

CALL FOR DEMONSTRATIONS

www.itseuropeancongress.com



EUROPEAN CONGRESS

LISBON, PORTUGAL
18-20 MAY 2020

ITS: The Game Changer

Organised by:



Hosted by:



Supported by:





ITS: THE GAME CHANGER



**HOW DO
WE MOVE
FORWARD,
IN A GLOBAL
AND
COMPLEX
WORLD**

The ITS Congresses represent the ultimate showcase of mobility services deployment. Every year, ERTICO organises the ITS regional - or World Congress in Europe.

Congresses are the yearly celebration of smart mobility: they underline the importance of Intelligent Transport Systems (ITS), particularly in cities and regions where they are hosted. They are important channels to raise awareness of smart mobility solutions among policy makers, experts and the general public. Exhibiting and commercial partnerships are vital in contributing to the actuality and success of a congress.

The 2020 ITS European Congress invites all sectors to play a role in the ongoing development in mobility. Our sponsorship and exhibition packages reflect our commitment to work with - and bring together diverse industry professionals to develop a cross sector network, collaborate and ultimately create new business opportunities.

Didier Gorteman
Congress Director
ERTICO – ITS Europe





WELCOME TO LISBON



**LEARN FROM
EACH OTHER
ETHICALLY
AND
RESPONSIBLY**

About the ITS European Congress 2020

The European Congress on ITS facilitates and influences not just European but global discussions of technologies and services towards making the deployment of ITS a smart and sustainable reality. Held each year in a different European location, it is the leading event in the future of transportation, attracting 3,000+ attendees from Europe.

The ITS European Congress will be in Portugal for the first time in 2020. The 14th ITS European Congress is organised by ERTICO – ITS Europe and (the City of Lisbon and ITS Portugal) in Lisbon 18th -20th May. Join us to discover and be part of the fast changing world of transportation.





CREATE THE RIGHT POLICES

Introduction

ITS has been changing transport and mobility in a seamless way in many regions of the world, taking advantage of the increasing dissemination of sensors, wireless networks and growing computing power. ITS has changed the way information is exchanged, in real time and at a very low cost.

But these are still early days of the ITS game, even with all the technological innovation already available. The ITS field will grow and evolve. The game will keep on changing side by side with the complexity of the system and the potential width of innovation.

It is hard to foresee the future, but it's easy to recognise that, step by step, ITS is changing the game in mobility and transport, impacting our lives, companies, and societies in general.

This is why demonstration projects have always been seen as one of the most interesting parts of ITS Congresses, especially from participants' perspectives.

They are also perceived as a great opportunity for the industries to present their state-of-the art products and solutions in real-life scenarios, and in this way create a higher impact. The demonstrations give participants

the opportunity to see new products and gain a real experience, creating a deeper understanding of how ITS is changing the transportation reality based on this strong belief.

The ITS 2020 Host eagerly encourages and invites organisations to bring their products to be demonstrated in Lisbon and use the city as a test bed for proving the concept and demonstrating their products and services. At the ITS European Congress 2020, Lisbon will promote a synergy between the displayed solutions and the Congress theme.



ITS: THE GAME CHANGER

GET INVOLVED

**BE SMART
AND
SUSTAINABLE**

WHAT TO EXPECT



1200
Delegates



120
Exhibitors



2000 Visitors to
the Exhibition Area



50+ Countries
represented



50+ Journalists from
Trade & News Media



**Government, State
and City Representatives**



**Private Sector
Representatives from
Multiple Industries**

A UNIQUE OPPORTUNITY TO:

- **Network with 3200+ smart mobility stakeholders & influencers**
- **Discover the latest mobility solutions**
- **Share experiences and lessons learnt**
- **Monitor progress and measure results**
- **Exhibit and experience innovative technologies**
- **First-hand experience through demonstrations**

HOW TO BE PART OF THE ITS EUROPEAN CONGRESS?

EXHIBITION & COMMERCIAL PARTNERSHIP

The Congress gives you exceptional access to the entire ITS community. Attracting everyone from the most established and recognisable companies to new players and industry influencers.

By exhibiting, you position yourself among the latest ITS solutions and most advanced technologies that delegates look for, putting you in the marketplace for the future of mobility.

Most of the commercial partnership options are in a classic package. However, we provide flexibility to best fit your strategic needs and marketing budget.

DEMONSTRATIONS

The purpose of the ITS Congresses is to push the boundaries of modern mobility.

Demonstrations offer delegates and visitors an exciting experience and the opportunity to learn about groundbreaking ventures and current and future mobility possibilities.

At ITS Lisbon 2020, demonstrations will take place close to the venue.

Demonstrators will have a unique opportunity to bring governmental, public and media attention to their brands and products with this ephemere test bench for smart mobility solutions..

PROGRAMME

The Congress Programme offers delegates an unparalleled opportunity to learn about the latest ITS technologies and new mobility concepts.

Experts from the mobility sectors (and beyond!) are invited to submit contributions for various types of sessions to share innovative ideas and lessons learnt, discuss mobility challenges that cities are facing today and how they can be addressed through ITS solutions.

Join the discussion on policy issues, research findings the industry's best practices around the Congress main theme and related topics

OVERVIEW FOR APPLICANTS

**WHAT WILL
THE FUTURE
OF MOBILITY
BE?**

The Demonstration Committee also serves to secure a broad and diverse selection of demonstrations, that are innovative, interesting and support the Congress themes.



Automated
and Connected ITS



New Mobility
Services



Freight
and Logistics



Digitalisation,
Data Value Chain



Transport Network
Design and Operations

Whilst it is not mandatory to propose a demonstration which supports the themes, the Demonstrations Committee encourage demonstrations that do so.

The goal is to create a synergy between the different Congress elements - technical programme, exhibition, demonstrations, technical visits and associated events.

THE CALL FOR DEMONSTRATIONS

- First round submission - Initial Proposal
- Second round submission - Detailed Application (only after acceptance of Initial Proposal by Demonstration Committee)
- Agreement between the Host and the demonstrator (For detailed information on Demonstration timeline and evaluation procedure refer to page 15)

The purpose of the Initial Proposal is to collect a general description of what your organisation may be conceptually considering.

It is envisioned that the Demonstrations Committee may try to combine or connect demonstrations where feasible – to provide a better experience for the attendees and enhanced marketing for partner organisations.

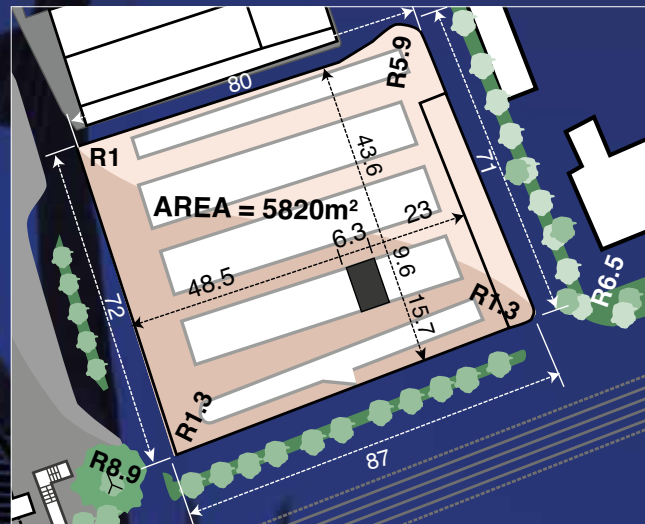
As such, the proposal will allow understanding the nature of the intended demonstrations and facilitate planning.

DEMONSTRATION AREA

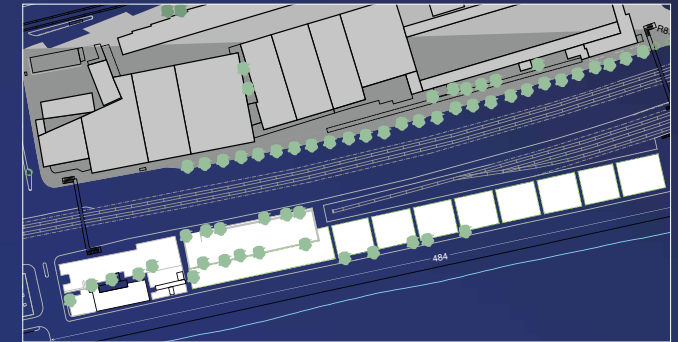
The ITS European Congress 2020 in Lisbon will take place in and around the Lisbon Congress Centre – CCL, located close to the Tagus river. Demonstrations will be available in the same area.

Two demonstration environments are available. Space allocation for the specific demonstrations will be decided by the Demonstration Committee in a dialogue with the demonstrator.

The goal is to have connected experience between demonstrations, technical visits and interesting ITS solutions already in place in Lisbon.



Outdoor demonstrations in a “closed area” A dedicated parking lot in front of Lisbon Congress Centre main entrance will be available for demonstrations.



Outdoor road demonstrations

The Demonstration Committee made available a corridor near the conference centre, where open road demonstrations can be displayed. This area is easily accessed from the Lisbon Congress Centre. Demonstrations can include vehicles and/or static equipment installed at the route.

APPLICATION GUIDELINES AND DEMONSTRATION FEE

Following the Initial Proposal stage, your organisation may get invited to provide a Detailed Application to officially participate in providing a demonstration. At that stage, the company will have to commit to the key following requirements through an executed Agreement:

- Appoint one dedicated point of contact as a representative for project coordination. This person should have the best possible combination of technical and logistics understanding of your company's demonstration so that they can serve as a capable liaison for your organisation.
- Appoint one dedicated marketing and business representative. Your company will be asked to provide marketing images, video clips, or other media in support of the advanced promotional campaign for the demonstration event and the ITS European Congress in general.

Your return on investment will increase significantly with better promotion.

- The Demonstration Fee is 10,000 € (excluding VAT). Included in this fee are a number of important items that ultimately provide a larger return on your investment and are common among all participants (see below). Commercial Partners (Silver Sponsors and above), are eligible for a 25% discount.

Demonstrators commit to purchasing floor space in the exhibition hall equivalent to a minimum of 9 sqm.

WHAT'S INCLUDED IN THE DEMONSTRATION FEE

Demonstration Marketing

- Promotion via the ITS European Congress 2020 marketing tools, including in the demonstration activities on the website and in the official programme.
- Comprehensive informational leaflet available in advance, and distributed on-site to participants and media partners.
- Inclusion of footage of demonstration features in the daily videos.

APPLICATION GUIDELINES AND DEMONSTRATION FEE

Demonstration Staging

- Multiple registration for your demonstration through the ITS European Congress website, event app and a Demonstration Desk at the Registration Area
- Additional signage in the ITS European Congress venue making it easy to find and access the Demonstration Area.

Demonstration Operations

- Closed parking zone – outside the Lisbon Convention Centre main entrance - available for on-site demonstrations (limited places)
- Barriers, cones, fencing & pedestrian safety needs around the on-site demonstration area at the Lisbon

convention Centre (Security measures for demonstrations on open roads are not included in the fee.)

- Access to outdoor open roads (subject to regulatory approval), as necessary for the specific demonstration
- A dedicated demonstrator coordinator available from the Initial Proposal, to help in the preparation of the demonstration and once on-site
- Coordination with the local authorities (i.e. permissions, dispensations)
- Free WIFI
- 24 hour Security for the Demonstration Area

- Use of underground Car Park in Demo Area to store vehicle overnight (depending on size/type of product)

WHAT'S NOT INCLUDED IN THE DEMONSTRATION FEE

All activities and associated expenses associated with your demonstration not covered as part of the Demonstration Fee shall be your organisation's responsibility. Examples of this include, but not limited to:

- All set up, removal and operational costs of the specific demonstration, including rehearsals
- Specific demonstration security of product and systems and insurance costs



MANAGE USE OF TECHNOLOGY

- Cost for electricity, equipment and other specific needs for the demonstration (support staff, tents/marquees, catering, storage etc.)
- Marketing and presentation undertaken by your organisation pertaining to the demonstration.

DEMONSTRATION TIMELINE AND EVALUATION PROCEDURE:

The Call for Demonstration will be launched on 20 September 2019 & close 19 December 2019. There will be an ongoing process for evaluating the proposal. Please note: that due to the limited number of demonstrations, industries are encouraged to send their applications as soon as possible.

The process of evaluation will be carried out in two stages:

- After receiving the Initial Proposal, a Demonstration Committee will evaluate the novelty, quality and relevance of the proposal.
- In case they are accepted in the first stage, then they will be invited to send their detailed application (i.e. with further details on the site, requirements, etc.) for the second round evaluation.

In case, the proposal is not accepted - but believe there is a great potential with some changes – the Host will directly create an open dialogue with the solution provider and facilitate for resolving the issues

CALL FOR DEMONSTRATIONS IMPORTANT DEADLINES

- **20 September 2019** Call for Demonstration announcement
- **20 September 2019 – 19 December 2019** 1st Round Submission - Initial Proposal
- **January 2020** Demonstration workshop on site
- **January 2020** Initial selection and informing process by Demonstration Committee finalised
- **January 2020** 2nd Round Submission – Detailed Application
- **February 2020** Agreement Execution
- **February 2020** Public Announcements – aim to announce the first demonstrations
- First preparation and rehearsals (will be coordinated per-project)
- **May 2020** Final rehearsal and installation

For further information please contact:

ERTICO

Commercial Partnership & Media

Danielle McDonald

T: +32 (2) 400 0754

E: d.mcdonald@mail.ertico.com

Exhibition & Demonstration

Jasvinder Sidhu

T: +44 (0) 2079 734 700

E: lisbon.exhibition@mail.ertico.com

Programme

Pamela Valente

T: +32 (2) 400 0785

E: p.valente@mail.ertico.com

Delphine Soubies

T: +32 (2) 400 0741

E: d.soubies@mail.ertico.com

HOST

ITS Portugal

Inês Viegas

E: ines.viegas@its-portugal.com

T: +351 213 504 400

See you in Lisbon!

#ITSLisbon2020

www.itseuropeancongress.com