

Call for Demonstration

Your chance to showcase the present and future live

The congress will offer a large-scale and unique demonstration platform for the presentation of technological innovations in the field of ITS. In the form of demonstrations you can showcase your work on the latest technological advances and engage with the congress attendees and ITS community.

We cordially invite you to present exciting, creative technological innovations and products to a large technical expert audience.

We are excited to learn more! Ideally, your submission for the demonstrations answers the following questions:

- What is the motivation behind your innovation and why is it important for the future of mobility?
- What does your product or technology do, how does it work and how are you going to demonstrate it?
- What does it look like? How does it compare with existing products, technologies or systems?
- What is the status of your innovation, is it still in development, is it a demonstrator or has it already been introduced to the market? How and when might your technology have an impact, either technically or commercially?

Your demonstration should deal with one of the event topics which are:

- Topic 1 Automated, cooperative and connected mobility
- Topic 2 Mobility on Demand, Mobility as a Service
- Topic 3 Goods journeys from ports to customers
- Topic 4 Intelligent infrastructure
- Topic 5 New services from new technologies
- Topic 6 City and citizen solutions

**Deadline for demonstration proposals:
Wednesday 30 SEP 2020 23:59 UTC.**

**We look forward
to your
contribution!**

01



02



Short Facts

Venue:
Hamburg Messe

Dates:
11.-15. October 2021

Participants:
About 15.000 attendees from around
100 countries worldwide

Apply on the Website:
www.itsworldcongress.com

**Email us for more information on commercial
partnership and exhibition sales opportunities:**

Partnership: hamburg.partnership@mail.ertico.com
Exhibition: hamburg.exhibition@mail.ertico.com
Host Commercial Partnership: tb@its2021.hamburg

Venue for demonstrations

The demonstration area will take place at the exhibition hall B2 inside and outside **Hamburg Messe (01)** and additionally at the Public Road at our test track for automated and connected driving (**TAVF (02)**) in the middle of the city center of Hamburg.

Deadlines and schedule

Step 1: Letter of interest

OCT 2019 Call for demonstrations in Singapore
FEB 2020 Submission Deadline 1st Interest
SEP 2020 Call for demonstrations is closed

Step 2: Reviewing and selective procedure

Step 3: Testing and execution

Best Demo Award



**A Best Demo Award will be given for
an outstanding demonstration.**

The best demonstration will be determined and honoured with the Best Demo Award during ITS Hamburg World Congress 2021. The winner will be chosen based on the direct feedback of the participants.

Deadline for demonstration application:

**Deadline for demonstration proposals:
Wednesday 30 SEP 2020 23:59 UTC.**