



HAMBURG ITS World Congress 11 - 15 Oct 2021

Experience Future Mobility Now

PARTNERSHIP ENTITLEMENTS

Major Partner

March 2020



Organised by



Co-organised by



Supported by



Federal Ministry
of Transport and
Digital Infrastructure

Hosted by



Hamburg

Major Partner

€ 85,000

Entitlements

Thought Leadership		
Afternoon Workshop	1	Opportunity to host an afternoon workshop as part of the Congress Side Event programme, marketed to the entire delegation.
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.
Sponsored Lunch	1	Opportunity to host a lunch educational session, scheduled within the programme as a Side Event. Catering costs included for up to 25 pax.
Breakfast Symposium	1	Opportunity to host a breakfast educational session, scheduled within the programme as a Side Event. Catering costs included for up to 30 pax.

Building Community & Networking

Hospitality Suite	1	Partner will be given a hospitality suite for the full duration of the event. The suite will include basic furniture and AV. Catering and services will come at an additional cost.
VIP Lounge Access (for 1)	2	Access for 1 of the Partner's nominated delegates to access the Congress official VIP lounge
Social Media Announcement	2	1 announcement or notification, posted on all Congress social media platforms
Social Media Promotion - Tweet	2	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)	7	1 full delegate registration

Major Branding Opportunity

Choice of 1 Major Branding opportunity	1	
Lanyards		Partner will become the official Congress Lanyard sponsor
Welcome Reception		Partner will become the official Welcome Reception sponsor and receive exclusive branding
Opening Ceremony		Partner will become the official Opening Ceremony sponsor and receive exclusive branding
Business Lounge		Partner will be exclusively branded as the Business Lounge Sponsor
Recharge Lounge		Partner will be exclusively branded as the Recharge Lounge Sponsor
Mobile App		Partner will be the Official App Sponsor and have exclusive access to data generated
Coffee Carts / Break		Partner will be the official Coffee Cart and Coffee Cup Sponsor
Congress Bag		Partner will be branded as the official Congress Bag Sponsor



General Branding Opportunity

Choice of 1 General Branding opportunity	1	<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>
Water Bottle		Partner will be exclusively branded as the Water Bottle Sponsor
Stationary		Partner will be exclusively branded as the Stationary Sponsor
Registration Desk / Gift		Partner can provide 1 branded gift to be handed out at registration to all participants
VIP Lounge		Partner will receive exclusive branding in the official Congress VIP lounge
Speaker 's Preparation Lounge		Partner will receive exclusive branding in the official Congress Speaker's Preparation Lounge
Catering Area / Lunch Station		Opportunity to brand a catering station
Delegate Gift (multiple)		Partner can provide 1 branded gift to be handed out at social functions
Wifi		Partner will be branded as the official wifi sponsor. There is an opportunity for a contra/in-kind arrangement with a service provider

Other Social Functions

VIP Dinner Tickets	3	Access for 1 delegate
ITS Dinner Tickets	7	Access for 1 delegate

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
Congress Podcast	1	Provide an educational or informative podcast that will be disseminated to all registered delegates through the Congress mobile app
Lead Retrieval Kit	2	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	3	1 company access to the mobile app business matching tool