EXHIBITION OPPORTUNITIES

For more information please contact our Partnership Team:
Jerome Buchanan
salescongress@mail.ertico.com
JOIN US IN DUBAI
for the 30th ITS World Congress
Mobility Driven by ITS
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!

Lisa Boch-Andersen
Communications, Congresses, and Events Director

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

RTA

The Roads and Transport Authority (Arabic: نائب عام للطرق 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
**Venue**

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

The Dubai World Trade Centre (DWTC) (Arabic: ديوان التجارة العالمي،) 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.

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**Fast facts:**

**Date:**  
16 – 20 September 2024

**Venue:**  
Dubai World Trade Centre

**Up to 20,000 attendees from around 60 countries worldwide**

**Website:**  
www.itsworldcongress.com

**Email:**  
salescongress@mail.ertico.com

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**Organising Partners**
Guidelines and Manual dates*

Practical Manual with order forms will be launched January 2024

General guidelines and regulation are available here:

- Health & Safety Rules & Regulations
- Submission Forms for High Risk Equipment
- Stand Reviews and Charges

In most instances ERTICO rules, relating to the exhibition set-up and operational delivery, take precedence over standard rules set by the DWTC.

Please send us an email if you have any logistical questions; we will gladly assist you: ITSDubai2024@mailcongress.ertico.com

Schedule & Venue Features

Assembly information:
13 - 15 September
7am - 10pm

Dismantling information:
20 September
2pm
21 September
7am - 10pm
*Times are subject to change closer to congress date

Opening of the Exhibition halls:
16 September
5pm - 7pm
Welcome reception in the exhibition halls

17 September
8:30 - 7pm
Exhibition Halls open

18 September
8:30 - 7pm
Exhibition Halls open

19 September
8:30 - 7pm
Exhibition Halls open

20 September
8:30 - Noon
Exhibition Halls open
Schedule & Venue Features

Other Features

**Catering:**
All conference catering will take place within the exhibition hall in the pavilion and Hall 3 and accessible to congress participants. Some café, restaurants and snack will be available within the concourse 2.

**Wi-Fi**
There will be free dedicated Wi-Fi access throughout the WTC for the ITS World Congress.

**Two Storeys Booths:**
Two storeys booths are allowed for stand space of a minimum of 54 sqm, and subject to approval from the organiser, who may judge the height of the stand too obstructive towards other stands. If approved by the organiser and the venue, it is the responsibility of the company to provide required staff able to set-up complex stand construction within the given time frame for build-up and dismantling. In case additional time is required, additional rental and other services should be expected, and is subject to availability of the venue.

**LOCATION TO SESSIONS:**
High Level sessions will be organised in the Sheikh Rashid Hall & Sheikh Maktoum Hall situated on the ground floor opposite side of the exhibition halls 6 to 8, and accessible by crossing the concourse 2. Technical sessions will be organized mainly on the 1st floor, accessible via lifts and elevators, available on various location within the venue.

**CONGRESS APP:**
With the mobile app, you will be able to gain access to the full list of attendees, target your audience, make valuable connections, and schedule onsite meetings. During the event, the in-app badge scanner will make it easy to capture and store leads for export and follow up. We will also include indoor exhibition mapping and navigation as a feature on the app.
**Floor plan & Pricing**

**CHOOSE YOUR LOCATION ON THE EXHIBITION FLOOR PLAN**

<table>
<thead>
<tr>
<th>Raw Space</th>
<th>Early bird (Until 15 Dec 23)</th>
<th>Standard Rate (From 16 Dec 23 to 15 June 24)</th>
<th>Late Rate (As of 16 June 24)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rate per Sqm</td>
<td>450.00 €</td>
<td>500.00 €</td>
<td>550.00 €</td>
</tr>
<tr>
<td>Premium Rate per Sqm</td>
<td>510.00 €</td>
<td>565.00 €</td>
<td>620.00 €</td>
</tr>
</tbody>
</table>

Prices are per sqm excl applicable VAT
Minimum Floor space sold is 9sqm

**Premium Floor Space**

Premium exhibition floor space has been positioned in locations close to the entrance and key features within the exhibition. We envisage that these locations will receive both, maximum audience visibility and general footfall. However successful exhibitions are ones where the exhibiting organisation/s proactively and creatively take measures to attract audience members to their stands.

**Boost Your Visibility**

Exhibitions are competitive environments and therefore exhibitors that take steps to boost their visibility often get the highest level of return on investment. Get in contact with ERTICO’s Exhibition Team to discuss creative solutions for:

- Measuring the success of your exhibition
- Compliant data capture to support lead generation
- Features that will support the promotion of your stand
- Being included in the VIP exhibition tour

**Promotional Assets**

Download your promotional toolkit to promote your participation in the congress! This can be found on the Media & Press page of the ITS Congress website. All the promotional material such as the Congress logos, promotional banners, social media banners, and communication templates are included in this kit.

For any booking inquiries please contact Exhibition Manager, Jerome Buchanan at: salescongress@mail.ertico.com
Congress Topics

**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
- Next generation urban traffic management and control systems

**Innovation in Mobility 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

**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

**Automated Mobility**
- 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

<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vienna</td>
<td>2012</td>
<td>10,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>2014</td>
<td>11,000</td>
</tr>
<tr>
<td>Melbourne</td>
<td>2016</td>
<td>13,000</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>2018</td>
<td>11,000</td>
</tr>
<tr>
<td>Hamburg</td>
<td>2021</td>
<td>13,200</td>
</tr>
<tr>
<td>Tokyo</td>
<td>2013</td>
<td>10,000</td>
</tr>
<tr>
<td>Bordeaux</td>
<td>2015</td>
<td>12,000</td>
</tr>
<tr>
<td>Montreal</td>
<td>2017</td>
<td>10,500</td>
</tr>
<tr>
<td>Singapore</td>
<td>2019</td>
<td>14,000</td>
</tr>
<tr>
<td>L.A</td>
<td>2022</td>
<td>8,000</td>
</tr>
</tbody>
</table>

### ITS Dubai 2024

#### Anticipated Participant Geographic Profile

- **Europe**: 22%
- **Asia Pacific**: 15%
- **North America**: 12%
- **Middle East & North Africa**: 35%
- **Rest of the World**: 17%
- **Sub-Saharan Africa**: 6%
- **Australia & New Zealand**: 7%
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- **Rest of the World**: 17%
- **Sub-Saharan Africa**: 6%
- **Australia & New Zealand**: 7%
Job Titles, Disciplines & Sectors

Expected Public Sector Profile

- 8% Minister, Mayor, Senior Politician
- 10% Policy Officer / Public Affairs
- 19% Director, Department Head
- 15% Senior Consultant, Senior Advisor
- 20% Manager
- 12% Lobbyists

Expected Private Sector Profile

- 20% Chief Engineer, Chief Scientist, Chief Architect
- 20% Other CxO, Vice President, Head of Mobility
- 15% Director
- 15% CEO, BoD, Founder/Owner, GM
- 10% Professor, Senior Academic
- 10% Industry Consultant
- 15% Mid-level Management

45% 55%
Who Attends Our ITS Congresses?

- 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
VISA RELATED QUESTIONS:
E: registrationits@mailcongress.ertico.com

ORGANISING SECRETARIATE:
Any logistical information linked to Venue, Security, Catering, stand building
E: ITSDubai2024@mailcongress.ertico.com

CONGRESS DIRECTOR:
Lisa Boch-Andersen
E: l.boch-andersen@mail.ertico.com

MARKETING & COMMUNICATIONS:
E: congresspr@mail.ertico.com

EXHIBITION OPPORTUNITIES
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T: +32 2 400 07 27
E: salescongress@mail.ertico.com

Any logistical information for the Venue, security, catering, freight forwarding, stand building quotes please reach out to
ITSDubai2024@mailcongress.ertico.com

www.itsworldcongress.com