

# **ITS World Congress in Orlando, USA**

## **16th -20th October 2011**



**EUROPEAN PAVILION**



Didier Gorteman/Christer Karlsson

2011-02-10

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**Don't miss out on your business share of the global ITS market!  
Join us on the European Pavilion at the 18<sup>th</sup> ITS World Congress  
in Orlando, USA, 16-20 October 2011.**

The 18th ITS World Congress and Exhibition, organised under the theme "Keeping the Economy Moving" will take place in Orlando, Florida, from 16-20 October 2011. This major event, which will also feature ITS America's Annual Meeting & Exposition, will offer many opportunities to grasp the latest valuable information on current developments and the future of ITS, as well as experience a wide array of technologies.

Under the theme of Keeping the Economy Moving, it is sure to be our most exciting and innovative event to date with interactive technology showcases, more than 250 sessions, a 400,000 square-foot exhibit hall, and countless networking events with ITS industry leaders from across the world. Exhibitors and attendees will experience state-of-the-art demonstrations and dynamic sessions with a focus on cost-effective, practical deployment and innovation that provides users with new levels of safety, reliability, convenience, accessibility, and choice.

Orlando is a beautiful city and hub of one of the nation's great centers of commerce. The region has become a leader in Intelligent Transportation Systems by developing a strong partnership between government agencies and public and private sector entities.

A highlight of any World Congress is the technology demonstrations, and Orlando is poised to provide the nation with the largest test site for advanced technology in all modes of transportation. These showcases will help ITS come alive and illustrate the benefits of transportation technology for consumers and business leaders from across the globe.

Exhibition space for the European Pavilion has been provisionally reserved in one of the most suitable locations, next to one of the entrances to the Exhibition hall. We are convinced that the location will attract plenty of stand traffic and networking opportunities.

We are offering all members of the Network of National ITS Associations the opportunity to join us on the European Pavilion to promote their activities at a reduced cost. The ERTICO Partners will also be given this opportunity, and in this way we will ensure a strong European presence in Orlando.

At this stage we would only like to know if you are interested in participating in the European Pavilion. Please see the enclosed Express of Interest form, which should be completed and sent back to [maria.simmins@its-sweden.se](mailto:maria.simmins@its-sweden.se) by latest **26 February 2011**.

Thank you in advance and kind regards,

Hermann Meyer  
ERTICO CEO

Jennie Martin  
Chairman Network  
National ITS  
Associations

Christer Karlsson  
CEO ITS Sweden

Reinhard Pfiagl  
ITS World Congress  
Vienna 2012

## Expression of Interest

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Please complete the following form and return to [maria.simmins@its-sweden.se](mailto:maria.simmins@its-sweden.se) **before 26 February**

We are interested in taking part in the “European Pavilion” in Orlando.

We would like to be:

**Partners**

**Sponsors**

**Special deal**

We would like to discuss a special commitment in Orlando.

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

## 1. Main Partner (appr. 12.500 EURO)

- One podium with PC connections, screen and brochure compartment.
- Internet connection.
- Placement of logo on the stand as well as in all common marketing material as a “Partner” (information leaflets before the congress, common posters, adverts etc.).
- Use of several brochure racks.
- Have 2 posters at the stand.
- Promoted as one of the main partners at the stand.
- Usage of the common screen for special presentations during the Congress at the stand.
- Receive ten exhibitor tickets.
- Be one of the Hosts for the VIP gathering.
- Be able to invite 45 guests to the VIP gathering.
- Storage of brochures and materials
- Support by the staff before, during and after the congress
- Be able to have business meetings at the stand.
- Promote your company, product or services on ERTICO’s Information Exchange Platform

## 2. Partner (appr. 3.000 EURO)

- Placement of your logotype on the stand as well as in all common marketing material as a “Partner” (information leaflets before the congress, common posters, adverts etc.).
- Brochure rack.
- Have a poster at the stand.
- Promoted as one of the Sponsors at the stand.
- Receive three exhibitor tickets.
- Be one of the Partner hosts for the VIP gathering.
- Be able to invite 15 guests to the VIP gathering.
- Be able to have business meetings at the stand.
- Support by the staff before, during and after the congress
- Promote your company, product or services on ERTICO’s Information Exchange Platform

### 3. Poster sponsor (appr. 2.000 EURO)

- Have a poster at the stand
- Placement of your logotype on the stand as well as in marketing material as a "Poster sponsor".
- Receive one exhibitor ticket
- Meeting facilities available on the stand as first come first serve.

### 4. Video sponsor (appr. 1.500 EURO)

- To show a power-point presentation or a video film on the common screen at the stand.
- Placement of your logotype on the stand as well as in marketing material as a sponsor

### 5. Sponsor (appr. 1.000 EURO)

- Placement of your logotype on the stand as well as in marketing material as a sponsor

All prices are approximations and the final deals need to be specified before the final price is set. The final price will be calculated on a "non profit" base for the stand.

