



# Commercial Partnership & Exhibition brochure

[www.2019.itsineurope.com](http://www.2019.itsineurope.com)



Organised by:



Hosted by:



Gemeente Helmond



Supported by:



Ministerie van Infrastructuur  
en Waterstaat



Brainport  
Development

Provincie Noord-Brabant

# Fulfilling ITS Promises

Relationship between  
Innovation and Society.







**Didier Gorteman**

Congress Director, ERTICO – ITS Europe



---

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

These events 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 key factors for the ITS Congress success. The ITS European Congress 2019 in

Brainport invites all sectors to play a role in our ongoing development and deployment of ITS. 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 and new solutions.

With a strong focus on demonstrations and deployment, the ITS European Congress in Brainport will be the ideal place to showcase your latest developments and leading technologies in ITS and I look forward to building a successful partnership together.

## Congress Topics

Under the theme “Fulfilling ITS Promises”, the European Programme Committee is pleased to present the seven topics running through the three Congress pillars – Programme – Exhibition – Demonstrations:



Deploying new mobility services – from experiments to experience



A breath of fresh air



Connected, cooperative and automated mobility



Enhancing the efficiency of freight transport



Enablers of digital infrastructure



Transport network operations



Disruption, start-ups & future workforce

# Introducing the ITS European Congress

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

**Join ERTICO – ITS Europe and the transport industry at the ITS European Congress in the Brainport region of Eindhoven-Helmond from 3-6 June 2019 – the place to find intelligent transport solutions and see how smart mobility services are integrated into society.**

This year's Congress theme is 'Fulfilling ITS Promises'. Together we will show the world what ITS can do and how we can reach forward to fully use the potential of smart mobility in modern day Europe. The Brainport region forms part of Europe's technological backbone and enjoys global recognition as a centre for innovation and automotive solutions. This, coupled with ERTICO's mission to keep up with the latest technology and smart mobility trends, promises a Congress that will take us to the next level in research and deployment.

## Venues

Evoluon Eindhoven  
Noord Brabant Laan 1A  
Eindhoven

**[www.evoluon.com](http://www.evoluon.com)**

Automotive Campus  
30 Helmond

**[www.automotivecampus.com](http://www.automotivecampus.com)**

## Exhibition Opening Times\*

3 June 2019 | 14:00 – 20:00

4 June 2019 | 09:00 – 17:30

5 June 2019 | 09:00 – 17:30

6 June 2019 | 09:00 – 14:30

**\*Times are subject to change**



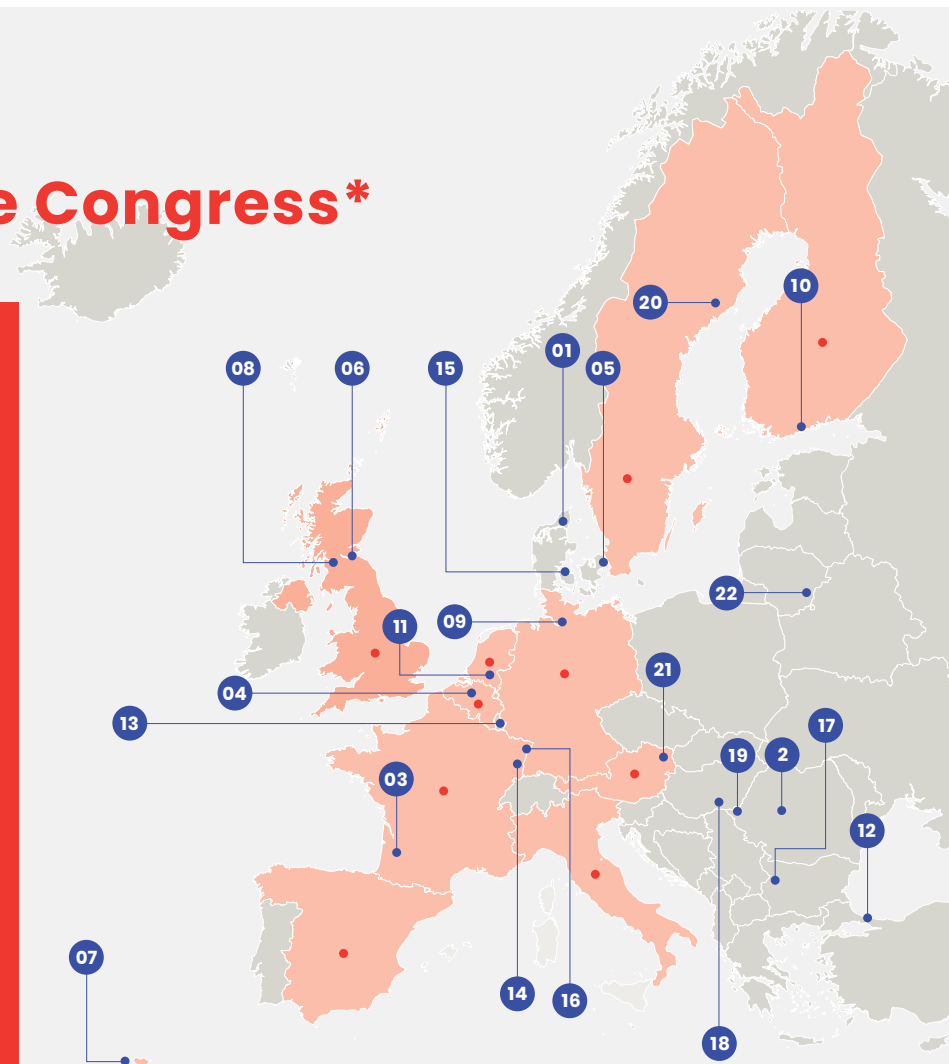




## Who attends the Congress\*

### Top 10 represented countries

France	51%
Germany	14%
Netherlands	7%
Belgium	7%
United Kingdom	6%
Austria	4%
Finland	4%
Sweden	3%
Italy	2%
Spain	2%



**Cities Represented at the 2nd Mayors' Summit:** 1) Aalborg 2) Alba Iulia 3) Bordeaux 4) Brussels 5) Copenhagen 6) Edinburgh 7) Funchal 8) Glasgow 9) Hamburg 10) Helsinki 11) Helmond 12) Istanbul 13) Luxembourg 14) Mulhouse 15) Odense 16) Strasbourg 17) Sofia 18) Szeged 19) Timisoara 20) Umeå 21) Vienna 22) Vilnius

\*From ITS Strasbourg 2017

## Sectors

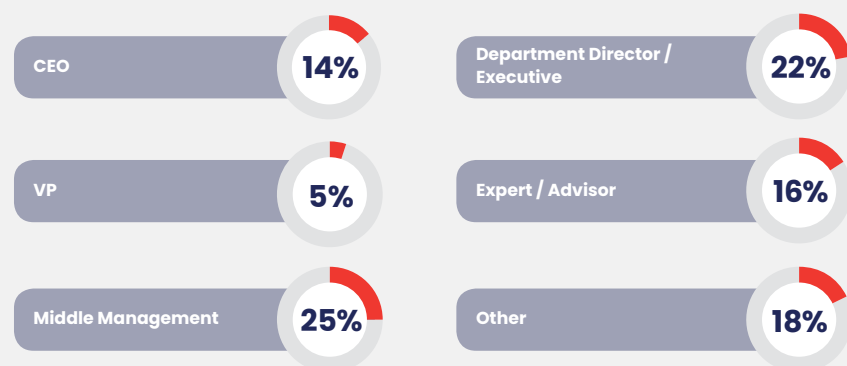
- Autonomous Vehicle
- Connectivity
- Consulting Firms
- Electric And Connected Vehicles
- EU Commission
- Future/ Disruptive Transport Models
- Government/ Municipalities
- It/ Software/Digital Technology
- ITS National Association
- ITS Research
- Logistics
- Mobility As A Service
- Oems And Transport Vehicle Manufacturers
- Parking Management Systems
- Payments And Ticketing
- Ports
- Public Transport Agencies
- Public Transport Operators
- Road Operators & Concessionnaires
- Road Weather Solutions
- System Integrators
- Traffic Management Systems
- Tunnelling
- Weight In Motion Systems



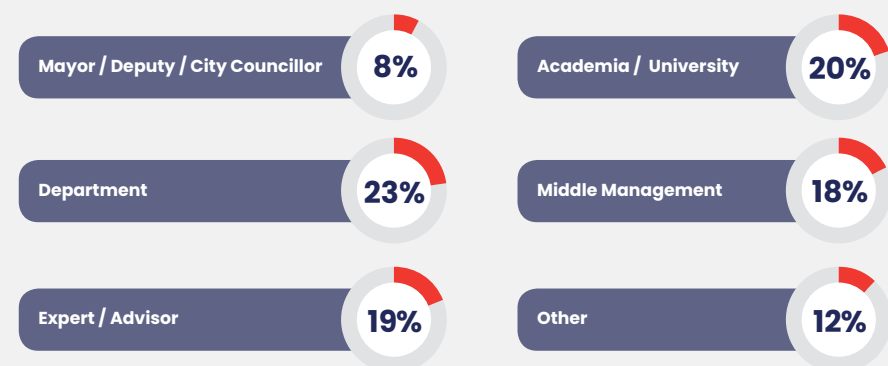
## What to expect



### Attendee Level / Private



### Attendee Level / Public



**Nico Anten, Executive Chairman of Connekt, on behalf of all the Dutch partners:** "The Netherlands aims to be and remain a global leader in the field of Smart Mobility. By developing close partnerships we can improve traffic flows, reduce harmful emissions, increase road safety and promote a healthy, vibrant economy. How we will do this, and how other countries can benefit from the services we offer, is what we will be demonstrating at the ITS European Congress in 2019.



## Why Participate?

### A unique opportunity to:



Exchange information with 3200 industry stakeholders and influencers



Discover the latest mobility solutions



Share experiences and lessons learned



Monitor progress and measure results of implementation and deployment



Exhibit and experience cutting-edge technologies and innovate products and services



Enter business and partnership opportunities



Experience the latest technology first hand through demonstrations



# Exhibition

## Information on Price and Visibility rate etc...

**Space Only:** €350 + VAT per sqm

## Visibility Supplements

**Ground Floor:** €40 per m<sup>2</sup> + VAT

**Open 2 sides:** €300 per stand + VAT

**Open 3 sides:** €400 per stand + VAT

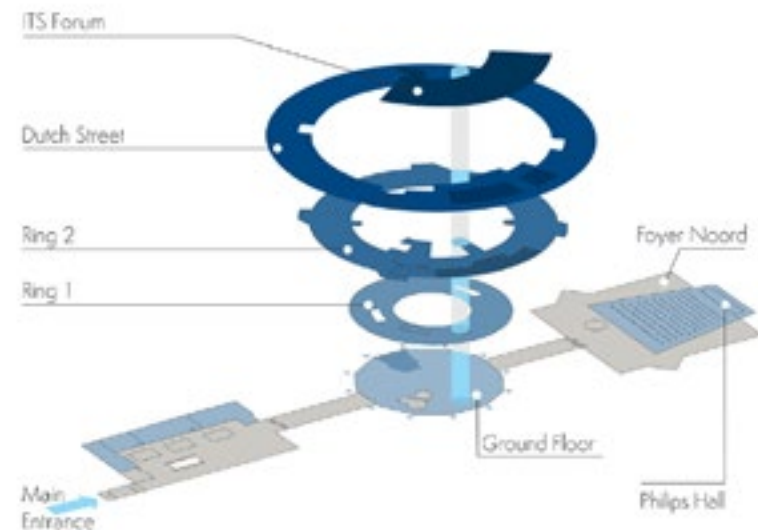
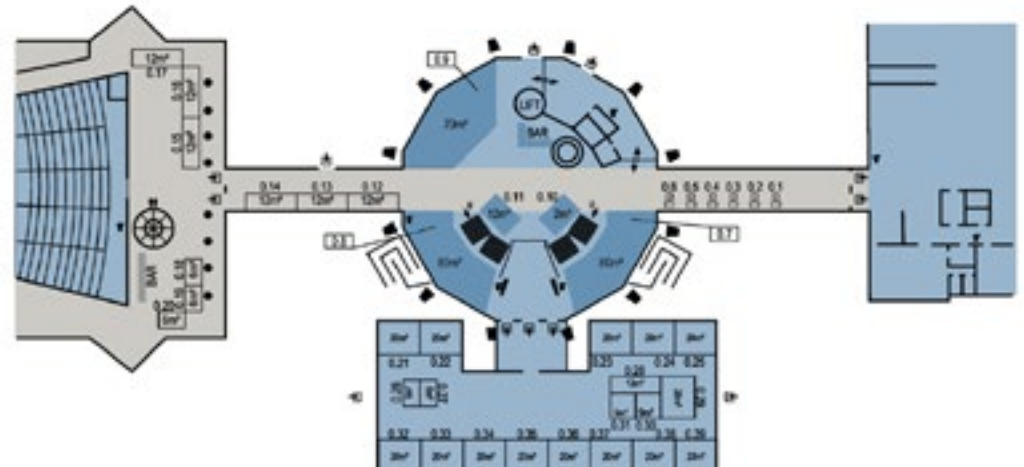
**Co-exhibitor:** €690 + VAT

## Exhibiting Benefits

Each exhibitor has an entry into the event guide.  
Every 9sqm includes: two free exhibitor passes for refreshments and lunches within the exhibition hall providing a great networking opportunity.

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

## GROUND FLOOR



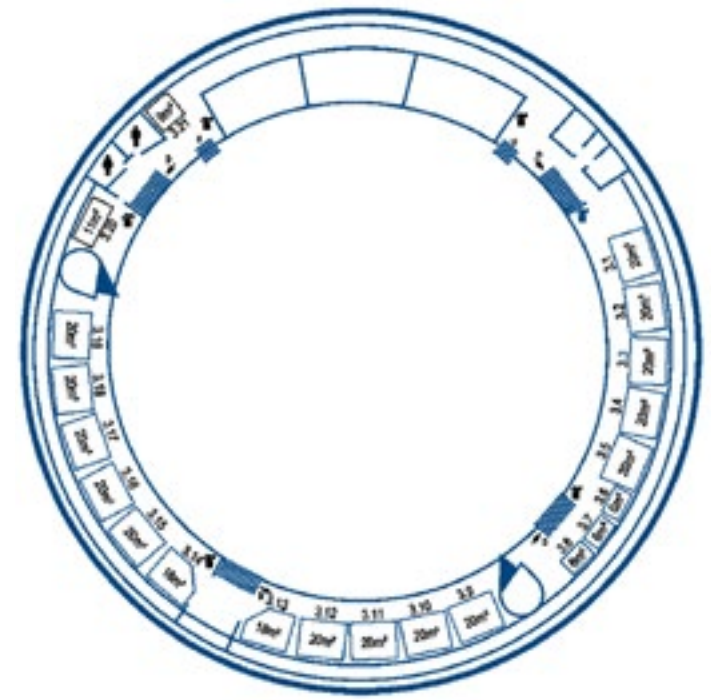
## Exhibition Floorplan



RING 1



RING 2



DUTCH STREET

# 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 Brainport 2019, demonstrations will take place between the Evoluon in Eindhoven and the Automotive Campus in Helmond: the test bench for smart mobility solutions. Demonstrators will have a unique opportunity to bring governmental, public and media attention to their brands and products.

## 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.





## Commercial Partnership at a glance

Package / Benefits	Platinum	Diamond	Gold	Silver
Exhibition Booth of at least (not included):	27m2	18m2	12m2	9m2
<b>Main Opportunities</b>				
"Panel Speaker in of one of the plenaries (pre-approved by EPC)"	✓	✓		
"Panel Speaker in of one of the Executive Sessions (pre-approved by EPC)"	✓	✓		
Co-partner of the GALA Dinner	✓	✓		
<b>In Return For Your Partnership</b>				
<b>Digital promotion</b>				
Listing as a partner on the official Website	✓	✓	✓	✓
E-Blast Newsletter, your logo in the banner at the bottom of the congress eblasts set out by the organisers	✓	✓	✓	✓
Promotional Posts on the ITS European Congress Social media, Twitter, Facebook, LinkedIn, etc.	✓	✓	✓	✓
1 Promotional e-mail to be sent by the Congress secretariat to the participants database	✓	✓		
<b>Official Congress Programme</b>				
100 word Company/Organisation profile in the Preliminary and the Final Programme	✓	✓	✓	✓
100 word Company/Organisation profile and contact details in the Exhibition guide	✓	✓	✓	✓

Package / Benefits	Platinum	Diamond	Gold	Silver
Logo on the welcome slide in every session room	✓	✓	✓	✓
Logo on the short film in the Closing Ceremony	✓	✓	✓	✓
Inner bound advert in the Preliminary Programme	Double page	Full page	1/2 page	
Inner bound advert in the Final Programme	Double page	Full page	1/2 page	
<b>Sampling</b>				
Sampling at main entrance (1 slot - timing tbd)	✓			
Sampling at the Exhibition Area (1 slot - timing tbd)	✓	✓		
<b>Invitation and registration</b>				
Full Event Congress badges with access to all sessions	4	3	2	1
"Stand personnal badges including catering (in addition to the ones assigned per m² booked)"	4	3	2	1
Access passes to the VIP Lounge	4	3	2	1
Invitations to the VIP Dinner	4	3	2	1
Invitations to the Gala Dinner	4	3	2	1
<b>Demonstration area</b>				
25% discount on the demonstration fee	✓	✓	✓	✓
<b>Shopping list</b>				
Logo on congress bag	✓			
Logo on water bottles for speakers (all sessions)	✓	✓		
Pens		✓	✓	✓
Notepads		✓	✓	
1 Congress bag insert	✓	✓	✓	✓
<b>Investment Required</b>	€50, 000	€35, 000	€20, 000	€10, 000



# Advertisement opportunities and events

## **Mini-Theatre**

(Open to multiple sponsors) Possibility to organise private sessions up to 8 attendees in a micro theatre, and create an incredible customer experience.

## **Congress Bag**

The Congress bags promotes 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 & Pen**

(Exclusive to two sponsors) Delegates will receive a notebook upon registration onsite. The notebook is not only a key feature of the delegate bag, it is also part of the delegate's event experience.

## **VIP Lounge**

Open to all VIP's, the Lounge is a place to sit and relax, to hold an informal meeting or network. Branding the Lounge includes your logo and placement of company literature.

## **Congress App**

(Exclusive to one sponsor) Over 75% 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.

## **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.

## **Ertico Daily Video**

(Open to multiple sponsors) 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.

## **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.

## **Advertisement in Exhibition Guide**

Thanks to its wealth of detailed industry contacts, the Guide is considered one of the most valuable benefits by attendees.

---

# “Your Future Festival”

**ITS is all about innovation; the future of (smart) technology is now. When we start fulfilling ITS promises, we have to make use of the available talent. Now the question rises how to develop and attract the right talent for these new types of business when the whole world is looking for similar specialisms?**

For the first time ever, ERTICO-ITS Europe, HERE and the Dutch Host, are organizing a Your Future Festival event during ITS European Congress 2019. “Your Future Festival” is the place where top students, young professionals and companies can connect with each other to share inspiration, research and experience and to make valuable connections for the future. Get connected!

“Your Future Festival” takes place on Tuesday 4 June after the congress programme in the beautiful park ‘aan de Dommel’ on the campus area of the Technical University of Eindhoven.

## **What can you expect?**

- Festival vibe with small stages where talent can be shown in different pitches, workshops and tech activities
- Hackathon stage by main sponsor HERE
- The workshops, pitches and activities are tech mobility related with the goal to make employees and students interacting in a relax setting
- Talent and innovation will be rewarded
- Employees can promote themselves during the event
- ‘You don’t want to miss this opportunity’ for both parties

## **What’s in it for me?**

Top students and young professionals are invited to show their talents, ideas and research projects. Whether it’s the best technician or research grad, “Your Future Festival” provides a platform to all talents in the field of mobility and ITS. Top employees are ready to connect with internships, job offers or support of start-ups with a broad network and finance opportunities. Students and young professionals can meet different future investors or employees and can interact with them about their ambitions

and future career.

Employers can connect with top students of the best knowledge institutes and young professionals which can add value for working and implementing ITS innovation in one day. Employers can interact and gives a unique moment in which talent has come together and can be scouted directly. Also employees are getting a nice opportunity for their employer branding to reach the best students with different backgrounds. Top graduates and YP from all over Europe will be connected at the young professional festival.

Employers can have an own stage where students can solve real life innovation cases. An opportunity to see the talents at work.

## **How can I join?**

Attendance of the “Your Future Festival” is free of charge for congress delegates, but registration is obligatory.

In the meantime, if you have any ideas for contribution, please let us know!

## Contact us

### Demonstrations

[demo@2019.itsineurope.com](mailto:demo@2019.itsineurope.com)

### ERTICO – ITS Europe

#### Programme

Delphine Soubies

T: +32 (0) 2 400 0741

E: [d.soubies@mail.ertico.com](mailto:d.soubies@mail.ertico.com)

–

Pamela Valente

T: +32 (0) 2 400 0785

E: [p.valente@mail.ertico.com](mailto:p.valente@mail.ertico.com)

#### Commercial Partner and Exhibition

Benoit Augarde

T: +32 (0) 2 400 0786

–

Jasvinder Sidhu

T: +44 (0) 20 7973 4700

E: [brainport.exhibition@mail.ertico.com](mailto:brainport.exhibition@mail.ertico.com)

E: [brainport.partners@mail.ertico.com](mailto:brainport.partners@mail.ertico.com)

#### Press and Media

Danielle McDonald

T: +32 (0) 2400 0754

E: [d.mcdonald@mail.ertico.com](mailto:d.mcdonald@mail.ertico.com)

#### Hosts

##### Connekt /

##### ITS Nederlands

Marije De Vreeze

T: +31 (0) 15 251 6565

E: [devreeze@connekt.nl](mailto:devreeze@connekt.nl)

##### City of Helmond

Gert Blom

T: +31 (0) 6532 148 51

E: [g.blom@helmond.nl](mailto:g.blom@helmond.nl)

##### City of Eindhoven

Astrid Zwegers

T: +31 (0) 618 34 8440

E: [astrid.zwegers@eindhoven.nl](mailto:astrid.zwegers@eindhoven.nl)

#### #ITSNL2019

[www.2019.itsineurope.com](http://www.2019.itsineurope.com)



**13<sup>th</sup> ITS EUROPEAN CONGRESS**

**FULFILLING ITS PROMISES**

Brainport Eindhoven, the Netherlands | 3-6 June 2019