



DUBAI ITS World Congress

16 -20 September 2024

Mobility Driven by ITS

COMMERCIAL PARTNERSHIP BROCHURE

For more information please
contact our Partnership Team

Jerome Buchanan

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JOIN US IN DUBAI

for the 30th ITS World Congress

Mobility Driven by ITS

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for the ITS World Congress.

Mobility Driven by ITS



Lisa Boch-Andersen

Communications, Congresses,
and Events Director

ERTICO - ITS Europe and Dubai's Roads and Transport Authority (RTA) will proudly host the 30th ITS World Congress, exploring the theme "Mobility driven by ITS," from September 16th to September 20th, 2024, in the Dubai World Trade Center.

The hosting of the 30th EMEA region's ITS World Congress comes in light of Dubai's massive significant steps in advancing Smart Mobility and marks the significant progress the UAE has made in anticipation of the future. The Congress raises awareness of Smart Mobility solutions among policymakers, experts, influencers, and the general public.

The focus of the ITS Congress will be on many key debate topics, including urban and clean mobility, innovation and digitalisation in transportation and logistics, autonomous and self-driving vehicles.

The ITS Congresses highlight the significance of Intelligent Transportation Systems and Services (ITS), particularly in the host regions, and provide an excellent platform for thought leadership, business development, and the overall steady growth of the Smart Mobility industry. The ITS Congresses also serve as the ultimate showcase of innovative mobility services and ITS deployment, allowing the ITS Community to keep up with the industry's incredible evolution and cutting-edge technologies. With its comprehensive High-Level Conference Programme, wide-ranging Technical Programme, lively Exhibition, and live Demonstrations, this event will provide unique learning possibilities as well as opportunities to expand your network with some of the industry's most active players.

The ITS Congresses are a great vehicle for bringing together the ITS community to unite and share ideas, bridging the gaps and connecting the dots across all key mobility players.

Join us at the ITS Congresses for a journey into the future of Mobility!

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

ERTICO - ITS Europe

Together for tomorrow's journey



ERTICO – ITS Europe

ERTICO – ITS Europe is a public-private partnership organisation with close to 120 members, connecting 8 different sectors in the ITS Community, including service providers, suppliers, traffic and transport industry, research institutions and universities, public authorities, user organisations, connectivity industry as well as vehicle manufacturers.

ERTICO develops and promotes ITS and smart mobility solutions through European co-funded projects, innovation platforms, and international cooperation. Connecting the dots is key: working across all requirements to ensure strong linkage between stakeholders while bringing together the ITS community to exchange ideas and showcase innovative progresses at the yearly ITS Congresses hosted by ERTICO.

www.ertico.com

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



RTA

The Roads and Transport Authority (Arabic: **هيئة الطرق والمواصلات**), commonly known as RTA, is the major independent government roads & transportation authority in Dubai, United Arab Emirates. It was founded in 2005 and is responsible for planning and executing transport and traffic projects, along with legislation and strategic plans of transportation in the city.[3][4] It is a department of the Government of Dubai.

RTA operates approximately 1,442 buses on 107 routes, carrying almost 7 million riders on roughly 179,000 trips a month by the bus service; however the Dubai Metro is a driverless, fully automated metro rail system installed ubiquitously throughout the city. All trains and stations are air conditioned and equipped with and platform edge screen doors. The metro is divided into two lines, Red and Green; both lines together recorded a ridership of 164.3 million in 2014 as compared to 137.759 million in 2013 and 109.491 million in 2012.

In line with the city's long-term goal to position itself as a smart city and global innovation hub, the Dubai Autonomous Transportation Strategy (DATS) aims to transform a quarter of its transportation to autonomous mode by 2030.

www.rta.ae

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Venue

Dubai World Trade Centre

Sheikh Zayed Rd - Trade Centre - Trade Centre 2 - Dubai - United Arab Emirates

The Dubai World Trade Centre (DWTC) (Arabic: برج خليفة), historically called Sheikh Rashid Tower, is a 38-storey and a height 184 m skyscraper in Dubai, United Arab Emirates, which was erected in 1979. It is a purpose-built complex for events and exhibitions.



Fast facts:



Date:

16 – 20 September 2024



Venue:

Dubai World Trade Centre



Over 20,000 attendees from around 60 countries worldwide



Website:

www.itsworldcongress.com



Email:

salescongress@mail.ertico.com

Organising Partners

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Congress Topics



Innovation in Transport and Logistics

- Big data
- Artificial intelligence and machine learning
- Cybersecurity
- First and Last mile solutions
- Smart freight movement
- All modes – road; air; rail and waterborne and beyond
- Connectivity and communication technologies



Urban Mobility

- Regulatory challenges for transport authorities
- A seamless travel experience – user perspective
- Safe, clean and efficient transport
- Multimodal deployment
- Data and digital transformation
- Connected Vehicles
- Smart infrastructure



Clean Mobility

- Systems and solutions to support sustainable cities
- Electrification
- Alternative fuels
- Challenges of adopting clean mobility schemes
- Business models
- Energy efficient systems
- Life-cycle assessments

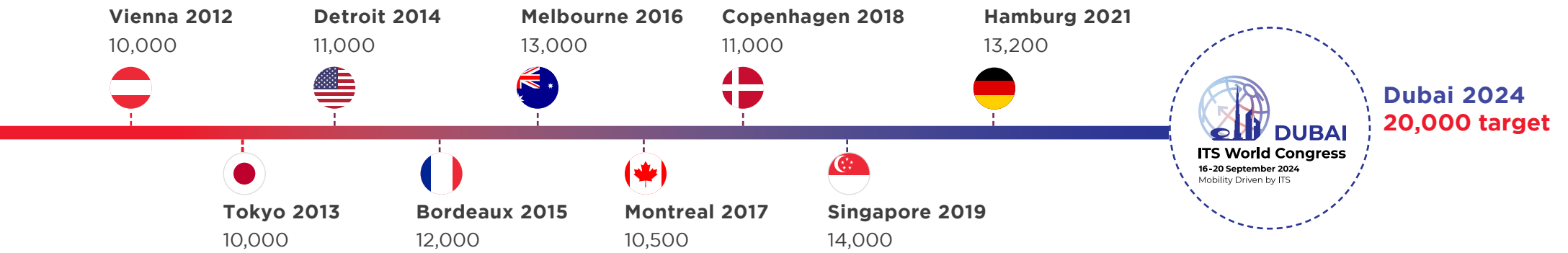


Autonomous & Self Driving Vehicles

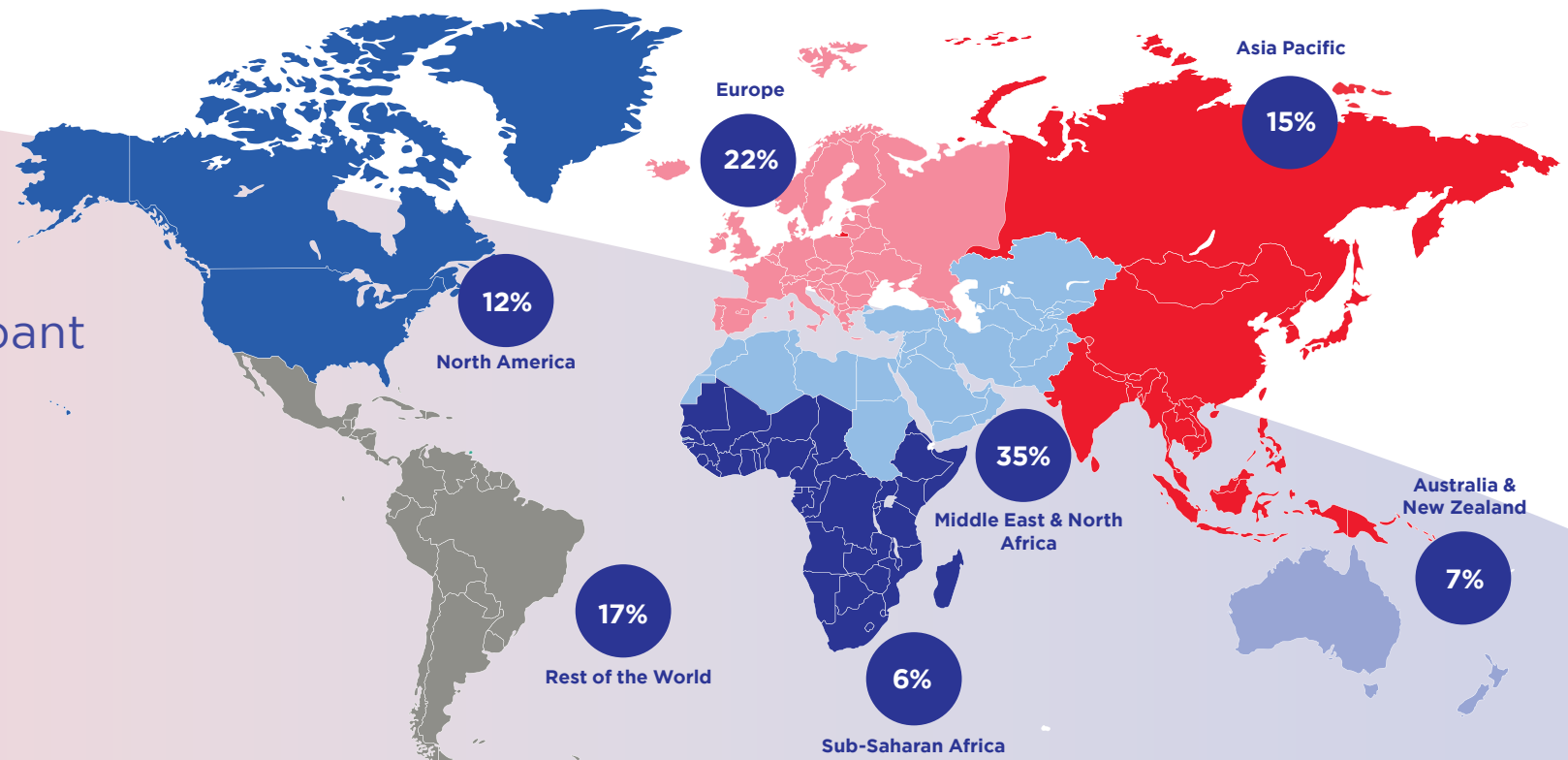
- Regulation and Governance
- Automated air, rail and waterborne transport
- Autonomous systems
- High-definition mapping
- Business models
- Connectivity and communication technologies
- Impact assessment
- Security considerations

Historic attendance profile

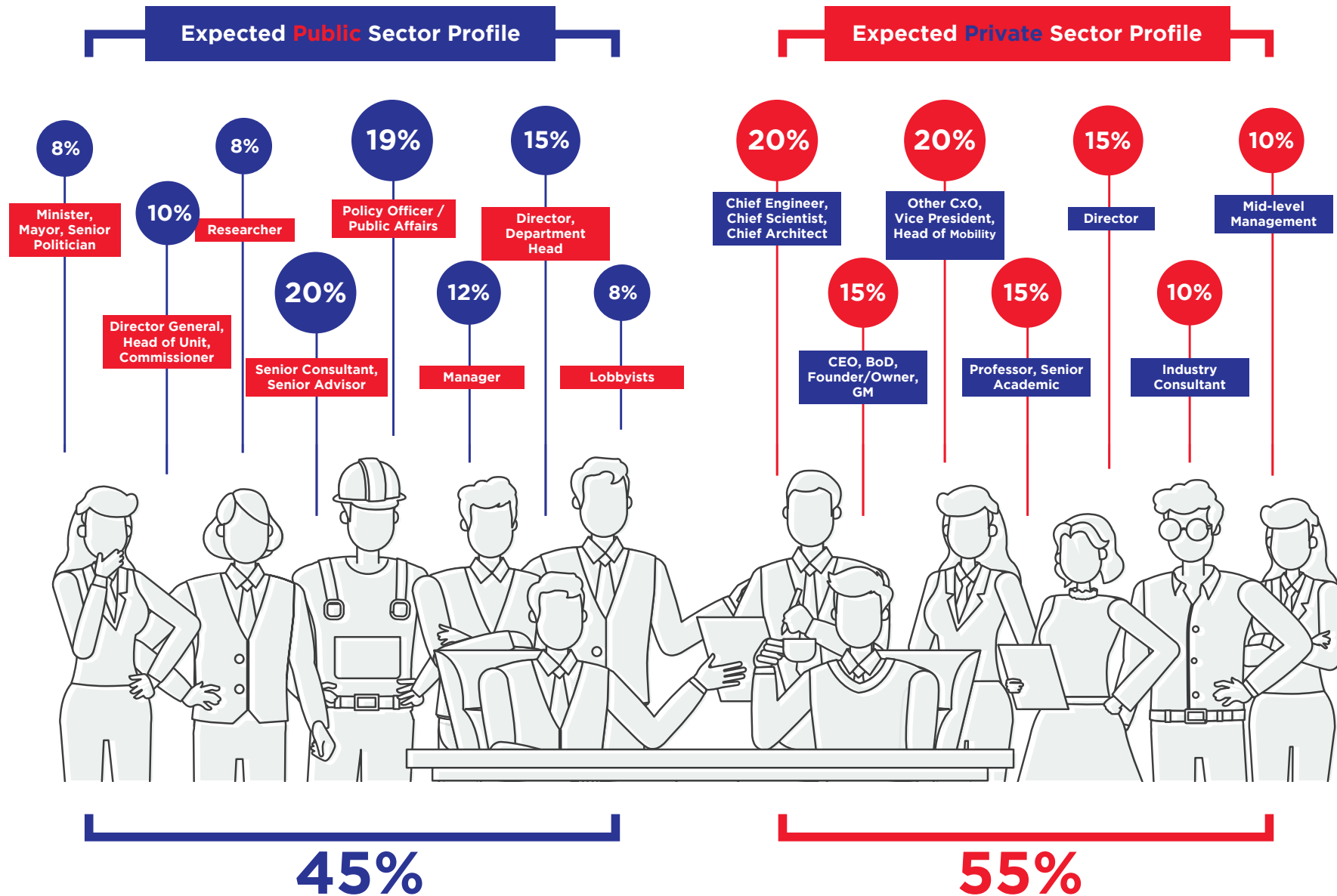
Number of participants



ITS Dubai 2024 Anticipated Participant Geographic Profile



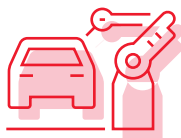
Job Titles, Disciplines & Sectors



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**Automotive
Manufacturers**



**ITS National
Associations**



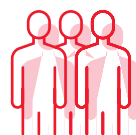
**Road Operators
and Concessionaires**



**Consulting
Industry**



**Municipalities
and City Councils**



**National & Regional
Transportation
Authorities**



System Integrators



**Infrastructure
Operators**



AI for Transportation



Regulators



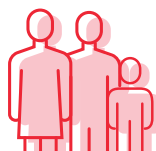
**Telecommunication
Operators**



**EU Commission and
Intergovernmental
Organisations**



**Academic & Research
Institutions**



**Users and Consumer
Associations**



Suppliers



**ITS & Space
Exploration**

ERTICO Partner Ecosystem



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Edouard Adams

Package Structure and Benefits

Package structure and benefits

Partnership packages and products have been created to enable the partner to not only successfully achieve several short-term and longterm 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.



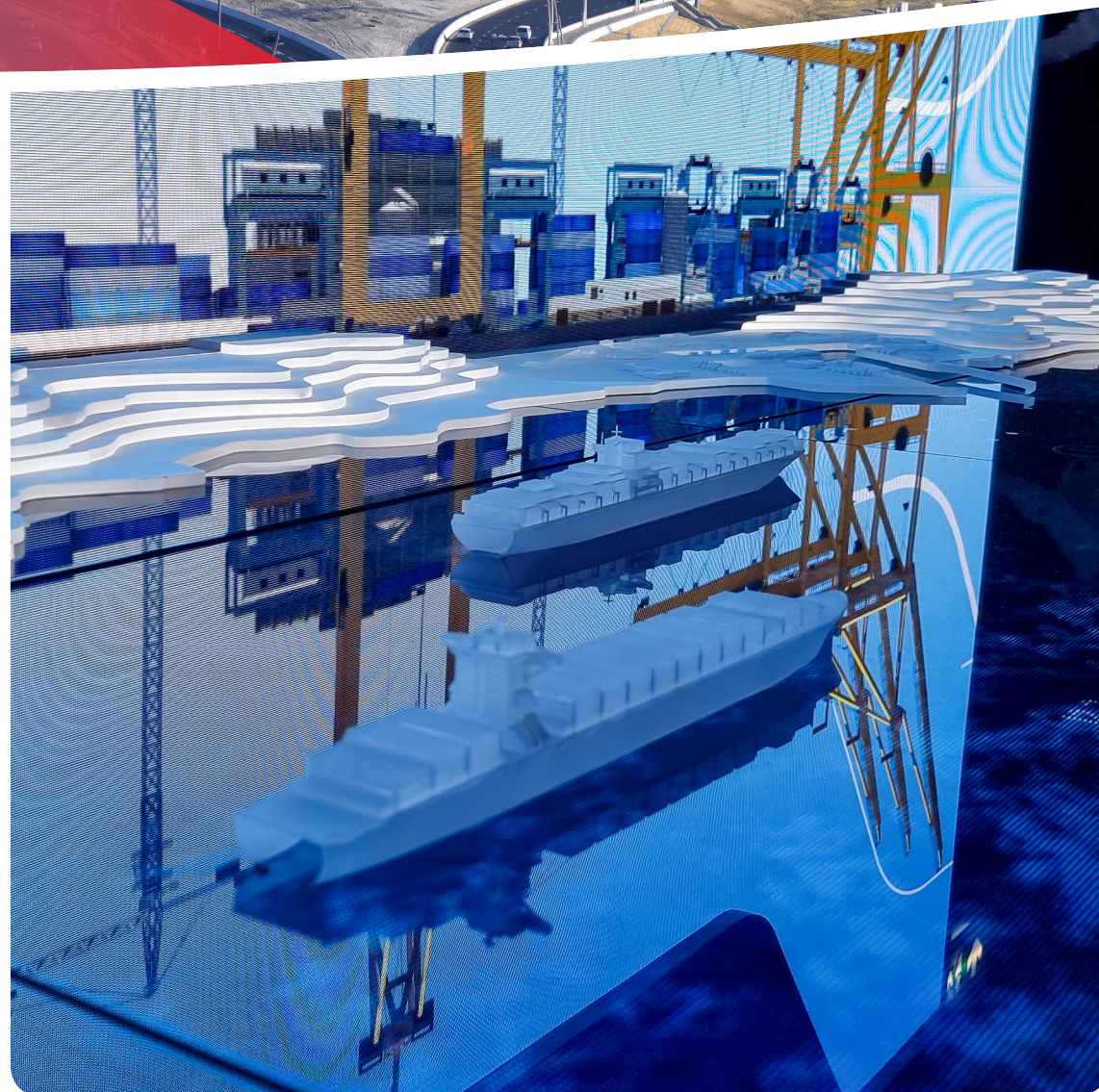
Brand Exposure & Advertising

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 level.



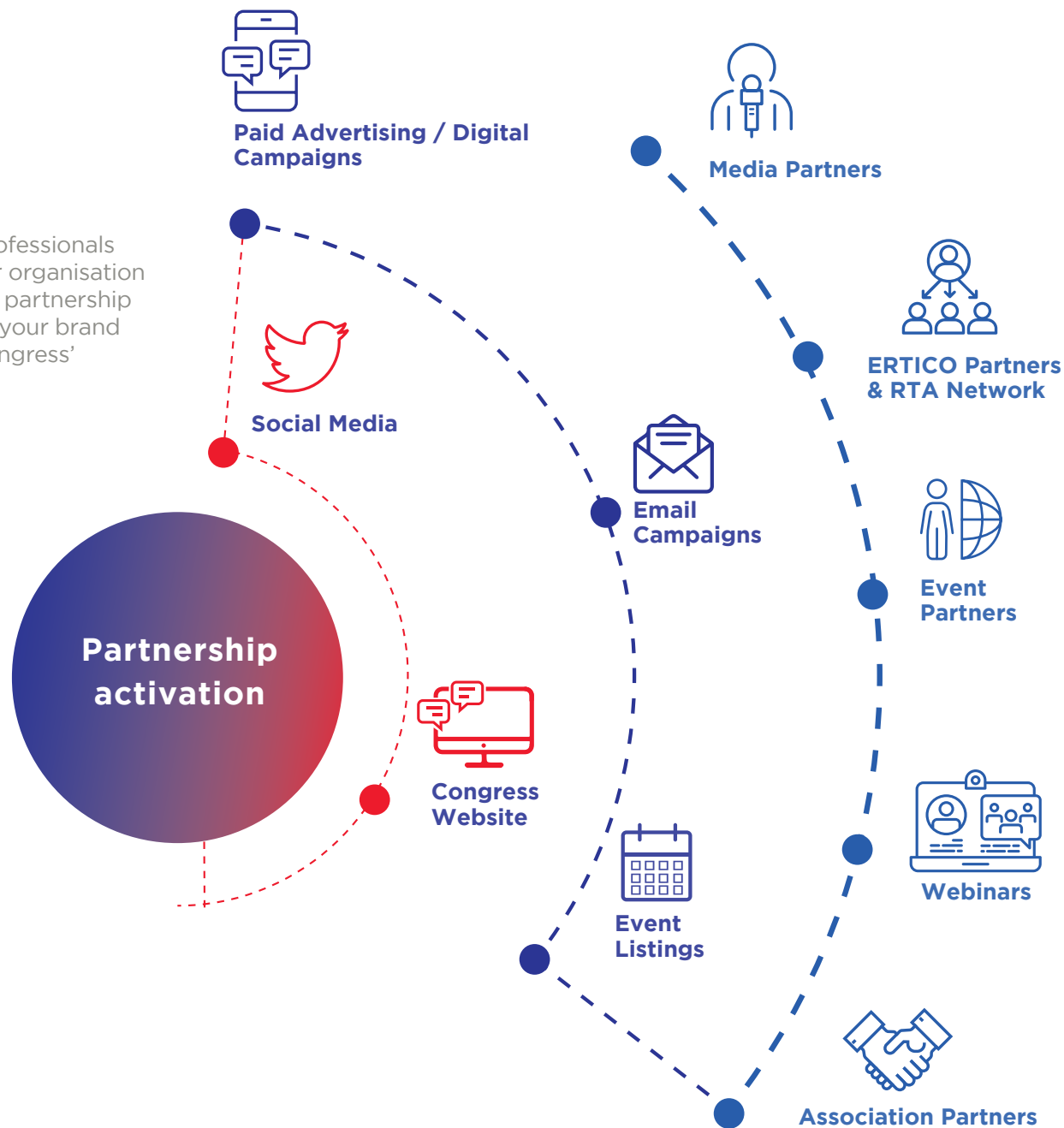
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Partnership activation

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.



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Partnership Packages

RTA Level	Premier Partner	Presenting Partner	Showcase Partner	Innovation Partner	Engagement Partner	General Partner	Start-Up Partner
	Click here	Click here	Click here	Click here	TBC	TBC	TBC
	250,000.00	125,000.00	87,500.00	62,500.00	45,000.00	15,000.00	15,000.00
Entitlement availability	4	7					
Inclusions							
Registration							
Full Congress Delegate Registration	20	10	7	5	3	2	2
Full Congress Speaker Registration							
Full Congress Exhibitor (staff) Registration	16	8	6	4	2		
*With catering							
Thought Leadership							
Plenary Session Keynote	Yes						
*3 available							
Plenary Session Panelist		Yes					
Industry C-Level Forum Keynote	Yes						
*1 available							
Industry C-Level Forum Panelist			Yes				
ITS Public Sector Forum							
Industry Breakfast (1 hr)	Yes	Yes	Yes				

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RTA Level	Premier Partner	Presenting Partner	Showcase Partner	Innovation Partner	Engagement Partner	General Partner	Start-Up Partner
	Click here	Click here	Click here	Click here	TBC	TBC	TBC
	250,000.00	125,000.00	87,500.00	62,500.00	45,000.00	15,000.00	15,000.00
Industry Workshop (1 hr)	Yes	Yes		Yes			
Industry Workshop (30 hr)					Yes		
*All workshops will take place in the exhib-							
Audience Address In Ceremony							
Opening Ceremony (slot or panel)	Yes						
Closing Ceremony (slot or panel)		Yes					
Welcome Reception							
Branding							
Pre-Event Branding	Prominent	High	Moderate	Moderate	Low	Low	Low
Onsite Branding	Prominent	High	Moderate	Moderate	Low	Low	Low
Branding	Prominent	High	Moderate	Moderate	Low	Low	
Major Branding	1 opportunity						
Coffee Carts							
Lanyard							
Delegate Bag							
Registration Area							
VIP Lounge							

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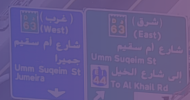


RTA Level	Premier Partner	Presenting Partner	Showcase Partner	Innovation Partner	Engagement Partner	General Partner	Start-Up Partner
	Click here	Click here	Click here	Click here	TBC	TBC	TBC
	250,000.00	125,000.00	87,500.00	62,500.00	45,000.00	15,000.00	15,000.00
General Branding		1 opportunity					
Speaker Prep Room							
Exhibition Business Lounge 1							
Exhibition Catering Area 1							
Exhibition Business Lounge 2							
Exhibition Catering Area 2							
Stationary							
Water Bottle							
Exhibition							
Exhibition Free	72	36	24	18	9		
*in sqm & floorspace only	32,400	16,200	10,800	8,100	4,050		
Other Activities							
ITS Summit	6 seats	3 seats	2 seat	1 seat	1 seat		
Press Conference							

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	Click here	Click here	Click here	Click here	TBC	TBC	TBC
	250,000.00	125,000.00	87,500.00	62,500.00	45,000.00	15,000.00	15,000.00
Social Functions							
VIP	6 seats	4 seats	3 seats	2 seats	2 seats	1 seat	1 seat
Congress Dinner	16 seats	12 seats	8 seats	6 seats	4 seats	2 seats	2 seats
Socials / Digital							
Website Home Page	Landing Page	Landing Page	Mid-Page	Mid-Page	Acknowledgement	Acknowledgement	Acknowledgement
Announcement	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Digital Promotion	Prominent	High	Moderate	Moderate	Low	Low	Low
Data & Lead Generation							
QR Code Scanner	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Eblast	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list
App Profile / Digital Booth	Free	Free	Free	Free	Free	Free	Free
App Notification	3	2	1	1	1	1	1

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RTA Level	Premier Partner	Presenting Partner	Showcase Partner	Innovation Partner	Engagement Partner	General Partner	Start-Up Partner
	Click here	Click here	Click here	Click here	TBC	TBC	TBC
	250,000.00	125,000.00	87,500.00	62,500.00	45,000.00	15,000.00	15,000.00
Meeting Rooms & Suites							
Hospitality Suite <i>* including full event basic catering</i>	Yes						
Meeting Room <i>*full event, not including catering</i>		Yes	Yes				

Further Information

Descriptions:

Detailed descriptions can be found in the individual packages that can be viewed and downloaded by clicking on the panel underneath the package title, in the table above.

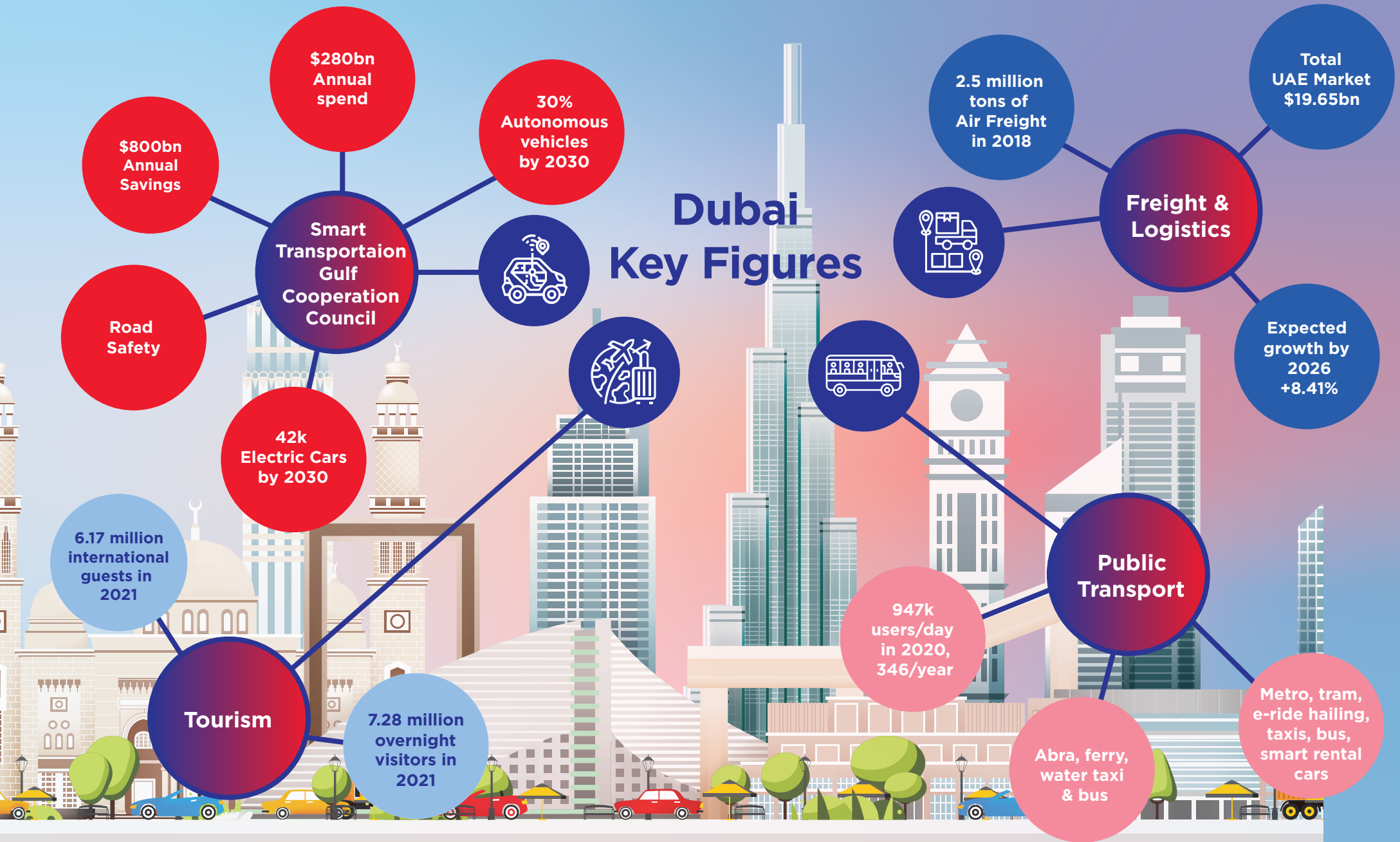
Meeting Rooms:

Rooms are available for a maximum period of 2 hours. The room number, location and access scheduling will be agreed with the Partnership Team; details of which will be written into the commercial partnership agreement. All rooms are equipped with basic audio & visual equipment.

Mobile App Notification:

Mobile App notifications will be deployed across an extend period that spans up to 3 weeks prior to the event, during the event and 3 weeks' post-event. It is anticipated that partners who have been allocated multiple app notifications, will need to schedule at least one of these notifications either before or after the event.

Dubai Key Figures





ITS World Congress

16 -20 September 2024

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COMMERCIAL PARTNERSHIP

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