



**EUROPEAN  
CONGRESS**  
**SEVILLE**  
**19-21 May 2025**  
Clean, resilient and  
connected mobility.



# Call for Demonstrations

An opportunity for leading technology companies, start-ups and academic institutions to showcase their latest innovations in the field of ITS and smart mobility at Seville's ITS European Congress in May 2025.

The ITS European Congress 2025 offers an interactive demonstration platform to highlight the latest ITS innovations to the ITS Community. The demonstrations featuring the latest in smart mobility are an exciting complement to the conference programme and exhibition.

**Be part of the event and showcase your real-life operations on-site by applying now!**

ORGANISED BY:



IN PARTNERSHIP WITH:



HOSTED BY:



SUPPORTED BY:





# The Leading Event for Smarter Mobility and Transport Solutions



**Date:**  
19 – 21 May 2025



**Venue:**  
Conference & Exhibition Center of Seville, FIBES



**Participants:**  
+3.500 attendees from +55 countries



**Where to apply:**  
[www.itseuropeancongress.com/demonstrate/](http://www.itseuropeancongress.com/demonstrate/)



**Email:**  
[eucongress@mail.ertico.com](mailto:eucongress@mail.ertico.com)



**Application deadline:**  
15 December 2024

## Timeline

**Call for demonstrations' announcement:**  
21 October 2024

**Application deadline:**  
15 December 2024

**Evaluations by Demonstration  
Committee of the submissions received:**  
Mid-December 2024 – Mid-January 2025

**Responses to shortlisted submissions:**  
From 15 January 2025

**Agreement execution:**  
February 2025

**First preparations and rehearsals (will  
be coordinated per-project):**  
February - April 2025

**Final rehearsals:**  
May 2025



# Show your Innovation

Submissions for Demonstrations should answer the following questions:

- What can your innovation add to the future of mobility?
- How will you demonstrate your innovation?
- How is your innovation distinguishable from existing technologies?
- How mature is your innovation?
- Will your idea or product be showcased for the first time in its current format and version?

Demonstrations should bring to life one of the following themes:



**CCAM Deployment**



**Emergent technologies: Data and services for mobility**



**Societal aspects of mobility for people and goods**



**Resilient and safe mobility for today and of the future**

# Topics in Detail



## CCAM Deployment

- CCAM impact assessment: societal implications, industrial & economic opportunities
- Innovative solutions: automated vehicles, technology enablers
- CCAM challenges: standards, regulation, legislation and policy
- Integration with existing infrastructure and networks
- Deployment and scaling up: business models, blocking points, lessons learnt
- Opportunities, challenges and implications of AI for CCAM



## Emergent technologies: Data and services for mobility

- Mobility data and artificial intelligence (AI), virtual reality (VR), augmented reality (AR)
- Data sharing and interoperability
- Communications technology (5G and beyond)
- Cyber security challenges
- Clean & green technologies and services
- ITS for innovative aerial services (IAS)



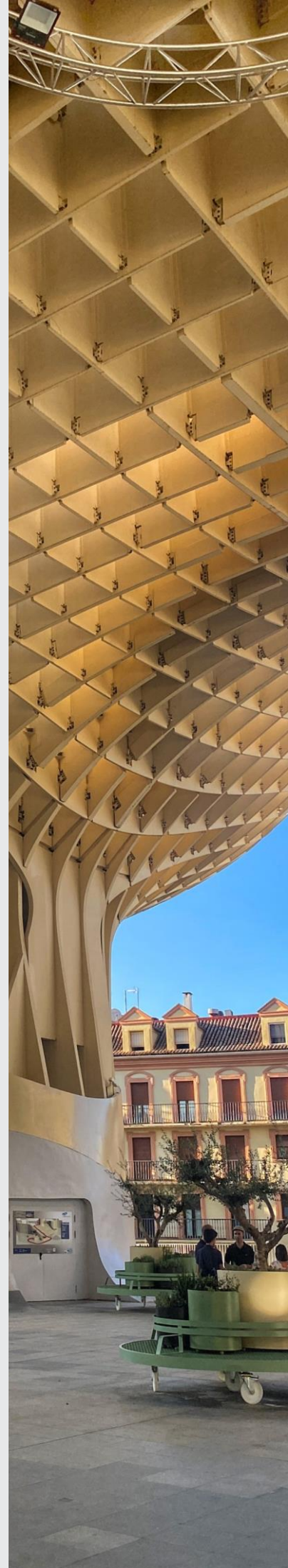
## Societal aspects of mobility for people and goods

- Equity and accessibility for all (including cultural & geographical factors)
- User embracement and workforce implications
- Innovation in public transport systems and services
- New services for freight and logistics (including automation and robotics)
- Responsible and sustainable logistics
- Deployment barriers, lessons learned, opportunities and impact



## Resilient and safe mobility for today and of the future

- Modelling for resilient mobility
- Data technology and reliability for resilience
- Cyber security solutions for smart infrastructure, traffic management, or mobility networks
- Adapting mobility for changing climate (infrastructure, vehicle operations)
- Life-cycle sustainability
- Social, business, legislation and regulatory aspects



# Conditions and Possibilities

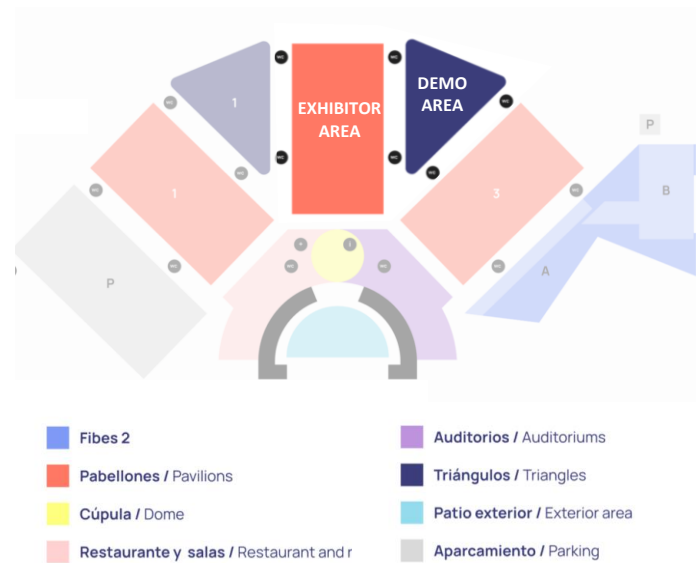
## At the ITS European Congress Venue, FIBES:

### Outdoor:

- In a “closed area” (not on open road)
- limited space - upon availability
- need to be exhibitor
- 6.000 €,- excl. VAT

### From 19 to 21 May 2025

- Set-up during 16 – 18 May
- Dismantling on 22 May – detailed information in practical manual to be launched early 2025



**Note: The demonstration area of Triangle 2 has a total area of 3.900 sqr meters.**

**ERTICO- ITS Europe** will be promoting the demonstrations within the conference programme, website & App to the participants.

Please indicate within the application if the demonstrations will be opened for the entire duration of the Congress or indicate days and slots of the demonstrations.

# Application form

## Organisation Name

Type of organisation:	Government agency	University/research institution
	Profit organisation	Startup
	Non-profit organisation	Other
Website:		
Are you a sponsor/exhibitor of the ITS European Congress 2025?		Yes No
Are you partnering with any other organisation to showcase your demonstration? If yes, please elaborate:		Yes No
Did your organisation participate in an ITS World or European Congress Demonstration previously? (e.g. year of participation, what was demonstrated)		Yes No

## Principal Point of Contact

Name:		
Position:		
Name of the company:		
VAT number:		
Email:		
Address:		
City:	Country:	Mobile (inc. country code):

## Secondary Point of Contact

Name:		
Position:		
Email:		
Address:		
City:	Country:	Mobile (inc. country code):

## Demonstration Synopsis

Demonstration proposed title:
Demonstration brief:
What is innovative about your demonstration?

## Demonstration Synopsis

How can your demonstration add to the future of mobility?

How mature is your innovation? Has it been tested or deployed and what were the outcomes so far? (Please provide references if applicable)

Are you partnering with any other organisation to showcase your demonstration?  
If yes, please elaborate:

Yes No

## Please Provide Additional Information:

Please describe in practice how your demonstrations will be presented: (any pictures, graphics that describe your demonstrations please enclose with the submission if applicable)?