



# 12<sup>th</sup> ITS EUROPEAN CONGRESS ITS BEYOND BORDERS

Strasbourg, France | 19-22 June 2017



## SPONSORSHIP AND EXHIBITION BROCHURE

Europe's Largest Event  
in Intelligent Transport  
Systems and Services

[www.itsineurope.com](http://www.itsineurope.com)



Organised by:



Hosted by:



Supported by:



**ITS FRANCE**

**STRASBOURG  
CONVENTION  
+ EXHIBITION CENTRE.**





## SPONSORSHIP OPPORTUNITIES

Most of the sponsorship and advertising opportunities are in a classic package. However, we provide flexibility for you to pick and choose the items that best fit your strategic needs and marketing budget. We are happy to discuss your specific needs so we can best meet your requirements.

### EVENT SPONSORSHIP

#### GALA DINNER

The ITS Strasbourg 2017 Gala Dinner will be held on Wednesday 21 June. The venue will offer participants one of the city's most spectacular settings for a magical evening combining culture and fine cuisine.

#### VIP DINNER

The VIP Dinner is one of the highlights of the Congress, attended by the ITS industry influencers, full of personalities telling their success stories, sharing their views on the achievements and advancements in the industry and celebrating a new, fulfilling and inspiring gathering of the ITS community. Sponsorship includes branding of this event and listing of the sponsorship in the Congress Programme.

#### PLENARY AND EXECUTIVE KEYNOTE SPEECH

These sessions draw big crowds and contain special subject matters specifically geared towards executive level decision-makers, policy-makers and advisors looking to implement ITS solutions on a large scale.

Leading companies, academics and public officials discuss the technological, economic and societal impacts of ITS solutions as they relate to various subject matters.



## SPONSORING AT A GLANCE

PARTNER SPONSORSHIP PACKAGES	Platinum € 40K	Diamond € 28K	Gold € 18K	Silver € 10K
Minimum requirements for exhibition stand (stand not included in sponsorship package)	36 sqm	24 sqm	18 sqm	9 sqm

### MAIN OPPORTUNITIES

Keynote of the Opening Ceremony	■			
Keynote of one of the 3 Plenaries (speaking slot pre-approved by EPC)		■		
Keynote of one of the 8 Executive Sessions (speaking slot pre-approved by EPC)			■	
Sponsor of the VIP Dinner	■			
Sponsor of the Gala Dinner		■		
Sponsor of the Welcome Reception		■		

### IN RETURN FOR YOUR SPONSORSHIP

Website Listing	■	■	■	■
100 word Company/Organisation profile in the Preliminary (electronic) and the Final (printed and electronic) Programme	■	■	■	■
100 word Company/Organisation profile and contact details in the Exhibition Guide	■	■	■	■
Logo on the welcome slide in every session room	■	■	■	■
Logo on the short film in the Closing Ceremony	■	■	■	■
Inner bound advert in the Preliminary Programme	Full Page	½ Page	¼ Page	
Inner bound advert in the Final Programme	Full Page			-
Inner bound advert in the Exhibition Guide	Full Page	½ Page	¼ Page	-
Congress badges with access to all sessions, the Welcome Reception, the Exhibition and the Closing Ceremony	4	2	1	-
Additional stand personnel badges including catering (in addition to the ones assigned per sqm booked)	4	2	1	-
Access passes to the VIP Lounge	4	2	1	-
1 Congress Bag insert	■	■	-	-
1 Promotional e-mail to be sent by Congress secretariat to the participants database	■	■	-	-
Your logo in the sponsor banner at the bottom of Congress e-blasts sent out by the organisers	■	-	-	-
Invitations to the VIP Dinner	4	2	1	-
Invitations to the Gala Dinner	4	2	1	-

## Advertising and branding

### LANYARDS

(Exclusive to one sponsor)

Provide your company name and logo on the lanyard worn by all delegates for access to the exhibition and conferences.

### CONGRESS BAG

Sponsorship of the Congress bags promotes your company in a very prominent and visual way. Your logo will be printed on each Congress bag along with the Congress logo, type, size and colour of the bags as well as position and size of the logo will be at the organiser's discretion.

### NOTEBOOK & PEN

(Exclusive to two sponsors)

Delegates will receive a notebook upon registration onsite. The notebook is not only a key feature of the delegate bag, it is also part of the delegate's event experience.

### VIP LOUNGE

(Exclusive to one sponsor)

Open to all VIP's, the Lounge is a place to sit and relax, to hold an informal meeting or network. Branding the Lounge includes posters and placement of company literature.

### MATCH & MEET APP

Over 75% of delegates download the ITS App for full information and live updates on the sessions, show floorplan, events, exhibitors, speakers, etc. This is premium exposure, as the app ensures that delegates carry your brand and contact details throughout the event.

### INSERT IN CONGRESS BAG

(Open to multiple sponsors, under the acceptance of the organiser)  
Your insert in the Congress Bag, that each delegate receives upon registration, is one of the best tools for active branding.

### ERTICO DAILY VIDEO

(Open to multiple sponsors)

The Daily News goes through the exhibition floor to capture the excitement of the audience, recap of the day and preview the action of the next. Filled with interviews, live demos, behind-the-scenes and latest news, this medium offers formidable promotion.

### ADVERTISEMENT IN NEWSLETTERS

The widespread Congress promotion campaign includes newsletters that are distributed to 19000 industry contacts. This is a great way for strengthening and promoting your brand to, not only the Congress delegates, but to a global audience.

### ADVERTISEMENT IN EXHIBITION GUIDE

Each delegate and visitor will receive a copy of the Exhibition Guide upon registration. Thanks to its wealth of detailed industry contacts, the Guide is considered one of the most valuable benefits by attendees.

**We are at your disposal to create any visibility that could fit with your brand.**

