



**HAMBURG**  
**ITS World Congress**  
**11 - 15 Oct 2021**

Experience Future Mobility Now

# Commercial Partnership Opportunities Brochure

October 2020



To discuss, or apply for, partnership opportunities,  
please contact our Partnerships Team:  
[hamburg.exhibition@mail.ertico.com](mailto:hamburg.exhibition@mail.ertico.com)

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Federal Ministry  
of Transport and  
Digital Infrastructure

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# Join us in Hamburg for the ITS World Congress in 2021

ERTICO – ITS Europe, the Free and Hanseatic City of Hamburg and the Federal Ministry of Transport and Digital Infrastructure will proudly host the 27<sup>th</sup> ITS World Congress in the centre of Hamburg. From 11–15 October 2021 thought leaders, developers, entrepreneurs and decision makers from the transport, logistics and IT industries will meet in Hamburg.

The future of mobility is now, with new developments to experience, apply and understand. In Hamburg, a vibrant international trade hub and model region for intelligent transport and logistics, numerous innovative projects already demonstrate what the future holds.

Autonomous driving, shared and multimodal transport and the usage of unmanned aerial vehicles in logistics and mobility are just a few of the fast evolving transport trends that will be discussed at the 2021 Congress.

Modern cities are facing numerous challenges including population growth, traffic jams, lack of parking space, emissions and globalised logistics. Often they have to meet ambitious targets for addressing climate change, economic growth and urban development, and these will be some of the key focuses at the Congress.

The ITS World Congress is the international platform to showcase big ideas and innovative solutions.

Come to Hamburg in 2021 to experience future mobility as envisioned by smart mobility experts from around the world.



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## Organising Partners

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## What to expect



11–15 October 2021



The Hamburg Messe and Hamburg Congress Center



Messeplatz 1, 20357 Hamburg, Germany



15,000 visitors



3,500 international delegates



200 B2B meetings



400 exhibitors



30,000 sqm exhibition space



40 media partners



100+ journalists



100+ countries



50 startups



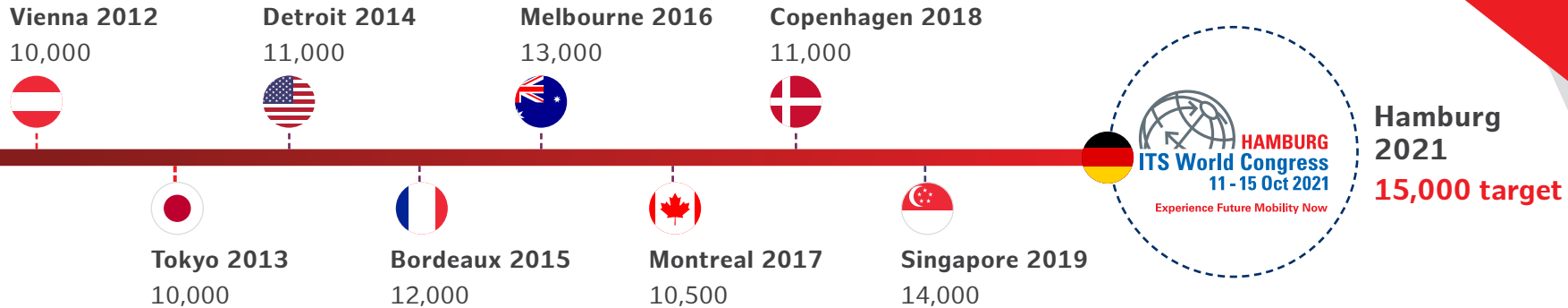
6m+ digital and social media impressions



225,000 visits to the website

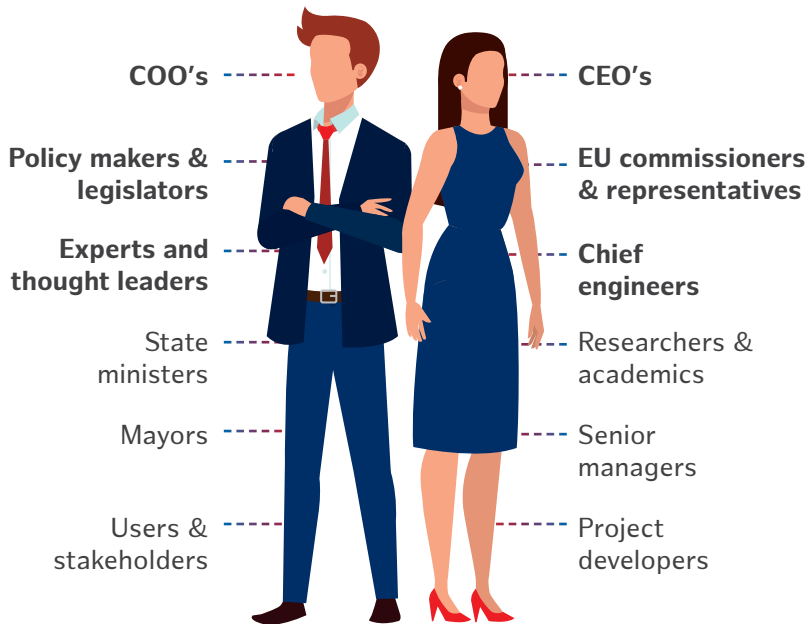
# Historic attendance profile

## Number of participants



# Audience profile

## Job title



## Sectors



# Package structure and benefits

Partnership packages and products have been created to enable the partner to not only successfully achieve several short-term and long-term engagement objectives, but also to realise return on investment.

## Thought Leadership

Your organisation will have the opportunity to present a case study, success story or body of research to a large audience, or in a more intimate and interactive setting.

## Lead Generation

Build and maintain relationships with target groups of delegates, visitors or speakers through a range of digital solutions as well as social functions.

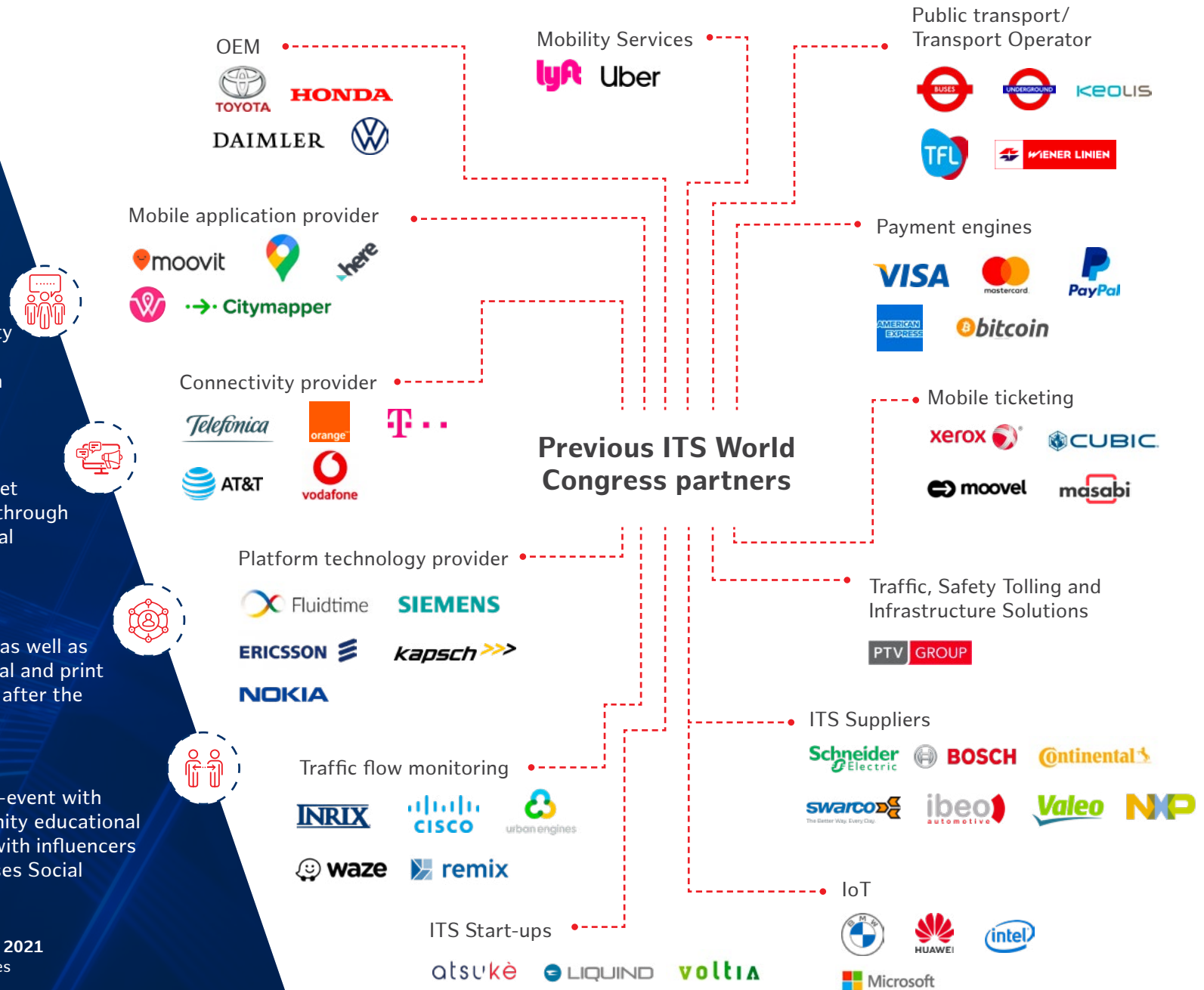
## Brand Exposure & Advertising

Enable a vast array of digital Impressions as well as brand exposure, through a myriad of digital and print promotional platforms before, during and after the Congress.

## Community Building & Networking

Maintain connectivity with delegates post-event with content dissemination and digital community educational and promotional opportunities. Network with influencers and advocates at any one of the Congresses Social Functions.

# ITS industry ecosystem



# Partnership activation

Our team of dedicated professionals will work closely with your organisation to deliver your nominated partnership entitlements and activate your brand across all of the World Congress' promotional platforms.

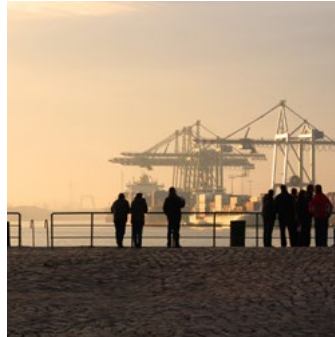


# Program topics



## Automated, cooperative and connected mobility

Means a fundamental paradigm shift — from driver to autopilot.



## Goods journey from ports to customers

It improves the performance of ports and ensures more efficient transport chains.



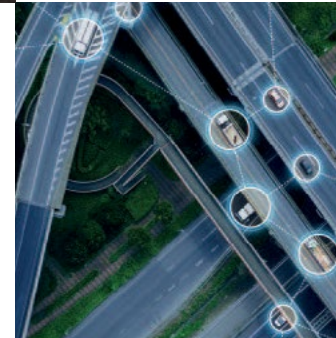
## New services from new technologies

Constant innovation is key for ITS. From the advancement of established technologies to the development of completely new solutions, serving the benefits of end-users.



## Mobility on Demand, Mobility as a Service

In the integration of various forms of transport service into a single mobility service accessible on demand.



## Intelligent Infrastructure

Backbone of modern economies. It moves people and goods, it powers our lives, it fuels growth.



## Solutions for cities and citizens

Mobility that is sustainable, energy-efficient and respectful of the environment.

**\*The health and well-being of ITS's community is our number one priority.**  
We are monitoring the Covid-19 pandemic closely and depending on the evolution of the policies, we may have to adjust content of the packages to be able to deliver a safe on-site event experience.

# Partnership packages\*

	Presenting Partner € 125,000 <a href="#">More information</a>	Major Partner € 85,000 <a href="#">More information</a>	Engagement Partner € 50,000 <a href="#">More information</a>	General Partner € 30,000 <a href="#">More information</a>	MaaS Partner € 60,000 <a href="#">More information</a>	Technical Demonstrations Partner € 50,000 <a href="#">More information</a>	Start-Up Partner € 25,000 <a href="#">More information</a>
<b>Thought Leadership</b>							
Plenary Session Panel	1	-	-	-	-	-	-
Opening Ceremony or Welcome Reception Audience Address	1	-	-	-	-	-	-
Afternoon Workshop	1	1	-	-	1	-	-
Exhibition Auditorium Session	1	1	1	1	-	1	1
Sponsored Lunch	1	1	1	1	-	-	-
Breakfast Symposium	1	1	1	-	-	-	-
Executive Session Keynote	1	-	-	-	-	-	-
High Level Session	-	1	-	-	-	-	-
<b>Building Community &amp; Networking</b>							
Hospitality Suite	1	1	-	-	-	-	-
VIP Lounge Access (for 1)	3	2	-	-	2	-	-
Branded Lounge area in Demonstrations Area	-	-	-	-	-	1	-
Social Media Announcement	3	2	1	1	1	1	1
Social Media Promotion - Tweet	3	2	1	1	1	1	1
Ministerial Roundtable Observer Ticket	2	1	-	-	2	1	-
Participation (for 1) in the ITS Summit	3	1	1	1	2	1	-
Congress App Notifications	2	1	-	-	-	1	1
Full Delegate Registration (Partner rate only)	10	7	5	3	5	4	2



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▼ Pre-event Media Partner Video	1	-	-	-	1	1	1
▼ Choice of 1 Major Branding Item	1	1	-	-	-	-	-
▼ Choice of 1 General Branding Opportunity	1	1	-	-	-	-	-
▼ VIP Dinner Tickets	9	3	2	-	2	2	-
ITS Dinner Tickets	10	7	5	5	5	3	-
▼ Electronic Direct Mail Service	1	1	1	1	1	1	1
Session Voting Tool (Congress App)	1	1	1	-	1	-	1
Congress Podcast	1	1	-	-	-	-	-
Lead Retrieval Kit	2	2	1	-	1	1	1
Congress TV Interview Onsite (at stand or nominated room)	1	1	-	-	1	1	1
Access to Business Matching Portal	4	3	-	-	1	1	2
▼ Start-Up Area Reception	-	-	-	-	-	-	1

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# Partnership a la carte\*

	Cost	Quantity available	Exclusively reserved for package partners
<b>Thought Leadership</b>			
<i>All speaking sessions are subject to Programme Committee approval for content, structure and scheduling.</i>			
Plenary Session Panel	€ 35,000	2	✓
Afternoon Workshop	€ 25,000	10	-
Exhibition Auditorium Session	€ 10,000	12	-
Sponsored Lunch	€ 25,000	10	-
Breakfast Symposium	€ 30,000	8	-
Executive Session Keynote	€ 45,000	3	✓
High Level Session Keynote	€ 35,000	-	-
High Level Session Panel	€ 30,000	7	-
<b>Building Community &amp; Networking</b>			
Hospitality Suite	€ 15,000	3	-
Social Media Announcement	€ 350	Multiple	-
Social Media Promotion - Tweet	€ 300	Multiple	-
Congress App Notifications	€ 400	Multiple	-
<b>Major Branding Opportunity</b>			
Lanyards	€ 40,000	-	✓
Welcome Reception	€ 25,000	-	✓
Opening Ceremony	€ 20,000	-	✓
Business Lounge	€ 30,000	-	✓
Recharge Lounge	€ 35,000	3	-
Mobile App	€ 30,000	-	✓
Coffee Carts / Break	€ 40,000	-	✓
Congress Bag	€ 20,000	-	✓



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# Partnership a la carte\*

	Cost	Quantity available	Exclusively reserved for package partners
<b>General Branding Opportunity</b>			
Water Bottle	€ 24,500	-	✓
Stationery	€ 12,500	1	-
Registration Desk / Gift	€ 10,000	Multiple	-
VIP Lounge	€ 15,000	-	✓
Speaker 's Preparation Lounge	€ 12,000	-	✓
Catering Area / Lunch Station	€ 15,000	4	-
Delegate Gift (multiple)	€ 10,000	Multiple	-
Wifi	€ 20,000	1	✓
<b>Other Social Functions</b>			
VIP Dinner	€ 35,000	1	-
ITS Dinner	€ 20,000	1	-
<b>Lead Generation</b>			
Electronic Direct Mail Service	€ 3,000	Multiple	-
Session Voting Tool (Congress App)	€ 500	Multiple	-
Congress Podcast	€ 2,000	Multiple	-
Lead Retrieval Kit	€ 450	Multiple	-
Congress TV Interview Onsite (at stand or nominated room)	€ 2,500	Multiple	-
Access to Business Matching Portal	€ 2,100	Multiple	-
<b>Start-Up Area</b>			
Start-Up Area Reception	€ 15,000	-	✓



# Exhibition

The ITS World Congress is the World's largest event dedicated to smart mobility and the digitalisation of transport, giving all partners unparalleled access to the global ITS Ecosystem. The Congress will attract over 15,000 participants from more than 100 countries including many of the most established and recognised companies and influencers in the mobility field, many of whom will be exhibitors.

ITS 2021 Hamburg will host its exhibition across 30,000 square metres of exhibition hall space at the Hamburg Messe. The exhibition floorplan showing stand bookings and availability can be accessed by [clicking here](#). Our interactive tool will enable you to view rates, receive a quote and book a stand directly.

**Ertico Partners are eligible for a 10% discount on Exhibition rates.**

- Exhibition Floorplan
- Exhibition Pricing
- Exhibitor Inclusions
- Booking Form & Terms
- Contact



# Demonstrations

Every year the ITS World Congress hosts a series of static and mobile demonstrations of autonomous drive vehicles as well as smart mobility products. Further information can be found on the Demonstration page on the Congress website.

**All Congress Partners are eligible for a 20% discount on the Demonstrations rate.**

## Closed demonstration area inside and outside the venue of Hamburg Messe

The demonstration will take place either indoors in Hall B2 or outdoors on the venue.

Another highlight is our Hamburg test track which is located in the middle of the city and directly connected to the fairground.

[www.hamburg-messe.de](http://www.hamburg-messe.de)



## Test track for automated and connected driving (TAVF)

The nine kilometer test track runs on a heavily loaded city and district street in the city centre with a high percentage of mixed traffic (private and public transport, freight transport, pedestrians and cyclists).

The framework conditions exist for the trials of automated driving functions, safety assistance systems and environmental sensors.

[www.tavf.hamburg](http://www.tavf.hamburg)



# Applications

Reservations for exhibition space and commercial partnership packages will be handled on a first-come, first-served basis. Should all your preferences be unavailable due to previously confirmed exhibitors, you will be notified of remaining stands and commercial partnership items of equal value available for your selection. The final cost for your dedicated stand is the amount indicated on the signed booking form.

Allocation of stand and commercial partnership packages and alterations to the floor plan are at the organisers' discretion. An exhibitor can host a limited number of other companies (two per nine square metres) on the same stand. These conditions do not apply to national ITS organisations.

For more information, please contact our Partnerships Team:  
[hamburg.exhibition@mail.ertico.com](mailto:hamburg.exhibition@mail.ertico.com)



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