together the most prominent and best researchers and 'research users' from different communities to offer a wide-ranging program, supporting and facilitating exchange of insights between researchers, policy-makers, designers, urban planners and others. The conference is accompanied by a set of *Fringe Events*, which this year include a *Bonfire School*, a *Mobile Utopia Experiment*, and a series of *Excursions*.

## Who will attend?

The *Cemore* | *T2M* | *Cosmobilities* conference brings together historians, social scientists, geographers, psychologists, anthropologists, policy researchers and policy-makers, urban planners, architects, interaction, product, service designers, computer scientists, technology developers, transport and other engineers, educators and evaluators. These are the professionals who work at the heart of making mobility systems, policies, plans, services and products sustainable, just, and effective.

The 2017 **Mobile Utopia** conference will be held at the *Center for Mobilities Research* at Lancaster

University, which pioneered the 'mobilities paradigm' and research on mobilities futures.

The theme, #mobileutopia, references the value of mobilities research beyond the balance sheet, highlighting a broader commitment to the social life of transport, traffic and mobility, wider societal and planetary implications of mobile living, and ideas of the good mobile society. At the same time, the theme represents the remarkable value that mobilities research brings to the world - improving policies, services and products for physical and virtual, communicative and imaginative mobilities, and the movement of people, objects, information, capital, resources. It points to the lasting changes that mobilities research has made and is making in the world.

*Cemore* | *T2M* | *Cosmobilities* bring together attendees from countries around the world, representing a myriad of cultures and research areas, whose diverse perspectives influence each other. The 2017 joint conference is a unique opportunity to find the latest in research, policy and design with the world's most innovative researchers and research users.

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, then this conference will be of special interest to you. CHI 2016 is the place your organization needs to be to learn about leading-edge research and imminent technologies.

## About Lancaster

The City of Lancaster was recently ranked as one of the top 10 'most vibrant' urban centres in the UK (2013). Lancaster University is renowned for its interdisciplinary, future shaping research. It is ranked amongst the top 10 universities in the UK, and one of Europe's elite universities.



The beautiful Lake District is 30 min drive away.



# Benefits of Sponsoring

The *Cemore* | *T2M* | *Cosmobilities* conference offers many benefits for sponsors, including:

## Publicity

Sponsors are featured on the Conference web site, and on the respective *Cemore*, *T2M*, and *Cosmobilities* websites which will be important ports of call for thousands of mobilities researchers and parties interested in mobilities. Your sponsorship of this premiere conference is a strong statement about your organization's commitment to mobilities research and to the professional development of your staff.

## Professional Development

The *Cemore* | *T2M* | *Cosmobilities* conference creates a unique atmosphere for mutual learning and dialog. There is no other conference where there is such vibrant exchange between cutting edge basic and applied research, policy, art, design, urban planning, engineering and social innovation. This creates an event where your staff can benefit and build long-term relations for research and innovation.



Interactive events at *Cemore* are based on a range of hands-on facilitation methods for knowledge exchange. (Source: Nikki Pugh 2015)

## Networking, Recruiting

Showcasing your organization through sponsorship increases the awareness of your policies, products, and services. Many opportunities are available to sponsors around and during the conference to maximize your efforts in this area. Should your organization be interested in hiring, your presence as a sponsor will enhance your capacity to recruit from among the foremost experts in the field.

All contributions also entitle you to some specific

conference related benefits. These vary with the level of sponsorship provided.



Mobility Futures Conference at *Cemore* 2013

## Movers (£10,000 or greater contribution)

**Movers'** benefits include:

*Prominent Logo Display and Link* on our websites, inclusion in printed material.

*Inclusion in Press Releases.* We may also work with your marketing team to support you in making the most of your involvement with *Cemore*, *T2M* and *Cosmobilities*.

*Press Interview Opportunities:* You will be introduced to journalists who cover the conference and supported in reporting your organisation's involvement.

*Company Profile* on our websites: You may work with us to create your own profile page on our websites, where you can provide an overview of your work and highlight your contributions to the conference.

*Seven Complimentary Conference Registrations*, including conference banquet.

*Hospitality booking and exhibition/event support* – you may wish to organise your own event as part of the conference (a small reception, an exhibit or demonstration) and we can support you in organising this.

*Special Recognition* in plenary sessions. Mover sponsors receive special recognition in the opening and closing sessions and slideshows during the conference.

*Complimentary full-page programme advert* – we will include a free full-page advert for you in the conference programme, and offer a discount on further printed adverts and registration bag inserts.



# Benefits of Sponsoring (Continued)

## **Mobilisers** (£5,000 or greater contribution)

**Mobilisers** receive a range of benefits, including:

*Logo Display and Link* on our websites, inclusion in printed material.

*Inclusion in Press Releases.* We may also work with your marketing team to support you in making the most of your involvement with Cemore, T2M and Cosmobilities.

*Company Profile* on our websites: You may work with us to create your own profile page on our websites, where you can provide an overview of your work and highlight your contributions to the conference.

*Three Complimentary Conference Registrations*, including conference banquet.

*Special Recognition* in slideshows during the conference.

*Complimentary half-page programme advert* – we will include a free half-page advert for you in the conference programme, and offer a discount on further printed adverts and registration bag inserts.



Lancaster is a campus university with great facilities.



Lancaster University Ruskin Library.

## **Companions** (£1,000 or greater contribution)

**Companions'** benefits include:

*Logo Display and Link* on our websites, inclusion in printed material.

*One Complimentary Conference Registration*, including conference banquet.

*Special Recognition* in conference slideshows.

## **Friends** (Contributions less than £1,000)

All contributions are put to good use, and smaller donations are welcome. Organizations offering support at this level are acknowledged as Friends of Cemore | T2M | Cosmobilities.



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# Conference Sponsorship Agreement

Please make your donation online at [Pennie] or complete, sign and send the form below:

Organisation Name: \_\_\_\_\_

 **We agree to sponsor the 2017 Cemore|T2M|Cosmobilities Conference**  
(please tick one):

- ☐ Movers (£10,000 or greater contribution)
- ☐ Mobilisers (£5,000 or greater contribution)
- ☐ Companions (1,000 or greater contribution)
- ☐ Friends (> £1000)

Amount (£) \_\_\_\_\_

 **Authorised Sponsorship Administrator at your Organisation**

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Email: \_\_\_\_\_

 **Contact Person for Delivery of Sponsor Benefits**

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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- ☐ Tick here if you are planning to organise your own hospitality event or exhibition at the conference.
- ☐ Tick here if you wish to find out more about discounts on registration bag inserts or additional advertising in printed or online material

 **Please email this completed and signed form to the Sponsor Administrator:**

**Pennie Drinkall**

Centre for Mobilities Research <http://www.lancaster.ac.uk/fass/wp/cemore/>

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Please contact Pennie Drinkall if you have any questions or would like to discuss sponsorship opportunities.