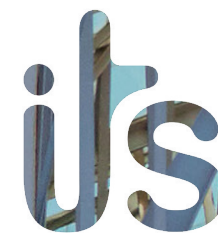


COMMERCIAL PARTNERSHIP AND EXHIBITION BROCHURE



EUROPEAN CONGRESS

LISBON, PORTUGAL
18-20 MAY 2020

ITS: The Game Changer

www.itseuropeancongress.com

Organised by:



Hosted by:



Supported by:





ITS: THE GAME CHANGER



The ITS Congresses represent the ultimate showcase of mobility services deployment. Every year, ERTICO organises 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 and 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 our 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



WHAT WILL I LEARN ABOUT AT THE CONGRESS



DATA ACCESS



**URBAN
MOBILITY**



AUTOMATION



**TRANSPORT &
LOGISTICS**



INNOVATION



**PUBLIC/PRIVATE
PARTNERSHIP**



**SUSTAINABLE
CITIES**



MULTIMODALITY



USER-CENTRIC



CONNECTIVITY



SHARED-MOBILITY



DIGITALISATION



ITS: THE GAME CHANGER

Welcome to Europe's hub for innovation and smart mobility.

With the theme ITS: The Game Changer, the 14th ITS European Congress, organised by ERTICO – ITS Europe and the European Commission, will showcase the latest technologies adopted by the Lisbon Region, host of the event, together with all the available ITS services and solutions in Europe.

Lisbon is part of Europe's entrepreneurial and innovation ecosystem and enjoys global recognition as a welcoming destination. This, combined with ERTICO's mission and work on promoting and developing smart mobility services, promises a fantastic programme, innovative live demos and a great experience overall.

The sheer speed and scope of ITS, propelled by technological developments and social and environmental needs, are unprecedented. ITS has already made transportation much more efficient, demand-responsive and safe. And more is to come. The innovative potential of ITS is too vast to foretell our mobile future. We only know that ITS, The Game Changer, will keep changing the game – and us.

GET INVOLVED

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

THE CONGRESS REPRESENTS A UNIQUE OPPORTUNITY TO BRING YOUR PRODUCT TO THE RIGHT AUDIENCE

The Congress gives you access to the entire ITS community. Over 3200 participants from more than 50 countries will attend and the Congress will attract some of the most established and recognisable companies to new players and industry influencers.

Commercial Partnerships with the ITS European Congress enable companies to communicate and interact with their key audiences through a variety of branding, editorial and keynote opportunities. By exhibiting, you position yourself among the latest ITS solutions and most advanced technologies, putting you in the marketplace for the future of mobility.

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 type 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 and industry best practice around the Congress main theme and related topics.

EXHIBITION

Information on Price and Visibility rates

Space Only: €395 + VAT per sqm

Visibility Supplements

Open 2 sides: €300 per stand + VAT

Open 3 sides: €400 per stand + VAT

Island booth : €500 per stand + VAT

Co-exhibitor: €695 + VAT

Exhibiting Benefits

- **Each exhibitor** has an entry on the website, app and e-guide.
- **Each 9sqm includes:** two free exhibitor passes with lunch within the exhibition and two exhibitor passes without lunch.

***ERTICO members benefit from a 10% discount on raw space rates.**

***The final amount for your dedicated stand is the amount indicated in the signed booking form.**

VENUE:

Congress Center Lisboa
Praça das Indústrias 1, 1300-307
Lisbon, Portugal

EXHIBITION OPENING TIMES

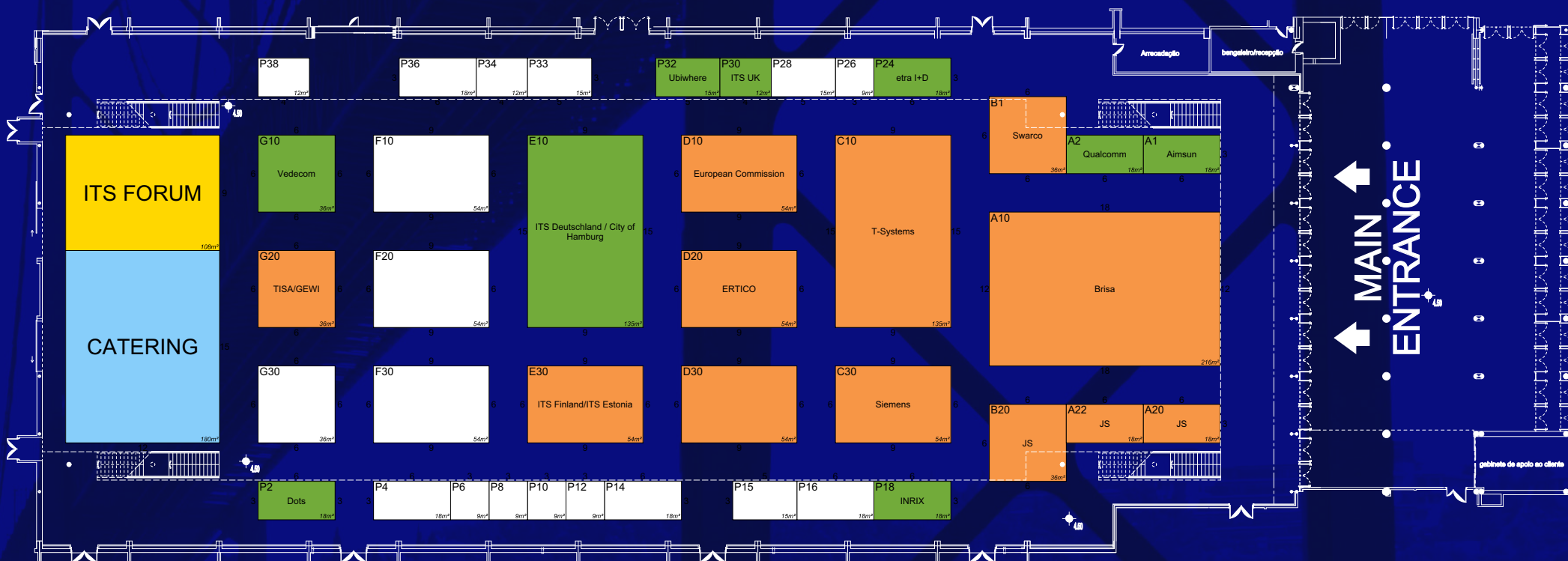
Monday 18 May 2020 10:00 - 19:00

Tuesday 19 May 2020 09:00 - 17:30

Wednesday 20 May 2020 09:00 - 17:30

*Times are subjected to change

EXHIBITION FLOORPLAN



As of 11 September 2019

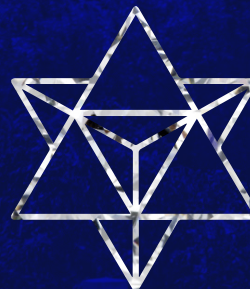
COMMERCIAL PARTNERSHIP PACKAGES



SILVER
10,000 €



GOLD
20,000 €



DIAMOND
30,000 €



PLATINUM
40,000 €

PRE-EVENT BENEFITS

SOCIAL MEDIA

Partner's selected content to be disseminated pre-event throughout the ITS European Congress 2020 global social media networks.

PRINT AND ELECTRONIC COLLATERAL

Logo and recognition of partnership category on relevant pre-event outgoing marketing material, including but not limited to media releases, e-newsletters and website. (subject to privacy laws)

ON-SITE BENEFITS

SEATING ALLOCATION

VIP seating allocation at the opening and closing ceremonies.

ITS SUMMIT ACCESS

Representative to attend as an observer at the High Level Policy Roundtable (depends on the Partnership level).

BADGES PASSES

Congress and Exhibitor badges depends on the Partnership level.

RECOGNITION

Acknowledgement of your partnership level in plenary sessions, opening and closing ceremonies.

PRINT AND ELECTRONIC COLLATERAL

Logo and recognition of partnership category on relevant printed and electronic collateral available and provided to delegates and visitors attending the ITS European Congress 2020, including but not limited to the mobile app, Congress programme and sponsor acknowledgement signage.

POST-EVENT BENEFITS

POST-EVENT ANALYSIS

Comprehensive post-event analysis report based on feedback from delegates.

ELECTRONIC COMMUNICATIONS

Logo and acknowledgement of partnership as part of the post congress report sent to all ITS European Congress 2020 attendees, as well as ITS Lisbon newsletter.

DELEGATE LIST

list of attendees (name, position, organisation and country only, subject to privacy laws).

PROMOTE YOUR BRAND BY SUPPORTING EVENTS THAT MATCH YOUR STRATEGY!



START-UP AREA



JOBFAIR



BRANDING



HACKATHON



CHARGING ZONE

WE ARE AT YOUR DISPOSAL TO CREATE THE RIGHT VISIBILITY FOR YOUR BRAND!

Advertisement in Show Preview

Delegates and visitors will receive an electronic copy of the Show Preview. Thanks to its wealth of detailed industry contacts, the Show preview is considered one of the most valuable benefits by attendees.

Congress App

Over 80% of delegates download the ITS App for full information and live updates on the sessions, to view the floorplan, events, exhibitors, speakers, etc. This is premium exposure, and the app ensures that delegates carry your brand and contact details throughout the event.

Advertisement in Newsletters

The widespread Congress promotion campaign includes newsletters that are distributed to the more relevant industry contacts. This is a great way for strengthening and promoting your brand to not only the Congress delegates, but to a global audience.

Congress Bag

The Congress bags promote your company in a very prominent and visual way. Your logo will be printed on each Congress bag along with the Congress logo. (Type, size and colour of the bags as well as position and size of the logo will be at the organiser's discretion).

Notebook and Pen

Delegates will receive a notebook and pen upon registration onsite. These items are key feature of the delegate bag, it is also part of the delegate's event experience.

Insert in Congress Bag

(Open to multiple sponsors)
Your insert in the Congress Bag that each delegate receives upon registration is one of the best tools for active branding.

ITS Congress Daily Video

The Daily video goes through the exhibition floor to capture the excitement of the audience, recap of the day and preview the action of the next. Filled with interviews, live demos, behind-the-scenes and latest news, this medium offers formidable promotion.

Side Event Support

Be the exclusive sponsor of one of our prestigious side events. This opportunity allows company branding across online and offline materials relating to the event, as well as recognition of your support through (possible) speeches, the website and social media channels.

Commercial Partnership Packages

Sponsorship Packages	Silver	Gold	Diamond	Platinum
Investment	€10,000.00	€20,000.00	€30,000.00	€40,000.00
Main Opportunities				
Gala Dinner Partner			✓	✓
VIP Dinner Partner				✓
Speaker selected for one Plenary Session*				✓
Speaker selected for one Executive Session*			✓	
Official Congress Programme				
Profile of 100 words in Preliminary and Final Programme	✓	✓	✓	✓
Profile of 100 words in the Exhibition Guide	✓	✓	✓	✓
Logo on welcome slides in all sessions	✓	✓	✓	✓
Logo in Opening Session	✓	✓	✓	✓
Congress App: Listing in Partner section	✓	✓	✓	✓
Company logo at registration confirmation	✓	✓	✓	✓
Ad in Preliminary programme (Digital)		1/2 page	1 page	2 pages
Ad in Final programme (Digital and Printed)		1/2 page	1 page	2 pages
Digital Promotion				
Logo Included in E-blasts / Newsletters	✓	✓	✓	✓
Official Website: logo in partner section	✓	✓	✓	✓
Official website: logo in commercial partner strip and on dedicated partner page	✓	✓	✓	✓
Social Media Promotion (Twitter, LinkedIn, Facebook)	✓	✓	✓	✓
One Article on website (supplied by partner and approved by ERTICO) and linked to Newsletter		✓	✓	✓
Ad in Digital Show Preview		1/2 page	1 page	2 pages

*Final decision by EPC

Sponsorship Packages	Silver	Gold	Diamond	Platinum
Investment	€10,000.00	€20,000.00	€30,000.00	€40,000.00
General Branding				
Logo on screens in Session Rooms / Logo on 1 screen at Lisbon Congress Center	✓	✓	✓	✓
Opening ceremony: Digital branding / Closing ceremony: Digital branding	✓	✓	✓	✓
Flyer in Congress Bag	✓	✓	✓	✓
Logo on Congress Bag			✓	✓
Daily videos with statements and footage			✓	✓
Congress App Push notifications				✓
Samples and offers				
Delivery of flyers in the exhibition area			✓	✓
Delivery of flyers at the main entrance				✓
Invitations and tickets				
Access passes to VIP lounge	1	2	3	4
VIP Dinner invitations	1	2	3	4
Gala Dinner invitations	1	2	3	4
Free registrations delegates	1	2	3	4
Demonstration Area				
25% Discount	✓	✓	✓	✓
Items Available at an additional cost (on a first come first served basis)				
Sponsorship of VIP lounge	✓	✓	✓	✓
Congress Video	✓	✓	✓	✓
Congress Podcast	✓	✓	✓	✓
Congress App	✓	✓	✓	✓
Pens	✓	✓	✓	✓
Notepads	✓	✓	✓	✓
Water bottles	✓	✓	✓	✓

**These are the options available, but it is possible to put together a custom package to suit your specific marketing needs.

TESTIMONIALS

“ The ITS Congresses offer an inspiring viewpoint to the future of mobility and transport. They are excellent events for a political decision maker to share insights and meet with key stakeholders in the ITS sector worldwide. ”

-Anne Berner, Finnish Minister for Transport & Communications

“ The city of Lisbon is aware of the relevance of this initiative, as it will surely represent an opportunity for all the involved stakeholders to interact with the many Congress delegates and learn from top experiences. ”

-Fernando Medina, Mayor of Lisbon

“ ITS European Congresses are widely recognized as one of the most important international events concerning IT on intermodal and transport sectors. The Minister of the Sea foresees with high interest the opportunity to have such an important event in Portugal, representing relevance and opportunities for the country. ”

-Ana Paula Vitorino, Minister of the Sea, Portugal

“ The ITS Congress is an invaluable platform to get live updates on trends, pilots and deployments of smart mobility. What I appreciate in the various Congresses is the smooth organisation and the combination of expert workshops with a great exhibition. Definitely worth a visit! ”

-Joost van Tomme, Smart Mobility Director, ACEA

“ Smart solutions supported by digital tools are the future of mobility. To understand how intelligent transport systems will revolutionise the way we move, attend the ITS Congress! ”

-Young Tae Kim, ITF Secretary

“ The ITS Congress is an event that gathers a lot of knowledge. What you can do here you cannot do anywhere else. There are many events that revolve around ITS, but this is THE place to be! ”

-Claire Depre, Head of unit Sustainable and Intelligent Transport DG MOVE European Commission



SEE YOU IN **LISBON!**

For further information please contact:

ERTICO:

Marketing & Partnerships

Geoffrey Brennet

T: +32 (2) 400 0754

E: g.brennet@mail.ertico.com

Media & Communication

Dalila Coviello

T: +32 (2) 400 0743

E: d.coviello@mail.ertico.com

Exhibition

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