22. International
Scientific-Professional Conference
ROAD SAFETY IN LOCAL COMMUNITIES BSLZ 2027

Tara, Serbia | April 21-24, 2027



BSLZ 2027:
FROM SCIENTIFIC EVIDENCE TO PRACTICAL SOLUTIONS AND MEASURABLE RESULTS IN LOCAL COMMUNITIES

MARKETING PROGRAM

www.bslz.org

INFORMATION
www.bslz.org

TECHNICAL ORGANIZER
BBN Congress Management d.o.o.
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E-mail: bbn@bbn.co.rs
bbn.pco@gmail.com

ORGANIZERS

BSLZ and SBS, with the support of the Ministry of Science, Technological Development and Innovation and the Road Traffic Safety Agency, Serbia

The conference is organised with the assistance and participation of the state authorities of the Republic of Serbia:
Ministry of the Interior – Traffic Police Directorate;
Ministry of Defence;
Ministry of Construction, Transport and Infrastructure;
Ministry of Public Administration and Local Self-Government.

The conference is traditionally supported by:
Faculty of Transport and Traffic Engineering, University of Belgrade;
University of Criminal Investigation and Police Studies, Belgrade;
Faculty of Technical Sciences, Novi Sad;
Faculty of Transport and Traffic Sciences, Zagreb, Croatia;
Bergische University Wuppertal, Germany;
National Technical University of Athens, Greece;
Slovenian Traffic Safety Agency;
Faculty of Civil Engineering, Transportation Engineering and Architecture, Maribor, Slovenia;
Academy of Technical and Educational Vocational Studies, Niš;
Polytechnic Academy of Applied Studies, Belgrade;
Faculty of Transport and Traffic Engineering, Doboj, Bosnia and Herzegovina;
Road Safety Agency of Republika Srpska, Bosnia and Herzegovina;
International Centre for Road Safety, Belgrade;
Road Safety Association of Serbia, Novi Sad;
Automobile and Motorcycle Association of Serbia, Belgrade;
Standing Conference of Towns and Municipalities



22nd RSLC International Conference is one in a row of events organized within the second Decade of Action for Road Safety, 2021-2030.

At the 21th Conference on Road Safety, held in April 2026, over 290 domestic and foreign experts had participated. Conference was supported by UNECE, ETSC, and many others.

Conference represents an opportunity to present the latest works of eminent experts from Europe will be presented, especially from the region, as well as practical experiences in meeting the challenges of risk in traffic. The results of traditional researches of traffic risk will be shown and also risk distribution across local communities in Serbia, as well as similar studies from other states. Great attention will be devoted to showing the practice of implementing the measures and the activities of local communities, which will once again point out their significance and their role in improving road safety. The meeting represents an opportunity for comparative analysis of different models of organization and functioning of the road safety protective system in the local community, as well as models of funding road safety activities at the local level.

These and other details are perfectly good reasons for representatives of your institution to take active participation in this event.

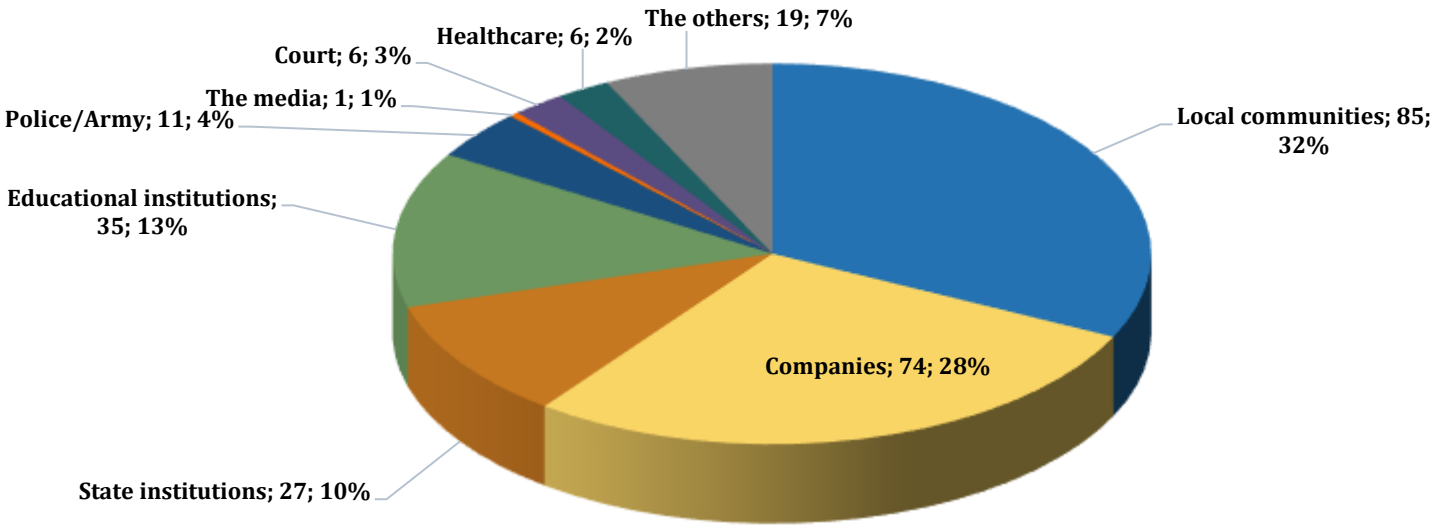
All possible sponsorship packages are presented within this program. We truly believe you will easily find it is in your company's best interest to promote its business to conference participants and future business partners in a proper and professional way through some of the packages offered.

For any additional information about the conference and conditions of participation you can use following web pages:
http://bslz.org/
http://www.bbn.co.rs/

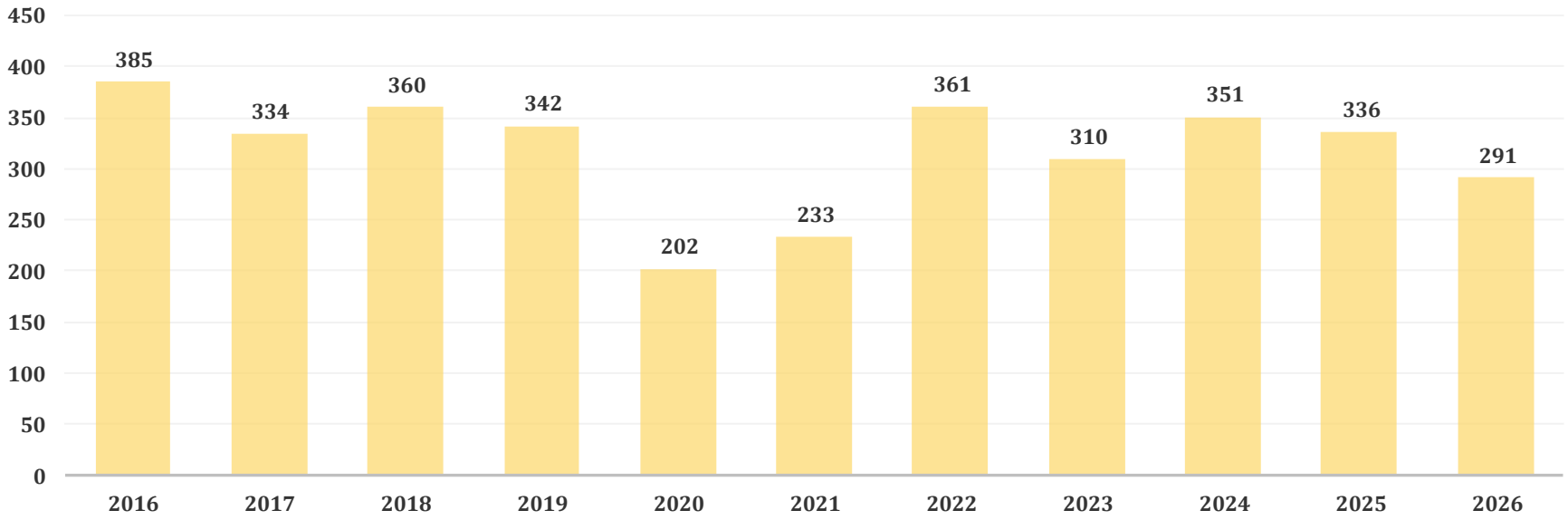
or you can contact:

BBN Congress Management
9 Deligradska / 6th floor, 11000 Belgrade, Serbia
Cell: +381 63 368594
E-mail: bbn@bbn.co.rs, bbn.pco@gmail.com

PARTICIPANTS STRUCTURE 2026



NUMBER OF PARTICIPANTS 2016 – 2026



SADRŽAJ

GENERAL SPONSOR 4
GOLDEN SPONSOR 4
GRAND SPONSOR 5
SPONSOR 5
OPENING CEREMONY AND WELCOME COCKTAIL SPONSOR 5
GALA DINNER SPONSOR 5
ID RIBBON SPONSOR 6
DONOR 6
PROMO MATERIALS 6
BUSINESS PRESENTATION 6
ADVERTISING 6
EXHIBITOR 6
COMPARATIVE TABLE OF SPONSORSHIP PACKAGES 7
EXHIBITION AREA SKETCH 8

GENERAL SPONSOR **(it can be only one)**

6.000 €*

General Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 color page on 3rd page of the Conference Program;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under the title General Sponsor,
  - on the Conference USB, under the title under title General Sponsor;
- Company logo and link published on web site bslz.org;
- Possibility of publishing any type of multimedia content, up to one web page at the web site bslz.org;
- Multimedia presentation up to 500 MB to be included on the Conference USB;
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 4 pieces);
- Equipped exhibition space of 8 m^2 at the exhibition of the Conference;
- 30 minutes reserved presentation term together with cocktail up to 300 invitees;
- Letter of Acknowledgement, handed at the Conference Gala Dinner;
- Five registration fees without accommodation.

GOLDEN SPONSOR

3.600 €*

Golden Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 color page in the Conference Program;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under the title Golden Sponsors,
  - on the Conference USB, under the title under title Golden Sponsors;
- Company logo and link published on web site bslz.org;
- Possibility of publishing any type of multimedia content, up to one web page at the web site bslz.org;
- Multimedia presentation up to 250 MB to be included on the Conference USB;
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 3 pieces);
- Equipped exhibition space of 6 m^2 at the exhibition of the Conference;
- 15 minutes reserved presentation term;
- Letter of Acknowledgement, handed at the Conference Gala Dinner;
- Four registration fees without accommodation.

GRAND SPONSOR

2.500 €*

Grand Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1 color page in the Conference Program;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under the title Great Sponsors,
  - on the Conference USB, under the title under title Great Sponsors;
- Company logo and link published on web site bslz.org;
- Possibility of publishing any type of multimedia content, up to one web page at the web site bslz.org;
- Multimedia presentation up to 100 MB to be included on the Conference USB;
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 2 pieces);
- Equipped exhibition space of 6 m^2 at the exhibition of the Conference;
- 10 minutes reserved presentation term;
- Letter of Acknowledgement, handed at the Conference Gala Dinner;
- Three registration fees without accommodation.

SPONSOR

1.500 €*

Sponsor is entitled to:

- Advertising space in Conference prints:
  - 1/2 color page in the Conference Program;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under the title Sponsors,
  - on the Conference USB, under the title under title Sponsors;
- Equipped exhibition space of 6 m^2 at the exhibition of the Conference;
- Possibility of publishing any type of multimedia content, up to one web page at the web site bslz.org;
- Multimedia presentation up to 50 MB to be included on the Conference USB;
- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 1 piece);
- Letter of Acknowledgement, handed at the Conference Gala Dinner;
- Two registration fees without accommodation.

CONFERENCE BACKPACK SPONSOR

2.000 €*

Backpack sponsor is entitled to:

- Every participant is given a backpack with Sponsor logo together with conference logo;
- Distribution of brochures, catalogues, and other printing material and promoting gadgets;
- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under the title Sponsors,
  - on the Conference USB, under the title under title Sponsors;
- Company logo and link published on web site bslz.org;
- Letter of Acknowledgement, handed at the Conference Gala Dinner;
- Three registration fees without accommodation.

OPENING CEREMONY AND WELCOME COCKTAIL SPONSOR

1.500 €*

Sponsor of opening ceremony and welcome cocktail is entitled to:

- Company Logo and Trademark:
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under the title Sponsors,
  - on the Conference USB, under the title under title Sponsors;
- Possibility of greeting participants at the opening ceremony (up to 5 min);
- Cocktail for all participants;
- Letter of Acknowledgement, handed at the Conference Opening Ceremony;
- Two registration fees without accommodation.

GALA DINNER SPONSOR (to be held on third conference day for all participants)

1.500 €*

Sponsor of dinner ceremony is entitled to:

- Possibility of inviting guests, business partners and company representatives (up to 10 guests);
- Possibility of greeting participants at the Gala Dinner (up to 5 min);
- Company Logo and Trademark:
  - on the invitation card,
  - on the prominent place of the plenary session hall on the Sponsor Panel,
  - in the Conference Program, under Sponsors,
  - on the Conference USB, under title Sponsors;
- Company logo and link published on web site bslz.org;

- Distribution of brochures, catalogues, and other printing material and promoting gadgets (up to 2 pieces);
- Two registration fees without accommodation.

ID RIBBON SPONSOR

1.000 €*

- The sponsor of the dash ID belongs to:
- Company logo and trademark:
  - on the ID ribbon that all participants receive, along with the Conference logo
  - on the collective panel of sponsors in the plenary hall,
  - in the Conference Program in the special section Sponsors,
  - on USB in the special section Sponsors;
- Letter of Acknowledgement, which is presented at the Gala Dinner of the Conference;
- One registration fees without accommodation.

DONOR

500 €*

Donor is entitled to company Logo and Trademark:
- on the prominent place of the plenary session hall on the Sponsor Panel,
- in the Conference Program, under the title Sponsors,
- on the Conference USB, under the title under title Sponsors.

PROMO MATERIALS

150 €*

Distribution of brochures, catalogues, and other printing material and promoting gadgets.

PANEL / ROLL-UP PRESENTATION

200 €*

Graphic presentation of the company within exhibition area on a panel/roll up dimensions 2 x 0,8 m.

BUSINESS PRESENTATION

800 €*

Companies are entitled to a 20-minute presentation of their company, in the main conference room, according to the time schedule.

ADVERTISING

Advertisement in the Conference Program:
- 1 color page advertisement **200 €***
- 1/2 page color advertisement **150 €***

Advertisement in the Conference USB:
- Up to 500 MB **150 €***
- Up to 200 MB **100 €**

EXHIBITOR - 6m²

800 €*

Sponsor is entitled to:
- Standard booth equipped with:
  - panels
  - information stand,
  - company logo, dimensions 1x 0.3 m
  - standard electricity socket
- Registration fees without accommodation

* **20% VAT not included**

COMPARATIVE TABLE OF SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES	GENERAL	GOLDEN SPONSOR	GREAT SPONSOR	SPONSOR
Exhibition space, fully arranged	8 m2	6 m2	6 m2	6 m2
Advertising in the Conference Program	Yes	Yes	Yes	Yes
Company logo on all printed materials	Yes	Yes	Yes	Yes
Company logo and link published on conference web page bslz.org	Yes	Yes	Yes	Yes
Possibility of publishing any type of multimedia content at the web site bslz.org	Yes	Yes	Yes	Yes
Multimedia presentation on the Conference USB	500MB	250MB	100MB	10MB
Distribution of brochures and other printing and promoting material in the conference bag	4 pcs.	3 pcs.	2 pcs.	1 pc.
Business presentation	30 min	15 min	10 min	-
Acknowledgement handed at the Gala dinner	Yes	Yes	Yes	Yes
Free registration fees without accommodation	5	4	3	2

For any additional information about the conference and conditions of participation you can use following web pages: http://bslz.org/
or you can contact:

BBN Congress Management | 9 Deligradska / 6th floor, 11000 Belgrade, Serbia
Cell: +381 63 368594
E-mail: bbn@bbn.co.rs, bbn.pco@gmail.com
Web: bbn.co.rs

EXHIBITION AREA SKETCH

