



# HAMBURG ITS World Congress 11 - 15 Oct 2021

Experience Future Mobility Now

PARTNERSHIP ENTITLEMENTS

## Start-up Partner

March 2020



Organised by



Co-organised by



Supported by



Federal Ministry  
of Transport and  
Digital Infrastructure

Hosted by



Hamburg

# Start-up Partner

€ 25,000

## Entitlements

| Thought Leadership                             |   |  |
|--|---|--|
| Exhibition Auditorium Session                  | 1 | Opportunity to host 1 in-exhibition open auditorium interactive session. Speakers and topics can be decided, in collaboration with the Organisers closer to the event.   |
| Building Community & Networking                |   |  |
| Social Media Announcement                      | 1 | 1 announcement or notification, posted on all Congress social media platforms  |
| Social Media Promotion - Tweet                 | 1 | 1 promotional Tweet designed for the dissemination of sponsor educational content on Twitter   |
| Congress App Notifications                     | 1 | 1 congress mobile app notification to be used to promote a sponsor function or session   |
| Full Delegate Registration (Partner rate only) | 2 | 1 full delegate registration   |
| Brand Exposure                                 |   |  |
| Pre-event Media Partner Video (interview)      | 1 | Opportunity for Partner to discuss organisations value proposition as part of a pre-event promotional video hosted by a Congress Media Partner   |
| General Branding                               |   |  |
| General Branding                               |   | <i>Pre-event, onsite and post-event logo placement across all print and digital congress media and collateral, subject to the provision of artwork and the fulfilment of sponsorship terms and conditions. Including social media and digital paid advertising adverts. media partners and media associated with non-commercial partners. The Partner will also receive digital impressions from all promotional media associated with other ITS Global and Regional events that ITS 2021 partners with.</i> |

## Lead Generation

|   |   |   |
|---|---|---|
| Electronic Direct Mail Service                            | 1 | 1 mailout to entire Congress database, ideal for promoting Partner's session or planned onsite activities             |
| Session Voting Tool (Congress App)                        | 1 | Enable access to the voting tool, ideal for receiving feedback after interactive Partner presentations or sessions    |
| Lead Retrieval Kit  | 1 | 1 lanyard scanner will be provided to partner   |
| Congress TV Interview Onsite (at stand or nominated room) | 1 | 1 30 minute interview organised in collaboration with onsite media team and broadcast in the in-exhibition auditorium |
| Access to Business Matching Portal                        | 2 | 1 company access to the mobile app business matching tool   |

## Start-Up Area

|                         |   |  |
|-------------------------|---|--|
| Start-up Area Reception | 1 | Opportunity for partner to host a reception in the start-up area |
|-------------------------|---|--|