

www.itseuropeancongress.com

COMMERCIAL PARTNERSHIP OPPORTUNITIES

To discuss or apply for partnership opportunities, please contact our Partnership Team
sales@mail.ertico.com



EUROPEAN CONGRESS

TOULOUSE
30 May - 1 June 2022

Smart and Sustainable
Mobility for all.

ORGANISED
BY



HOSTED
BY



JOIN US IN TOULOUSE

for the ITS European
Congress towards

Smart and Sustainable
Mobility for all.

JOIN US IN TOULOUSE

for the ITS European
Congress towards

Smart and Sustainable
Mobility for all.

ERTICO ITS Europe and Toulouse Métropole will proudly host the 27th European ITS Congress in the Centre of Toulouse, from 30 May to 1 June 2022. The event will take place at the newly built Exhibition and Conference Centre MEETT – conveniently located near the Toulouse-Blagnac Airport.

The ITS Congresses represent the ultimate showcase of mobility services deployment and are the means for the ITS Community to keep pace with the incredible evolution of the industry. With its up-to-date Programme and Demonstrations that strongly embrace the latest in smart mobility and the digitalisation of transport, this event offers both learning possibilities and the opportunities to network with some of the most active players in the industry.

The ITS Congresses underline the importance of Intelligent Transport Systems (ITS), particularly in cities and regions where they are hosted and are important channels to raise awareness of smart mobility solutions among policy makers, experts and the general public.

Exhibiting and commercial partnerships are vital in contributing to the actuality and success of a congress, showcasing big ideas and innovative solutions to smart mobility experts from around the world.



Lisa Boch-Andersen
Communications
and Events Director

Join us there!

A handwritten signature in black ink that reads "Lisa Boch-Andersen".

JOIN US IN TOULOUSE

for the ITS European
Congress towards

Smart and Sustainable
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ERTICO – ITS Europe is a public-private partnership of 120 companies and organisations representing service providers, suppliers, traffic and transport industry, research, public authorities, user organisations, mobile network operators, and vehicle manufacturers.

Together with our Partners, we develop, promote and deploy Intelligent Transport Systems and Services (ITS) through activities including European co-funded projects, innovation platforms, international cooperation, advocacy and events. Our work focuses on Connected & Automated Driving, Urban Mobility, Clean Mobility, and Transport & Logistics.



Toulouse is the capital of the French department of Haute-Garonne and the Occitanie region and an important hub for business in the region with many connections in particular related to the aeronautical industry.

Known to locals as La Ville Rose (The Pink City) after the distinctive pink stone used to construct many of its buildings, Toulouse is one of France's most historic and fascinating cities.

Modern cities such as Toulouse face numerous challenges and ambitious targets for addressing climate change, economic growth and urban development, and these will be of key focus at the ITS European Congress Toulouse in 2022.

A detailed, light gray map of Toulouse, France, showing the Garonne river and the city's street grid. The map serves as a background for the main title text.

Introducing the ITS European Congress 2022 in Toulouse

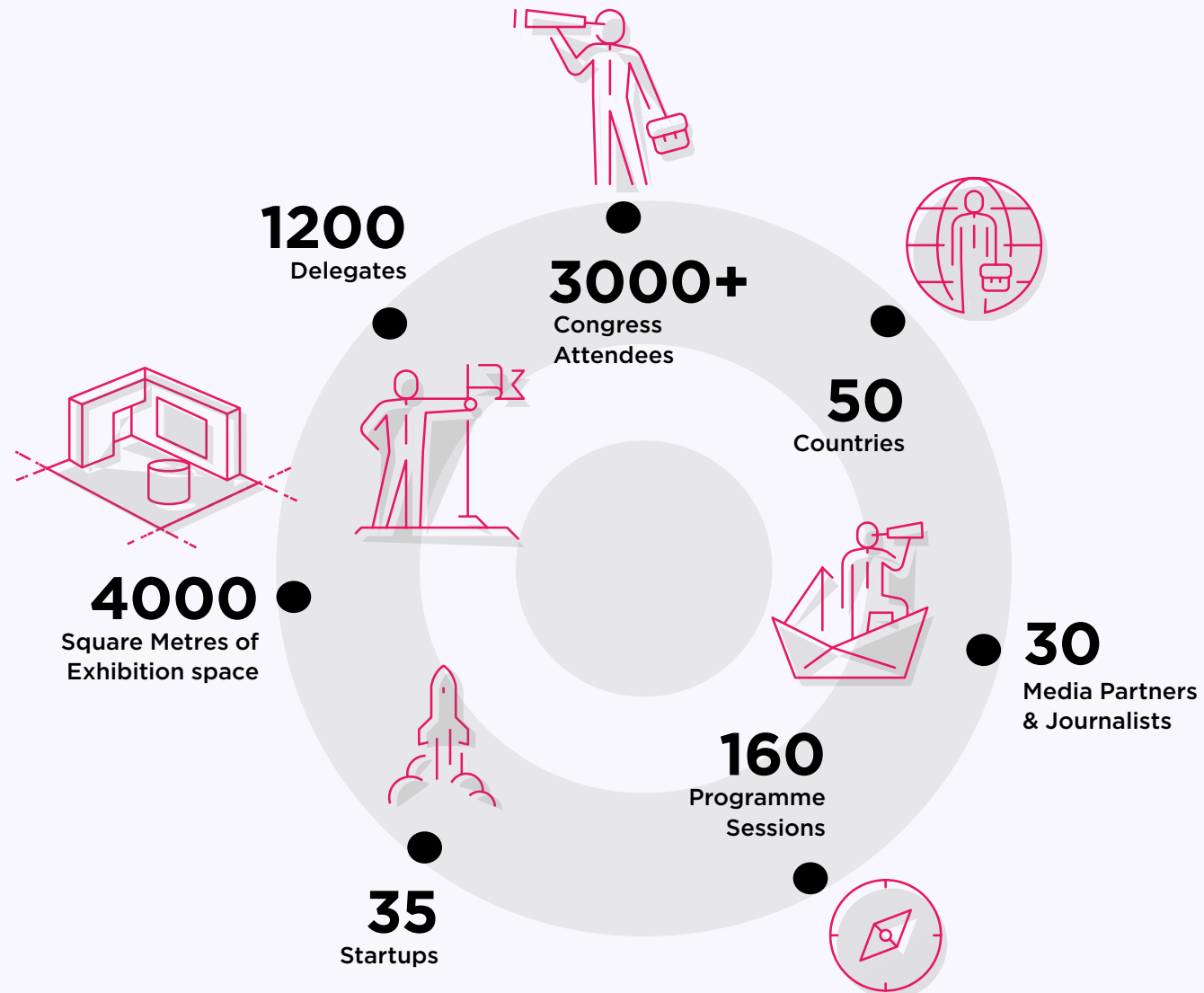
Smart and Sustainable Mobility for all

Capital of the French department of Haute-Garonne and the Occitanie region, Toulouse is the fourth-largest city in France with 1,360,829 inhabitants within its wider metropolitan area. The city historically has one of the oldest European Universities and during 20th century established itself as a major industrial player, this time as capital of the French and European aerospace industry. The Toulouse-Blagnac airport complex was the birthplace of the Anglo-French supersonic jetliner Concorde, and today Blagnac is the headquarters and main manufacturing plant of the European consortium Airbus. The ITS European Congress in 2022 will take place at the newly built Exhibition and Conference MEETT conveniently located near the Toulouse-Blagnac Airport.

A unique opportunity

What to expect

- Exchange information with 3000 industry stakeholders and influencers
- Discover the latest smart mobility solutions
- Develop your brand with business & partnership opportunities
- Be part of a state-of-the-art exhibition



A unique opportunity

#Our Delegates

- Network with a range of public and private European ITS stakeholders
- Experience the latest mobility trends and solutions with over 100 inspiring companies and organisations



**Automotive
Manufacturers**



**ITS National
Associations**



**Road Operators
and Concessionaires**



**Consulting
Industry**



**Municipalities
and City Councils**



**National & Regional
Transportation
Authorities**



System Integrators



**Infrastructure
Operators**



AI for Transportation



Regulators



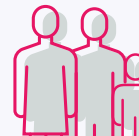
**Telecommunication
Operators**



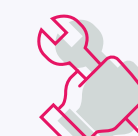
**EU Commission and
Intergovernmental
Organisations**



**Academic & Research
Institutions**



**Users and Consumer
associations**

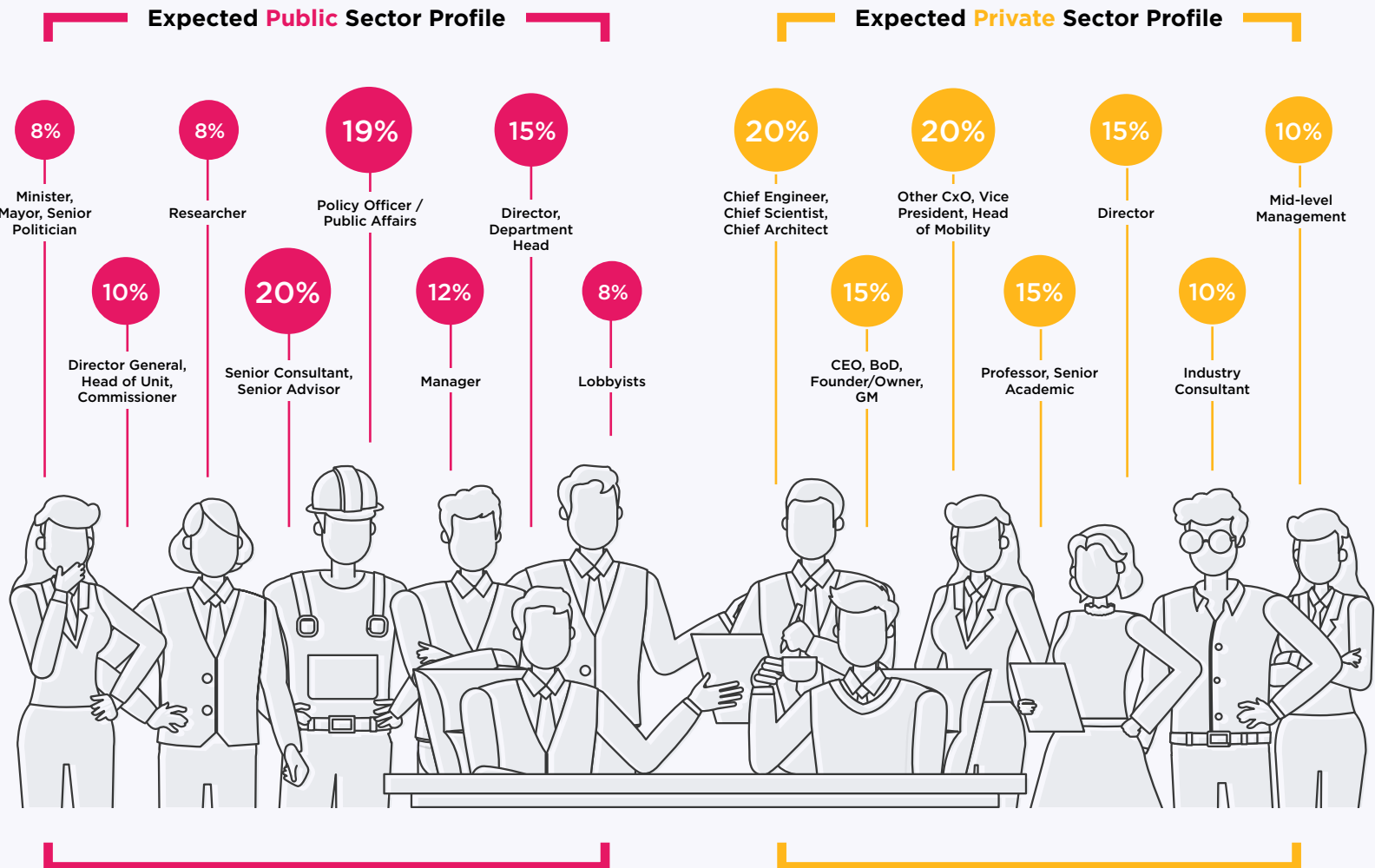


Suppliers

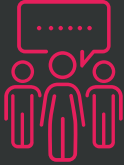
A unique opportunity

Participant Profile

- Hear from top mobility experts, CEO's, CTO's and key decision makers that shape the future of ITS today



Our topics



01

Services for citizens

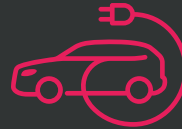
- MaaS, real-time information, predictability, (data market places/common data structure)
- Accessibility, affordability, security, privacy and ethics
- Public/private partnership in governance
- Micro-mobility and active travel



02

Innovative solutions

- Next-generation AI, cyber security, Blockchain
- Resilient digital infrastructure – extending reach and accessibility



03

Green and sustainable mobility (Green Deal)

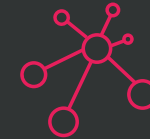
- Decarbonisation and reduction of GHG emissions, focus on hydrogen and electrification
- Investment, incl. in physical and digital infrastructure
- Consumer buy-in and user engagement – make sustainable transport an objective



04

From large-scale trials to deployment

Living labs, pilot projects, demos, lighthouse cities, hubs



05

Cities as Logistics hubs

Coexistence, optimising freight in cities, integrated hubs, distribution centres, multi-modal green hubs

How to be part of the ITS European Congress?

Exhibitors and Commercial partners are key in contributing to the success of a Congress.

The exhibition gives you exceptional access to the entire ITS Community. Attracting everyone from the most established, innovative and recognisable companies and key opinion leaders in the mobility sector. By exhibiting, you position yourself in the marketplace for the future of mobility.



Exhibition and Commercial Partnership

Commercial partners have direct access to high profile industry leaders, meeting face to face with more than 3000 industry experts and thought leaders. Partnership also provides invaluable networking opportunities, offering a social environment to meet Congress attendees and speakers to create new business solutions.

Learn more about our packages and become a commercial partner and position yourself as a leader in smart mobility and transportation technology.



Programme

The ITS European Congress 2022 invites organisations from the broad spectrum of the ITS ecosystem to play a role in the ongoing development of smart mobility. The Congress Programme offers delegates an unparalleled opportunity to learn about the latest ITS technologies and new mobility concepts.

Experts, researchers, policy makers, solutions providers from the mobility sectors (and beyond) are invited to submit contributions for various types 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 Smart and Sustainable Mobility for all.



Demonstrations

Demonstration projects have always been seen as one of the most appealing parts of the ITS European Congress, especially from participant perspectives. They are perceived as a great opportunity for companies to present their state-of-the-art products and solutions in real-life scenarios - creating a higher impact. The demonstrations give the participants the opportunity to test new products and services and gain a real experience, hence creating a deeper understanding.

Demonstrations will take place at the venue and additionally on the Public Road at the test track for automated and connected driving (TAVF) in the middle of Toulouse's city centre.



A la Carte entitlements

All partnership entitlements are offered à la carte however, partnership levels will be assigned based on your organisation's level of spend, which includes exhibition.

Pre-event, on-site and post-event, digital and print, branding entitlements will be assigned in a hierarchical order aligned with the partnership level that has been allocated.

	Price per unit	Availability
Thought Leadership		
Plenary Session Keynote	€ 25,000.00	2
Plenary Session Panelist	€ 15,000.00	8
Breakfast Session	€ 15,000.00	3
Specialist Session (Thematic) Keynote	€ 12,500.00	8
Specialist Session Panelist	€ 8,500.00	48
ITS Summit address	tbc	
Catering Sponsor Monday	€ 9,500.00	1
Catering Sponsor Tuesday	€ 9,500.00	1
Catering Sponsor Wednesday	€ 9,500.00	1
Catering sponsor for the entire duration of the congress	€ 23,500.00	1
Building Community & Networking		
Improve company profile with Congress App	€ 850.00	
Congress App Notifications	€ 500.00	20
ITS Summit attendee	€ 800.00 per Unit	Multiple
Brand Exposure		
Pre-event Media Partner Video (interview)	€ 3,500.00	3
Exhibition theatre presentation	€ 6,500.00	
Vendor workshops	€ 8,500.00	
WiFi	€ 8,500.00	
Lanyards	€ 10,000.00	1
Welcome Reception	€ 8,500.00	1
Opening Ceremony	€ 8,500.00	1
Recharge Station	€ 8,500.00	1
Mobile App	€ 10,000.00	1
Other Social Functions		
Exclusive Dinner: Monday 30 May 2022	€ 15,000.00	1
ITS Dinner: Tuesday 31 May 2022	€ 12,000.00	1
Lead Generation		
Electronic Direct Mail Service to database of 27,000 addressees	€ 3,000.00	Multiple
Lead retrieval package from 1 to 10 users	€ 500.00	Multiple
Lead retrieval package from 11 to unlimited users	€ 800.00	Multiple
Start-Up Area		
Start-up Area Partner	€ 15,000.00	1

Partnership Levels

Partnership Level	Description	Additional entitlements
Presenting Partner €40k spend and above. Includes additional entitlements 	Ideal for organisations that are seeking top level positioning opportunities particularly through thought leadership and direct audience reach. Includes a post-event feedback survey that will generate leads for the organisation, but also help in the measurement of ROI and ROO.	<ul style="list-style-type: none"> • 2 full Delegate registrations • 2 tickets Exclusive dinner: 30 May 2021 • 2 Congress mobile app notifications for the promotion of sessions and/or exhibition stand opportunities. • 1 (one) pre-event promotional EDM (e-blast) to be used in the promotion of your session and/or exhibition stand activity. (Integrated within the partner Post-event feedback survey) • Audience Address in the Opening Ceremony
Engagement Partner €30k - €39k spend and above. Additional engagement 	This partnership level is targeted to organisations that are looking for marketing impact through engagement with audiences in either thematic sessions, breakfast sessions or a significant presence in the exhibition.	<ul style="list-style-type: none"> • 1 full Delegate registrations • 1 ticket Exclusive dinner • 1 Congress mobile app notification to be guised for the promotion of sessions and/or exhibition stand opportunities. • 1 (one) pre-event promotional EDM (e-blast) to be used in the promotion of your session and/or exhibition stand activity.
Thematic/Activation Partner €20k - €29k 	This mid-level partnership is assigned to organisations that are seeking activation for their brand through a myriad of mid-tier branding, thought-leadership and lead generation opportunities.	<ul style="list-style-type: none"> • 4 tickets to the ITS Dinner: Tuesday 31st May • 1 Virtual Insert in the App
General Partner €15k - 19k 	This entry level partnership is designed for organisations that wish to have a niche approach with less focus on mass branding and more focus on relevant engagement opportunities that will generate ROI.	<ul style="list-style-type: none"> • 2 tickets to the ITS Dinner: Tuesday 31st May • 1 Virtual Insert in the App



MEETT - Centre de Conventions
de Toulouse Métropole
3601 Chemin du Pigeonnier,
31840 Aussonne,
France

NEW PARK
OF EXHIBITIONS
& CONVENTION
CENTER :
MEETT



TOULOUSE
BLAGNAC
AIRPORT

AIRBUS
HEADQUARTERS

A62 BORDEAUX
PARIS

ALBI

A68

GARE SNCF

Toulouse

AUCH

A624

TARBES

A64

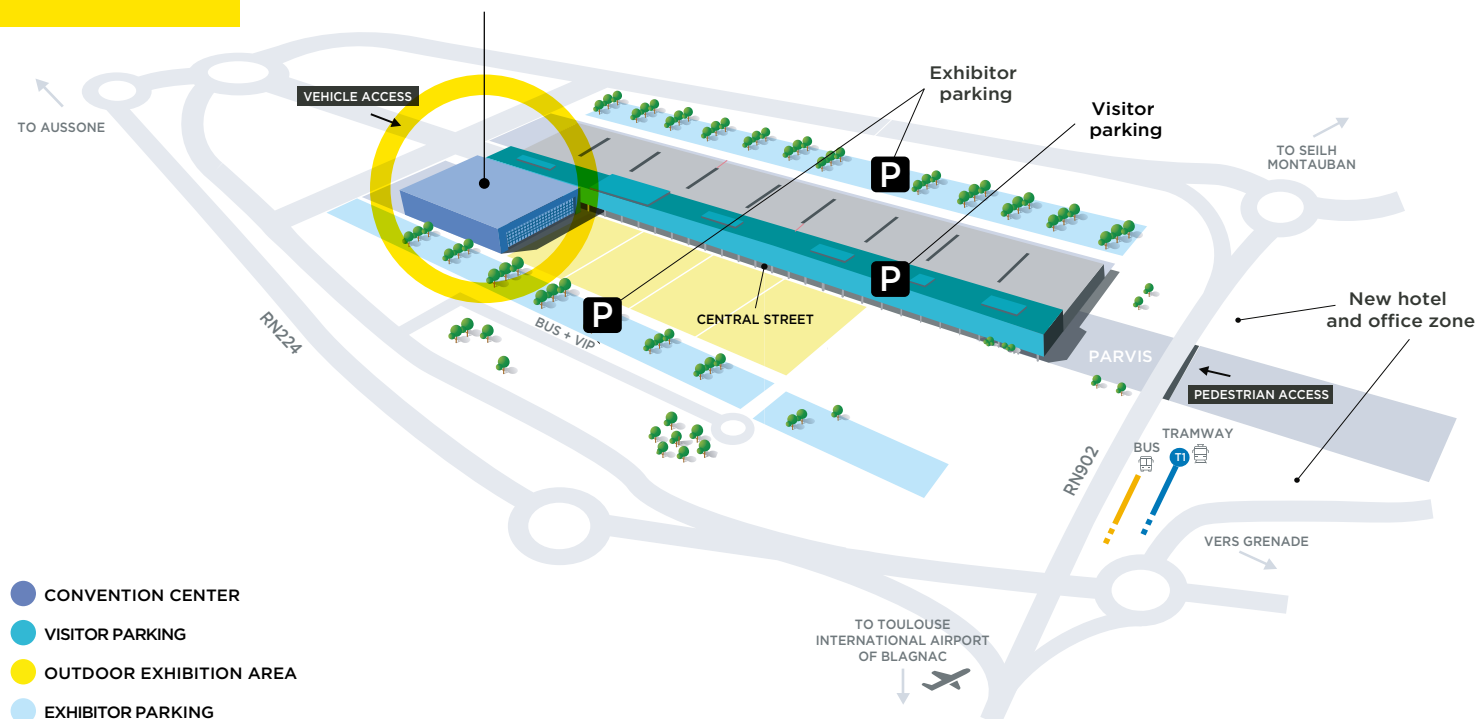
MONTPELLIER

A61

- Navette Aéroport
- Métro - ligne A
- Métro - ligne B
- Tramway - ligne 1
- Tramway - ligne 2
- Teleo Cable car



The site covers an area of 55 hectares. It is part of a sustainable development strategy that takes into account high environmental requirements on the design and construction of buildings.



Exhibitor pricing	Rate	Date	Price
Raw Space Early Bird	Early Rate	17 Dec 21	€ 395
Raw Space Standard Rate	Standard Rate	as of 18 Dec	€ 445
Equipped booth 9sqm incl Shell Scheme Structure	Early Rate	17 Dec 21	€ 4,555
Equipped booth 9sqm incl Shell Scheme Structure	Standard Rate	as of 18 Dec	€ 5,005
Co-Exhibiting Company			€ 750
Start up	Early Rate	17 Dec 21	€ 1,100
Start up	Standard	as of 18 Dec	€ 1,350
			€ 35,000

TRAVEL TIMES

MEETT > AIRPORT

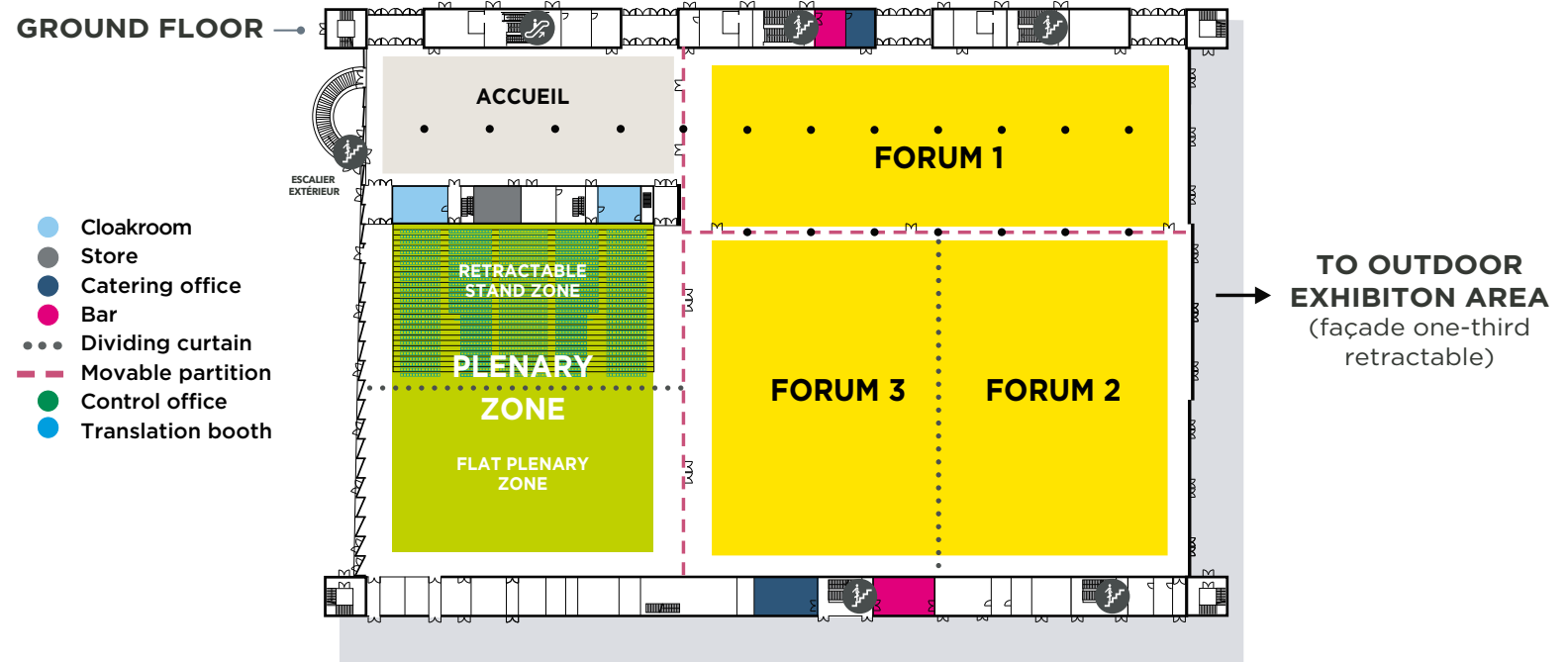
15 min by tramway / 7 min by car

MEETT > CITY CENTER

35 min by tramway / 20 min by car

Exhibition Opportunities

The Convention Center is designed on two levels. It is designed to host professional events for up to 10,000 people.





EUROPEAN CONGRESS

TOULOUSE
30 May - 1 June 2022

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CONTACT US

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