



25TH ITS WORLD CONGRESS
COPENHAGEN
17 – 21 SEPTEMBER 2018

Quality of life

COMMERCIAL PARTNERSHIP AND EXHIBITION BROCHURE

Organised by:



Co-organised by:



Hosted by:



Supported by:

**GREATERT
COPENHAGEN**





Why become a commercial partner & exhibit at the Congress?

Commercial partners and exhibiting are key in contributing to the success of a conference. The ITS World Congress 2018 invites all sectors to play a role in the ongoing development of Intelligent Transport Systems and Services. Our commercial partnership and exhibition packages reflect our commitment to bringing together and work with diverse industry professionals with unique expertise and the ambition to develop cross sector network, collaboration and ultimately new business solutions.

WHAT TO EXPECT



4,000 Delegates



10,000 Visitors during the congress in the exhibition area



500 Organisations



- Over 100 + countries
- 100 + journalists from both trade, business and news media
- Private sector representatives from multiple industries
- Government, state and city representatives

WHEN AND WHERE

17 – 21 September 2018, Copenhagen, Denmark. The Bella Center is the largest congress and exhibition venue in Scandinavia. Located less than 10 minutes from both Copenhagen international airport and the city centre, it is the ideal location in which to host an international event.

SECTORS

- Automotive manufacturers
- Consulting Industry
- County and City Councils
- Infrastructure Operators
- International expert groups
- ITS national associations
- Municipalities
- National, regional and local authorities
- Emergency Services
- Road operators and concessionaires
- State agencies
- Systems integrators
- Transport authorities
- Telecommunications

PROFILES

- CEO's
- Chief engineers
- COO's
- Dealers and agents
- EU commissioners and EU representatives
- Expert groups
- Mayors and city representants
- Policy makers and legislators
- Project developers
- Researchers and academics
- Senior managers
- State ministers
- Users and stakeholders

WHO EXHIBITS?

- Applications for Traffic Management
- Automotive Electronics and Components
- Automotive Signage & Technologies
- Bus Priority Systems
- Central Control Room/Traffic Operations Systems
- Commercial Vehicle Operations
- Digital Mapping
- Driver Assistance Systems
- Emergency Support Systems
- EU Commission
- Fare, Toll and Fines Collection Systems
- Fleet Management & Control Systems
- Global Positioning/Information Systems
- Incident Warning Systems
- Intermodal Systems Integration
- In-Vehicle Information/Safety
- ITS Research
- ITS National Associations
- Modelling and Simulation
- Parking Management Systems
- Public funding of ITS Research
- Road Weather Solutions
- Signaling and Control Devices
- Surveillance and Tracking Technologies
- Systems Integration
- Telematics
- Toll/Traffic Management Systems
- Traffic Detection and Data/Traffic Enforcement
- Traffic Sensors
- Transport Consultancy
- Traveller Information Systems
- Vehicle and Pedestrian Detection
- Vehicle Control/Safety Systems
- Vehicle Navigation/Information Systems
- Weigh-In-Motion Systems
- Wireless Data Communication

The ITS World Congresses are known to be the largest and the most important within the industry.



25TH ITS WORLD CONGRESS
COPENHAGEN
17 - 21 SEPTEMBER 2018
Quality of life

Commercial Partner



Commercial Partnership has been designed to enable companies to communicate and interact with their key audiences through a variety of branding, editorial and keynote opportunities.

COMMERCIAL PARTNER BENEFITS*

Alignment with the world renowned ITS World Congress reinforcing your market leading position and dominance in your sector.

Full integration with the ITS World Congress international marketing and promotional campaign, maximising brand association over a fifteen-month period.

The partnership gives you the possibility to explain the latest ITS stories together with the city of Copenhagen through a large variety of media.

A calendar of opportunities to communicate with the ITS audience and with your specific target audiences in the run up to and during the event.

Delegate interaction through the Conference Programme giving you the opportunity to address the attendees during the event.

The VIP Treatment for your key clients including lounge access, complimentary refreshments.

Over the next 15 months you and your brand would be associated with all promotion & information disseminated to our:

INTERNAL AUDIENCES MEMBERS OF

ERTICO - ITS Europe, ITS America, and ITS Asia-Pacific, Attendees of ITS European Congresses, ITS Montreal World Congress and ITS Melbourne World Congress.

EXTERNAL AUDIENCES

Worldwide professionals in ITS not previously involved in Congresses, Hosts Database (City of Copenhagen), Partners' databases (indirect promotion of the Congress through commercial partners own databases).

The ability to reach the ITS world audience with your branding, editorial, key messages and endorsement would not be possible through any other medium.



Dedicated staff have been retained by ITS Copenhagen to liaise with Commercial Partners on a regular basis in the lead up to the event, providing single-point partner activation support.

*depending on your Partnership level





25TH ITS WORLD CONGRESS
COPENHAGEN
 17 - 21 SEPTEMBER 2018

Quality of life

Media Partners
 (from previous ITS Congresses in Europe)

| | | |
|---|---|---|
|  Connecting the world's urban leaders |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |





Commercial Partnerships Benefits

Depending on your Partnership Level here are some of the benefits you have the opportunity to engage in as Commercial Partner.
(See details on page 8 & 9)

ONSITE OPPORTUNITIES

8 ITS World Congress Copenhagen Arrival

When arriving at the Congress venue, there will be flags outside with your logo welcoming the delegates to the congress.

9 Registration Area and Features

All of the purpose built show features, will prominently feature Commercial Partner branding. These include the Registration Area, the VIP Lounge, Meet Me Hospitality Area and some signage.

10 Exhibition Area

Commercial Partner branding will also feature on the floorplans that are located on the exhibition floor, in high traffic areas. These will contain the Congress Programme, the exhibition floorplan along with a full list of all exhibitors. Commercial partners exhibition stands at ITS Copenhagen 2018 will be highlighted on the floor plans and in the list of exhibitors.

11 Delegate Lanyard

Commercial Partner logos will also be printed on lanyards which delegates will wear around their necks.

12 VIP Lounge

Commercial Partners and their guests will receive exclusive VIP lounge access offering complimentary refreshments. VIP Lounge access passes will be sent directly to your assigned guests on your behalf.

13 Speaking Opportunities

Commercial Partners will be invited to key speaking opportunities. In addition, Commercial Partners will have visibility during Opening, Closing and on the welcome slide in each session room.

14 Networking Opportunities

Networking is central to the event experience. There are a selection of networking opportunities for Commercial Partners that brings the industry together for the perfect chance to continue conversations and debates.

These include: VIP Dinner, Gala Dinner, Sky is the Limit and the Copenhagen 2018 Business Summit. For more details see page 14.



POST EVENT OPPORTUNITIES

15 Working With the host City

The City of Copenhagen would look to work with the Commercial Partners showcasing your technology pre and during the event, but hope these partnerships would form long term solutions with the City and Greater Copenhagen.

16 ERTICO Network

The event report of the Congress will be circulated to all delegates, speakers, and exhibitors post event.

E: copenhagen.partners@mail.ertico.com

Benoit Augarde

ERTICO - ITS Europe
T: +32 (0) 2 400 0786
E: b.augarde@mail.ertico.com

Jasvinder Sidhu

ERTICO - ITS Europe
T: +44 (0)20 7973 4700
E: j.sidhu@hgluk.com

City of Copenhagen

Host congress secretariat
E: itsworldcongress2018@tmf.kk.dk





25TH ITS WORLD CONGRESS
COPENHAGEN
 17 – 21 SEPTEMBER 2018

Quality of life

Commercial Partnership Packages

| PARTNER | PLATINUM Price: €125.000 | DIAMOND Price: €95.000 | GOLD Price: €55.000 | SILVER Price: €35.000 |
|--|---|---------------------------------------|------------------------------------|--------------------------------------|
| Minimum requirements for exhibition stand (stand not included in commercial partnership package) | 36 sqm | 24 sqm | 18 sqm | 9 sqm |
| SIGNAGE | | | | |
| Bella Center screens (2 exterior & 2 interior) Loop of partner logos on exterior/interior screens (4 screens in total) | X | X | | |
| Bella Center screens (1 interior in registration area) Loop of partner videos (8 slots during the day, full congress week) | X | | | |
| Flags at main entrance to Bella Center One separate flag per partner | X | X | X | X |
| Meet me - Hospitality areas (accessible to all delegates) Branded areas in Bella Center Hall E | X | X | X | X |
| Logo on the registration area Logo on the registration counter | X | | | |
| Human Signage Branded polo shirts for hostess | | | X | |
| SOCIAL PROGRAMME & VIP EVENTS | | | | |
| Partner of VIP dinner Speech during VIP dinner | X | | | |
| Partner of VIP dinner Promotional banners/decór | X | X | | |
| Partner of Gala dinner Logos as an integrated part of the decorational setting | X | X | X | X |
| Partner of Gala dinner Lounge area(s) at the venue | X | | | |
| The Sky is the limit - Customised VIP Event per partner Partner of VIP meeting at the Sky Bar where sponsors have a two hour slot | X | | | |
| Copenhagen 2018 ITS Business Summit Partner to be invited to a VIP meeting with the Minister of Transport (ITBC) and other high profile personalities within the Nordic Transport Industry | 2 | 1 | | |
| DELEGATE ITEMS | | | | |
| Congress Bags Logo on congress bags | X | | | |
| Congress lanyards Logo on congress lanyards | X | | | |
| Water bottles Logo on water bottles for speakers (all sessions) | | X | | |
| Pens Partner is allowed to bring a specified no. of branded pens to the congress | 10000 | 5000 | | |
| Notepads Logo on notepads | | | | X |
| SAMPLING | | | | |
| Sampling Sampling at main entrance (1 slot - timing tbd) | X | | | |
| Sampling Sampling at the Exhibition Area (1 slot - timing tbd) | X | X | | |
| INVITATIONS & REGISTRATIONS | | | | |
| VIP Lounge (placed at Center Hall in Bella Center) Access passes to the VIP lounge | 6 | 4 | 4 | 2 |
| VIP dinner Invitations to the VIP dinner | 4 | 2 | 2 | 1 |
| Gala dinner Invitations to the Gala dinner | 6 | 4 | 4 | 2 |
| Free registration Free registration as congress delegate (full event) | 6 | 4 | 4 | 2 |
| Free registration Free registration as additional stand personnel (badges including catering) In addition to the ones assigned per m ² booked | 6 | 4 | 4 | 2 |
| DEMONSTRATION AREA | | | | |
| Demonstration area 25% discount on rental of demonstration area. Please note, the demonstration project needs to be approved by the City of Copenhagen | X | X | X | X |

*For the latest information visit: www.itsworldcongress.com

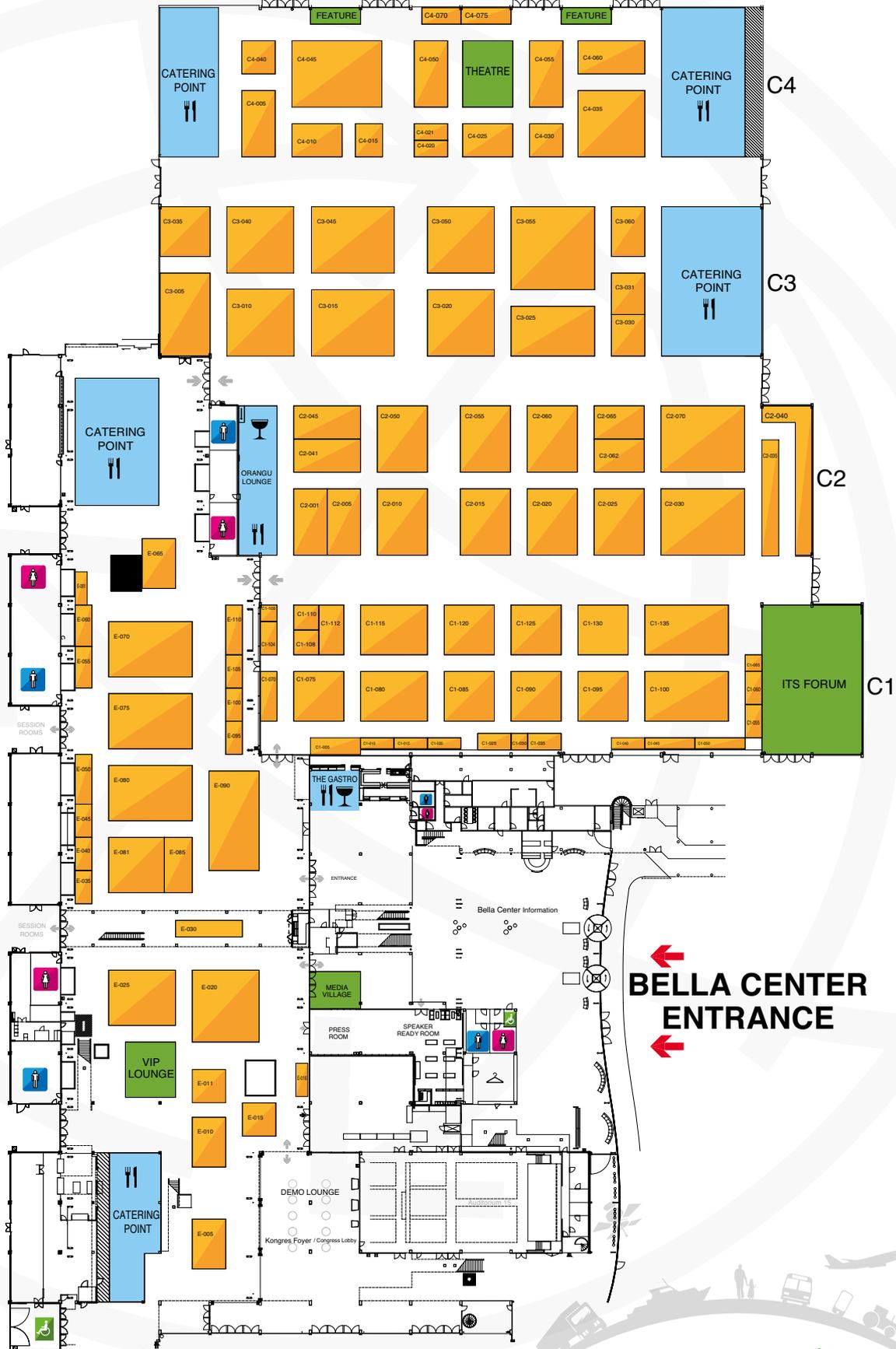
Quality of life



25TH ITS WORLD CONGRESS
COPENHAGEN
17 - 21 SEPTEMBER 2018

Quality of life

Floorplan



*For the latest plan visit: www.itsworldcongress.com

Quality of life



25TH ITS WORLD CONGRESS
COPENHAGEN
17 - 21 SEPTEMBER 2018

Quality of life

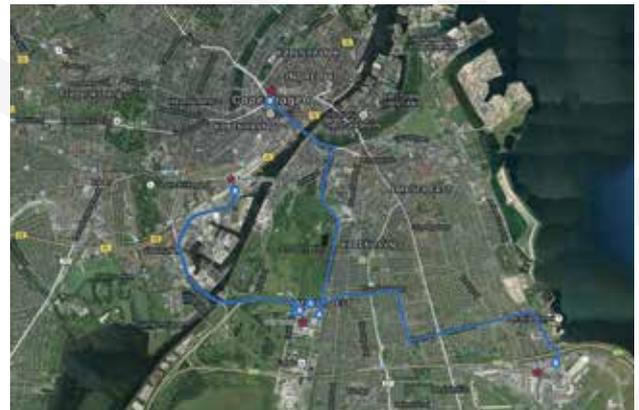
Demonstration Opportunities



DEMONSTRATIONS

Demonstration projects have always been seen as one of the most attractive parts of the ITS World Congress, especially from participant perspectives. They are also perceived as a great opportunity for companies to present their state-of-the-art products and solutions in real-life scenarios - creating a higher impact. The demonstrations give the participants the opportunity to test new products and services and gain a real experience, hence creating a deeper understanding.

*As the old Chinese proverb says:
"if you tell me I will forget - if you show me I will remember".*



Based on this strong belief, the City of Copenhagen eagerly encourages and invites all participants (i.e. industries, public authorities, universities etc.) to introduce their products to be demonstrated in Copenhagen and use the city as a test bed for proofing the concept and demonstrating their products and services in a real life scenario. At the ITS World Congress 2018, Copenhagen will promote the solutions in a more connected, and history telling manner. We will try to determine the demonstration platform with the city-in-use vision and try to create a synergy between the solutions and various themes and overall programme of the ITS World Congress and of course make sure the whole international ITS Community are aware of what we are planning in Copenhagen through the extensive marketing campaign.

For more information visit: www.itsworldcongress.com

All demonstrations are required to take an exhibition stand at the Congress and all Commercial Partners receive a 25% discount on Demonstrations.



Quality of life



25TH ITS WORLD CONGRESS
COPENHAGEN
17 - 21 SEPTEMBER 2018

Quality of life

Networking Opportunities



VIP DINNER

The VIP Dinner is one of the highlights of the Congress. It will take place in a glamorous setting, bringing together a wide variety of VIPs and influencers including executive board members, main commercial partners, high level speakers and representatives from different authorities and industry.

GALA DINNER

The ITS Copenhagen 2018 Gala Dinner will be held on Thursday 20 September. The venue will offer participants one of the city's most spectacular settings for a magical evening combining networking, entertainment and fine cuisine.

THE SKY IS THE LIMIT

"The Sky is the Limit" provides a unique opportunity for our Platinum Partners to customize a VIP Event at the Sky Bar at the Bella Sky Hotel with your key clients.

This exclusive cocktail, wine bar and lounge is situated on the 23rd floor and has a great panoramic view of the Copenhagen skyline, Amager Common, Øresund Bridge and Sweden. Each Platinum Partner will get a two-hour slot on either Tuesday, Wednesday or Thursday of the congress days (September 18 – 20, 2018).

Platinum Partners are given priority on a first come first serve, based on the date of the Partner's signing of the Partnership Agreement.

COPENHAGEN 2018 ITS BUSINESS SUMMIT

The Platinum Partners will be invited to a VIP meeting with key individuals within the Nordic transport industry held at the Sky Bar at the Bella Sky Hotel.

This meeting will be hosted by the City of Copenhagen and ERTICO — ITS Europe, and strive to also have representation from the Danish Ministry of Transport.





25TH ITS WORLD CONGRESS
COPENHAGEN
17 - 21 SEPTEMBER 2018

Quality of life

Organisers



ERTICO – ITS Europe

ERTICO – ITS Europe is a multi-sector, public/private partnership pursuing the development and deployment of Intelligent Transport Systems and Services (ITS). With more than 120 shareholders, ERTICO connects public authorities, industry players, infrastructure operators, users, national ITS associations and other organisations to shape intelligent mobility for Europe together.

The ERTICO work programme focuses on initiatives to improve road safety, security and network efficiency whilst taking into account measures to reduce environmental impact.

Our vision is of a future transport system working towards zero accidents, zero delays and fully informed people, where services are affordable and seamless, the environment is protected, privacy is respected and security is provided.

ERTICO – ITS Europe, ITS America and ITS Japan are the initiators and organisers of the ITS World Congresses since 1994. In Europe, the World Congresses are organised by ERTICO-ITS Europe with its Partners in close cooperation with the European Commission, the local Host, ITS America and ITS Asia Pacific.



CITY OF COPENHAGEN

HOST

Copenhagen is among the top 5 fastest growing big city destinations in Europe, and is a growth engine for Denmark.

The City of Copenhagen is engaged in regional and international relations. To expand the visibility of the solutions that are employed, tested and demonstrated in Copenhagen we work to promote the city as an international showcase for smart green solutions.

We do this by establishing showcase platforms, membership of international city networks and other means that showcase the solutions to a wider global audience.

On the regional level, Copenhagen cooperates closely with the neighbouring regions in order to create an attractive business region.



Quality of life



25TH ITS WORLD CONGRESS
COPENHAGEN

17 – 21 SEPTEMBER 2018

Quality of life

If you have any questions about becoming a Commercial Partner, Exhibitor or participate in the Programme or Demonstrations, get in touch using the details below:

COMMERCIAL PARTNER & EXHIBITION

E: copenhagen.exhibition@mail.ertico.com

E: copenhagen.partners@mail.ertico.com

Benoit Augarde

T: +32 (0) 2 400 0786

E: b.augarde@mail.ertico.com

Jasvinder Sidhu

T: +44 (0)20 7973 4700

E: j.sidhu@hgluk.com

COMMERCIAL PARTNER & DEMO

City of Copenhagen

Host congress secretariat

E: itsworldcongress2018@tmf.kk.dk

PRESS & MEDIA

Carla Coppola

T: +32 (0) 2 400 0745

E: c.coppola@mail.ertico.com

SPEAKING OPPORTUNITIES

Pamela Valente

T: +32 (0) 2 400 0785

E: p.valente@mail.ertico.com

CO-ORGANISERS

ITS Asia-Pacific

International Affairs

ITS Japan

T: +81-03-5777-1013

E: intl@its-jp.org

ITS America

T: +1-800-374-8472

E: info@itsa.org

