



# HAMBURG ITS World Congress 11 - 15 Oct 2021

Experience Future Mobility Now

## PARTNERSHIP ENTITLEMENTS

# Technical Demonstrations Partner

March 2020



Organised by



Co-organised by



Supported by



Federal Ministry  
of Transport and  
Digital Infrastructure

Hosted by



Hamburg

# Technical Demonstrations Partner

€ 50,000

## Entitlements

Thought Leadership		
Exhibition Auditorium Session	1	Opportunity to host 1 in-exhibition open auditorium interactive session. Speakers and topics can be decided, in collaboration with the Organisers closer to the event.
Building Community & Networking		
Branded Lounge area in Demonstrations Area	1	A branded lounge will be created to agreed specifications within the demonstration lounge. The Partner may need to cover costs associated with furniture.
Social Media Announcement	1	1 announcement or notification, posted on all Congress social media platforms
Social Media Promotion - Tweet	1	1 promotional Tweet designed for the dissemination of sponsor educational content on Twitter
Congress App Notifications	1	1 congress mobile app notification to be used to promote a sponsor function or session
Full Delegate Registration (Partner rate only)	4	1 full delegate registration
Brand Exposure		
Pre-event Media Partner Video (interview)	1	Opportunity for Partner to discuss organisations value proposition as part of a pre-event promotional video hosted by a Congress Media Partner
Other Social Functions		
VIP Dinner Tickets	2	Access for 1 delegate
ITS Dinner Tickets	3	Access for 1 delegate

## Lead Generation

Electronic Direct Mail Service	1	1 mailout to entire Congress database, ideal for promoting Partner's session or planned onsite activities
Lead Retrieval Kit	1	1 lanyard scanner will be provided to partner
Congress TV Interview Onsite (at stand or nominated room)	1	1 30 minutes interview organised in collaboration with onsite media team and broadcast in the in-exhibition auditorium
Access to Business Matching Portal	1	1 company access to the mobile app business matching tool

## General Branding

General Branding		<i>Pre-event, onsite and post-event logo placement across all print and digital congress media and collateral, subject to the provision of artwork and the fulfilment of sponsorship terms and conditions. Including social media and digital paid advertising adverts. media partners and media associated with non-commercial partners. The Partner will also receive digital impressions from all promotional media associated with other ITS Global and Regional events that ITS 2021 partners with.</i>
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