

Q&A for Demonstrations

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Answers to frequently asked questions for **CONGRESS** **ATTENDEES**

How do visitors register for a demonstration?

Visitors register for a demonstration via the ITS Congress App. Please note that some demonstrations, such as test drives, have limited capacity.

Do visitors need an extra ticket to attend demonstrations?

No, participation is included in the exhibition ticket.

How much does a demonstration cost?

Participation is included in the exhibition ticket. There are no additional costs.

Where can I give feedback on the demonstration?

An additional feature in the ITS Congress App will be an option to rate each of the demonstrations during the 5 days. The feedback will be evaluated at the end of the congress. At the end, the "Best Demo Award" will be presented.

Answers to frequently asked questions for a **DEMONSTRATION APPLICATION**

What is a demonstration during the ITS World Congress and how should it be presented?

The congress offers a large-scale and unique demonstration platform for the presentation of technological innovations in the field of ITS.

Demonstrations are in addition to the regular conference and exhibition programme. They are intended to present the highlights of the current technical possibilities within the framework of the ITS themes in an interactive way for the visitor. The entire exhibition hall B2 (4,000m²) will feature advertising and branding exclusively for these selected projects.

Examples of previous demonstrations at ITS congresses:

- Test drives
- Test tracks and fields
- Flight demonstrations
- Driving simulators
- Use of digital media (presenters, displays, holograms, etc.)
- Augmented reality

The demonstrations can take place in public area, in the exhibition hall B2 as well as in the outdoor area in front of hall B2. Most of the demonstrations will take place in hall B2 in order to create a versatile world of experience for the visitor.

Who is the target group of a demonstration?

Trade visitors of the ITS Hamburg World Congress 2021. More than 18,000 visitors are expected at the exhibition and congress. Please note, there will also be a Public Day (Thursday, October 12th, 2021) to give the citizens of Hamburg the chance to get involved.

What is the added value of a demonstration?

The congress offers a large-scale and unique demonstration platform for the presentation of technological innovations relating to the ITS world.

They are a central programme highlight and complement the parallel congress and exhibition. Interactive presentations of technical novelties and innovations are made tangible to interested visitors. Demonstrations will take place in the exhibition hall B2, the outdoor area in front of hall B2

as well as in public areas in Hamburg. These hotspots will make the demonstrations stand out from the regular exhibition programme.

A demonstration offers you the following value:

- Increases the visibility of your products/services on a unique platform.
- Hall B2 is a particularly attractive contact point for visitors due to the drop-off area for test drives and shuttle services, as well as the Meet-and-Greet lounge with a catering area.
- High visitor traffic is also guaranteed as the branded lounge is situated here as well.
- Demonstrations reach a broad international visitor audience (+18,000 expected international visitors) thanks to the central location of B2 in the exhibition centre.
- Media attention on the website, in the congress programme, the ERTICO newsletter and various social media channels is included.

Where do you apply for a demonstration?

To be part of the selection process to offer a demonstration during the ITS World Congress, a registration via the online form <https://www.itsworldcongress.com/demonstrations/demonstrations> is required. The demonstration content must be described in as much detail as possible and assigned to one of the six main themes of the congress:

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

What if a demonstration cannot be assigned to any of the main topics of the congress?

If the demonstration cannot be classified as part of one of the six topics listed below, it can be registered under "Other".

The main themes of the congress are the following:

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

When is the application deadline?

The application deadline is 20th December 2020. All applications will receive final feedback by email in January 2021.

What are the selection criteria?

A high number of applicants is expected. Therefore, unfortunately, not all submissions can be selected to take part as a demonstration during the congress. The Demonstration Committee will select 15 projects according to the criteria below. Special attention will be paid to the following points:

- Topicality/relevance/actuality of the technologies
- High quality execution
- Diversity, creativity, and interaction
- Feasibility/viability
- Broad international positioning (the selection of all demonstrations should represent as many countries as possible)

When will the Demonstration Committee finalise the selection of the projects?

All applications will receive final feedback by email in January 2021.

How much does a demonstration cost?

The cost is €12,000.00 net plus VAT and includes all services of the basic package. Additional costs for special requirements may be charged.

Which services are included in the basic package?

The congress offers a large and unique demonstration platform in hall B2, giving demonstrators space to present their projects live in traffic or in a special area for drone projects. The following services can be provided on request and as available according to the specific needs of a demonstration:

- Exhibition space for exhibits in hall B2.
- Setting up timetables for shuttles and organising shuttle services to the demonstrations off-site.
- Taking care of required registrations of test drives, test track use and other interventions in Hamburg's public road traffic with the relevant authorities.
- Arranging rental of required space in public areas.
- Branding a logo area (a logo wall representing all demonstration partners will be installed at the entrance of B2).

- Each demonstration will be mentioned on the ITS 2021 World Congress website, in the congress programme, the ERTICO newsletter and on various social media channels.
- Setting up timetables for the demonstrations to meet the needs of all demonstration partners.
- A kick-off meeting right after the selection of the 15 demonstrations, as well as a final meeting before the congress including a test phase on-site, if required.
- Registration data of visitors who apply via the Congress App will be provided according to the GDPR.
- Further additional services in hall B2 include: 24h security staff, daily cleaning.
- Support during set-up (especially moving exhibits into hall B2), cordoning off required areas in the outdoor area and/or underground car park for test drives and a safe transition of test tracks into the public road traffic.
- Support during the test phase.
- A central contact person to provide support for organisational questions.
- Catering options in hall B2 will be provided during the exhibition days (at additional cost for food and drinks).
- Helpdesk will be set-up in hall B2 for demonstration partner and visitors during the congress.
- Five visitor tickets for the exhibition (congress participation not included).

Further additional services and upgrades, regarding stand design, such as the insertion of logos, can be booked on request and are to be listed in as much detail as possible upon registration. Further upgrades must be requested at least 4 months prior to set-up. Please include any request for extra services in as much detail as possible in your application.

Please note that the above services are only an example of what may be available. The actual services for the specific demonstrator may differ. Any claim to extra services is based on the conclusion of a relevant contract between ITS Hamburg 2021 GmbH and the demonstrator.

Where will the demonstration take place?

All indoor demonstrations will take place in the [exhibition hall B2](#). Demonstrations outside of hall B2 might take place in the outdoor area of the exhibition grounds, right in front of hall B2. It will also be possible for demonstrations to take place outside the exhibition grounds, for example on the Test Track for Automated and Networked Driving ([TAVF](#)) and in the port area of Hamburg. Further demonstration areas will be offered in public space/public road traffic areas if needed.

What tasks/responsibilities await the Project Manager of a demonstration?

- Providing a detailed description of the demonstration incl. exhibits, personnel management, desired schedule of demonstration cycles, desired test phase and required framework conditions etc. via email to ITS 2021 Hamburg GmbH (demonstrations@its2021.hamburg).
- Providing a short content description of the demonstration for the congress programme.

- Participating in the kick-off meeting promptly after the selection of the 15 demonstrations, as well as in the final meeting prior to the congress including a test phase if required.
- Responsible for the execution of the demonstration on the stand/outdoor area/public space/public road traffic areas.
- Providing qualified staff for the presentation of the demonstration.
- Safety of participants.
- Providing insurance to cover all demonstration-related cases.
- Responsible for contract fulfillment, including all relevant guidelines such as: VStättVO (venue regulations) of the city of Hamburg as well as the House Rules, General Terms and Conditions for Events and Technical Guidelines of Hamburg Messe und Congress GmbH (HMC).
- Presence throughout the performance from 12 – 15 October 2021 in the time between 9.00 am and 5.30 pm.

May an entrance fee be charged for a demonstration?

No, all demonstrations are included in the visitor tickets for the exhibition and are advertised this way. The basic package includes five visitor tickets for the exhibition to invite customers and potential customers.

Is it possible to test a demonstration in advance?

Yes, a schedule will be drawn up with the venue to enable a rehearsal in hall B2. Separate arrangements and procedures will be made for the test track and public areas/public road traffic areas of the city of Hamburg. In the application process, it should be mentioned how intensive the testing is likely to be and what general conditions are required. This topic will be finalised in the kick-off meeting with the selected demonstrations.

When will the demonstration area be set up?

The set-up of the demonstration area will take place parallel to the set-up of the exhibitor areas on 9 and 10 October 2021 from 7.00 am – 6.00 pm.

When will the demonstration area be dismantled?

The dismantling of the demonstration area will take place parallel to the dismantling of the exhibitor areas on 15 October 2021 from 4.00 pm – 11.59 pm.

Is there a separate pre-meeting/workshop for the selected demonstration?

Yes, a kick-off meeting will be organised shortly after the selection of the 15 demonstrations. A final meeting will take place shortly before the congress including a test phase if required.

Is there a central contact person for all questions concerning demonstrations?

Yes, the ITS 2021 Hamburg team is available at demonstrations@its2021.hamburg.

How many demonstrations can take place per day/week?

A demonstration can be offered from 12 – 15 October 2021 in the time between 9.00 am and 5.30 pm. During the entire event, each demonstration needs to take place on its stand/exhibit without disturbing other demonstrations (with noise, light or similar). Responsibility for the organisation, presentation and frequency of a demonstration lies with each Project Manager. Schedules for demonstrations which need a smooth pick-up/drop-off for shuttle services/test drives will be set in advance in cooperation with ITS 2021 Hamburg GmbH.

Is the number of participants per demonstration limited?

The Project Manager decides on the capacities and the min./max. number of participants. The safety of all participants has top priority!

Can the demonstration be in German?

The presentation as well as the registration of the demonstration must be in English. Demonstrations in German are not allowed.

Is there an example of a demonstration and its scope?

An insight into the scope of a demonstration is given by the example of the ITS World Congress Copenhagen, Denmark 2018 and the ITS European Congress 2019 Eindhoven, Netherlands.

ITS World Congress Copenhagen, Denmark 2018

Scaling C-ITS solutions in the City of Copenhagen - an ITS experience in the City of Copenhagen Tuesday 18 September: 13:00-14:30. Since 2014, the City of Copenhagen has, together with its technology partners Dynniq and Technolution, implemented cooperative services in almost 50 intersections in Copenhagen. The tour will present a state-of-the-art and real-world system and application for improving efficiency – a solution applicable to other cities as well. As part of the ITS experience, you will hear more on how to implement and scale up C-ITS solutions and impacts, and how the implemented C-ITS solutions are being upgraded to Day 1/Day 1'5 C-ITS services in the C-Mobile project.

ITS European Congress 2019 Eindhoven, Netherlands

2getthere is excited to showcase a high-speed (40km/h) demonstration with our 3rd generation GRT vehicle on the Automotive Campus during the ITS 2019. During the demonstration the projects in

which the vehicle will be featured, business park Rivium (Capelle aan den IJssel, the Netherlands) and Brussels Airport (Belgium), will present their deployment at the stations served by the autonomous vehicle.

How will transport to off-site demonstration be arranged?

Options will be chosen with the Project Manager and the ITS 2021 Hamburg GmbH. A detailed description of the general conditions required for a smooth running of the demonstration is to be submitted by the Project Manager.

What is the maximum travel time to off-site demonstrations?

Demonstrations will take place mostly in the exhibition hall B2. In order to keep the travel time to a demonstration to a minimum for visitors, a maximum travel time of 15 minutes must not be exceeded. (Note the possibility of traffic jams during rush hour.)

Who is responsible for the execution of the demonstration?

A Project Manager has to be appointed with the application. This person is responsible for the conception and implementation including set-up and dismantling at the ITS 2021 World Congress. The Demonstration Project Manager is also responsible for the safety of the staff and visitors throughout the event. The VStättVO (venue regulations) of the city of Hamburg as well as the House Rules, General Terms and Conditions for Events and Technical Guidelines of Hamburg Messe und Congress GmbH (HMC) must be observed.

Is it possible to invite guests/customers to the demonstration?

Like all other visitors, customers will have to register for the exhibition and collect their badge in order to be able to register for a demonstration via the Congress App. Five tickets for visitors (including access to hall B2) are included in each basic package. Please note that access to the congress area is not included.

Customers can register themselves via the Congress App. Contact details (first name, last name, email address, phone number) must be provided in order to register. This data will be made available to the demonstration partner via the Congress App in compliance with the GDPR. In order to block a certain capacity for a specific slot to host a delegation, for example, the Demonstration Project Manager can register the participants via the Congress App.

Demonstrations that do not require explicit registration can host visitors without prior registration as they don't have a limit on capacity or a time schedule.

Will the demonstrations also be offered on the Public Day (Thursday, October 14th, 2021)?

Yes, the exhibition hall B2 will be open to trade visitors and the general public on the Public Day. All demonstrations must be offered on this day to give the general public the opportunity to get involved.

What is the "Best Demo Award"?

The best demonstration will be determined and presented during ITS Hamburg World Congress 2021.