**DUBAI**
**ITS World Congress**
16–20 September 2024
Mobility Driven by ITS

# Call for Demonstrations

An opportunity for leading technology companies, start-ups and academic institutions to showcase their latest innovations in the field of ITS at **Dubai's World Congress in September 2024.**

The ITS World Congress 2024 offers a large-scale, interactive demonstration platform to showcase the technological innovations in the field of ITS to Congress attendees and the ITS Community. In addition to the conference programme and technical visits, visitors will get the chance to experience and engage with demonstrations featuring modern advancements in urban and clean mobility, autonomous and self-driving vehicles as well as the latest innovations in transport and logistics.

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

**GOVERNMENT OF DUBAI**

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY
**RTA**

**ERTICO**
ITS EUROPE

# Moving into the future with DWTC

## Event Venue

For 40 years, the Dubai World Trade Centre has been supporting large events with full audiovisual and rigging support, onsite advertising, branding and stand building, as well as catering for up to 15,000 people per day.

The venue offers an outdoor Exhibition Plaza ( 4,807 sqm ) next to the indoor Saeed Halls 1+2+3 (15,081 sqm) with a total area of 19,888 sqm.

Date:
16-20 September 2024

Venue:
Dubai World Trade Centre

Participants:
20,000 attendees from 100 countries

Where to apply:
itsworldcongress.com

Email:
itswc2024@wearemci.com

Application deadline:
31st May 2024

Responses to shortlisted submissions: 30th June 2024

Fees for selected demonstrators: EUR 1.000

*Applying for demonstrations is exclusively open to exhibitors of the ITS 2024 World Congress.*

# Show your innovation

## Submissions for Demonstrations should answer the following questions:

- What can your innovation add to the future of mobility?
- How will you demonstrate your innovation?
- How is your innovation distinguishable from existing technologies?
- How mature is your innovation?
- Will your idea or product be showcased for the first time in its current format and version?

**Your demonstration should bring to life one of the following themes:**

- Urban mobility
- Innovation in transport and logistics
- Clean mobility
- Autonomous and self-driving vehicles

# Application form

## Organisation name

Type of organisation:

| | | |
|---|---|---|
| | Government agency | University/research institution |
| | Profit organisation | Startup |
| | Non-profit organisation | Other |

Website:

Are you an existing sponsor or planning to be a sponsor of the ITS World Congress 2024?   Yes   No

Are you partnering with any other organisation to showcase your demonstration?   Yes   No
If yes, please elaborate:

Did your organisation participate in an ITS World Congress Demonstration previously?   Yes   No
(e.g. year of participation, what was demonstrated)

## Principal point of contact

Name:

Position:

Email:

Address:

| City: | Country: | Mobile (inc. country code): |
|---|---|---|

## Secondary point of contact

Name:

Position:

Email:

Address:

| City: | Country: | Mobile (inc. country code): |
|---|---|---|

## Demonstration synopsis

Demonstration proposed title:

Demonstration brief:

What is innovative about your demonstration?

How can your demonstration add to the future of mobility?

How mature is your innovation? Has it been tested or deployed and what were the outcomes so far? (Please provide references if     applicable)

Do you have any photos/graphics that describe your demonstration?   Yes   No
(Please enclose with the submission if applicable)