



HAMBURG ITS World Congress 11 - 15 Oct 2021

Experience Future Mobility Now

PARTNERSHIP ENTITLEMENTS

Presenting Partner

February 2021



Organised by



Co-organised by



Supported by



Hosted by



Presenting Partner

€ 125,000

Entitlements

Thought Leadership		
Plenary Panel Participant	1	Opportunity to participate as a speaker during a plenary panel. Speakers and topic can be decided in collaboration with the programme committee
Opening Ceremony	1	Opportunity to provide a 5 minutes audience address at the opening ceremony as part of each function's official proceedings
Afternoon Workshop	1	Opportunity to host an afternoon workshop as part of the Congress Side Event programme, marketed to the entire delegation.
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.
Sponsored Lunch	1	Opportunity to host a lunch educational session, scheduled within the programme as a Side Event. Catering costs included for up to 25 pax.
Breakfast Symposium	1	Opportunity to host a breakfast educational session, scheduled within the programme as a Side Event. Catering costs included for up to 30 pax.
European Executive Panel Participant	1	Opportunity to participate as a speaker during a European Executive Session. The topic and speaker must be approved by the Congress Programme Committee.

Building Community & Networking

Hospitality Suite	1	Partner will be given a hospitality suite for the full duration of the event. The suite will include basic furniture and AV. Catering and services will come at an additional cost.
VIP Lounge Access (for 1)	3	Access for 1 of the Partner's nominated delegates to access the Congress official VIP lounge
Social Media Announcement	3	1 announcement or notification, posted on all Congress social media platforms
Social Media Promotion - Tweet	3	1 promotional Tweet designed for the dissemination of sponsor educational content on Twitter
Participation in the ITS World Congress Summit on Tuesday 12 October PM	2	Access for 1 of the Partner's nominated delegates to attend the ITS World Congress Summit as Observer*
Congress App Notifications	2	1 congress mobile app notification to be used to promote a sponsor function or session
Full Delegate Registration (Partner rate only)	10	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
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* Participation as Observer will be decided & confirmed by ITS World Congress Summit organisers



Major Branding Opportunity

Choice of 1 Major Branding opportunity	1
Lanyards	Partner will become the official Congress Lanyard sponsor
Welcome Reception	Partner will become the official Welcome Reception sponsor and receive exclusive branding
Opening Ceremony	Partner will become the official Opening Ceremony sponsor and receive exclusive branding
Business Lounge	Partner will be exclusively branded as the Business Lounge Sponsor
Recharge Lounge	Partner will be exclusively branded as the Recharge Lounge Sponsor
Mobile App	Partner will be the Official App Sponsor and have exclusive access to data generated
Coffee Carts / Break	Partner will be the official Coffee Cart and Coffee Cup Sponsor
Congress Bag	Partner will be branded as the official Congress Bag Sponsor

General Branding Opportunity

Choice of 1 General Branding opportunity	1	<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>
Water Bottle	Partner will be exclusively branded as the Water Bottle Sponsor	
Stationary	Partner will be exclusively branded as the Stationary Sponsor	
Registration Desk / Gift	Partner can provide 1 branded gift to be handed out at registration to all participants	
VIP Lounge	Partner will receive exclusive branding in the official Congress VIP lounge	
Speaker 's Preparation Lounge	Partner will receive exclusive branding in the official Congress Speaker's Preparation Lounge	
Catering Area / Lunch Station	Opportunity to brand a catering station	
Delegate Gift (multiple)	Partner can provide 1 branded gift to be handed out at social functions	
Wifi	Partner will be branded as the official wifi sponsor. There is an opportunity for a contra/in-kind arrangement with a service provider	



Other Social Functions

VIP Dinner Tickets	9	Access for 1 delegate
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ITS Dinner Tickets	10	Access for 1 delegate
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Lead Generation

Electronic Direct Mail Service	1	1 mailout to entire Congress database, ideal for promoting Partner's session or planned onsite activities
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Session Voting Tool (Congress App)	1	Enable access to the voting tool, ideal for receiving feedback after interactive Partner presentations or sessions
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Congress Podcast	1	Provide an educational or informative podcast that will be disseminated to all registered delegates through the Congress mobile app
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Lead Retrieval Kit	2	1 lanyard scanner will be provided to partner
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Congress TV Interview Onsite (at stand or nominated room)	1	1 30 minute interview organised in collaboration with onsite media team and broadcast in the in-exhibition auditorium
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Access to Business Matching Portal	4	1 company access to the mobile app business matching tool
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