



# SPONSORSHIP OPPORTUNITIES

Intelligent Urban Transport Systems

14 – 16 May 2024

Karlsruhe Trade Fair Centre  
Germany

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ENHANCE YOUR  
BRAND AWARENESS'  
ON-SITE and ONLINE



IT-TRANS 2022 | dm-arena

Organisers



messe  
karlsruhe



**IT-TRANS**, the international conference and exhibition for intelligent solutions in public transport, was first held in 2008 in Karlsruhe. The biennial event quickly established itself as the leading platform for the industry.

It is organised by the **International Association of Public Transport (UITP)** and **Karlsruher Messe- und Kongress GmbH** and supported by the **Association of German Transport Companies (VDV)**.



**UITP** (International Association of Public Transport) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have more than 1,900 member companies coming from 100 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry.



**Messe Karlsruhe:** Events are our passion. Not only because we offer the perfect setting for trade fairs, conventions and cultural events, but also because we contribute our extensive know-how, flexible service and strong personal dedication to every event, whether as its organizer or its host. Over 300 events annually attract up to 800,000 visitors to our two locations in the city centre and on our Karlsruhe Trade Fair Centre.



# › OUR AUDIENCE

## MEET THE KEY PLAYERS IN PUBLIC TRANSPORT

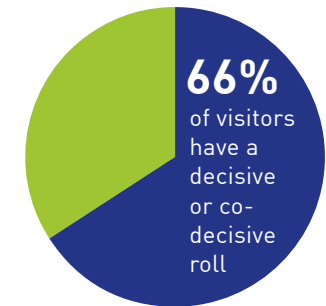
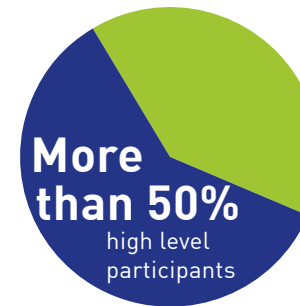
**LEVEL OF SATISFACTION**  
of our visitors:



Professional visitors  
from **71 countries**:



**INFLUENCE OF VISITORS** on decisions in the field  
of purchasing and materials management:



- › **7,000** visitors
- › **270** exhibitors from **35** countries
- › **180** speakers
- › **800** conference delegates

- › **more than 35,000** Website users
- › **more than 1,300** registered app users
- › **more than 3,400** LinkedIn followers
- › **more than 2,200** Twitter followers
- › **more than 12,000** Newsletter subscribers



ENHANCE YOUR  
BRAND AWARENESS'  
ONSITE and ONLINE

## ➤ YOUR BENEFITS:

The following benefits are available to all sponsors of IT-TRANS:

- ✓ **Logo and company link** on the event website [www.it-trans.org](http://www.it-trans.org)
- ✓ **Logo in selected online and print products**
- ✓ **Logo in the sponsor listing**
- ✓ **Logo projected on LED screens**  
in the main entrance foyer and in conference rooms
- ✓ **Inclusion in IT-TRANS press and social media activities**
- ✓ **Free presentation** in the market update sessions
- ✓ **Free exhibition Tickets** for visitors of clients, partners, etc.  
(Number of tickets based on the sponsoring category)

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# ➤ PLATINUM SPONSORS

PLATINUM  
SPONSORSHIP

## ➤ IT FAMILY DINNER

Tuesday, 14 May 2024



The IT Family Dinner is THE place to be for members of the **IT-TRANS** community such as conference delegates, representatives of trade associations, trade press journalists, and others (approx. 750 persons).

**Benefits:** see front page

### Additional services:

- Exclusive branding and promotional items displayed at the dinner venue\* (display tables provided by organisers)
- Welcome address at the dinner by a representative of the Platinum Sponsor (2 minutes)
- Logo on the dinner invitation
- Reserved VIP company table at the dinner
- Inclusion of the Platinum Sponsor's exhibition stand in the official exhibition walkabout
- Two full VIP admissions to the conference
- Ten VIP admissions to the dinner
- 250 tickets for free exhibition visits of clients, partners, etc.
- One meeting room on a selected day of your choice (capacity: up to 70 pax)
- Two seats reserved for guests of the Platinum Sponsor during the opening ceremony
- A company leaflet in the conference wallets
- IT-TRANS press and social media activities:
  - 2 Website News (incl. homepage teaser)
  - Visibility in the IT-TRANS Insights (newsletter) with one banner, one premium text and one upgrade text
  - 1 social media post (max. 2,000 characters)
  - 1 social media visual statement
  - 2 press releases on the event website [www.it-trans.org](http://www.it-trans.org) (incl. 1 PDF and 2 images for download)

€ 30,000 + VAT

## ➤ KARLSRUHE NETWORKING NIGHT

Wednesday, 15 May 2024



The Karlsruhe Networking Night is THE big party event for **IT-TRANS** conference delegates, exhibitors, representatives of trade associations, trade press journalists, and others! Exhibition visitors will be offered the opportunity to purchase tickets for this exciting evening on site or prior to the event (approx. 1.200 persons).

**Benefits:** see front page

### Additional services:

- Exclusive branding and promotional items displayed at the evening event\* (display tables provided by organisers)
- Welcome address by a representative of the Platinum Sponsor (2 minutes)
- Logo on the invitation cards
- Inclusion of the Platinum Sponsor's exhibition stand in the official exhibition walkabout
- Two full VIP admissions to the conference
- Ten VIP admissions to the evening event
- 250 tickets for free exhibition visits of clients, partners, etc.
- Reserved VIP company table at the evening event
- One meeting room on a selected day of your choice (capacity: up to 70 pax)
- Two seats reserved for guests of the Platinum Sponsor during the opening ceremony
- A company leaflet in the conference wallets
- IT-TRANS press and social media activities:
  - 2 Website News (incl. homepage teaser)
  - Visibility in the IT-TRANS Insights (newsletter) with one banner, one premium text and one upgrade text
  - 1 social media post (max. 2,000 characters)
  - 1 social media visual statement
  - 2 press releases on the event website [www.it-trans.org](http://www.it-trans.org) (incl. 1 PDF and 2 images for download)

€ 35,000 + VAT



# > GOLD SPONSORS

## > OFFICIAL OPENING CEREMONY

Tuesday, 14 May 2022



The official opening ceremony is the event where – beside official welcome addresses – high-class speakers provide insight into the latest trends and developments relevant for the public transport sector. The session is a **MUST** for all conference delegates, exhibitors, representatives of trade associations, and trade press journalists!

**Benefits:** see front page

### Additional services:

- ▶ Exclusive branding of the opening theatre (8 stand-up displays)
- ▶ Promotional items displayed in the opening theatre\* (display tables provided by organisers)
- ▶ Logo projected on the screen during the opening ceremony
- ▶ Logo in the ceremony invitation
- ▶ Welcome video by a representative of the Gold Sponsor (2 minutes)
- ▶ Inclusion of the Gold Sponsor's exhibition stand in the official exhibition walkabout
- ▶ 200 tickets for free exhibition visits of clients, partners, etc.
- ▶ One full VIP admission to the conference
- ▶ Three VIP seats in the first row during the opening ceremony
- ▶ One meeting room on a selected day of your choice (capacity: up to 70 pax)
- ▶ A company leaflet in the conference wallets
- ▶ IT-TRANS press and social media activities:
  - 2 Website News / Visibility in the IT-TRANS Insights (newsletter) with one upgrade text and one standard text / 1 social media post (max. 2,000 characters) / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 15,000 + VAT

**\*Please note:** If not otherwise specified, all advertising media are to be supplied by the respective sponsor and are subject to the organisers' approval.

## > LANYARDS

All badges of exhibition visitors, conference delegates, trade press journalists, exhibitors, etc. will be attached to lanyards provided by the Silver Sponsor. Your company name and logo will be widely visible throughout **IT-TRANS**.

**Benefits:** see front page

### Additional services:

- ▶ Company name and logo displayed on the lanyards (to be provided by the Silver Sponsor)
- ▶ 200 tickets for free exhibition visits of clients, partners, etc.
- ▶ One meeting room on a selected day of your choice (capacity: up to 70 pax)
- ▶ IT-TRANS press and social media activities:
  - 2 Website News / Visibility in the IT-TRANS Insights (newsletter) with one upgrade text and one standard text / 1 social media post (max. 2,000 characters) / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 14,000 + VAT

## > CONFERENCE WALLETS

Conference wallets will be issued to all conference delegates, and trade press journalists attending **IT-TRANS**. The wallets contain all relevant documents. Your company name and logo will be widely visible during the event and beyond. The wallets are to be produced by the organisers of **IT-TRANS**.

**Benefits:** see front page

### Additional services:

- ▶ Logo of the Gold Sponsor on the wallets
- ▶ 200 tickets for free exhibition visits of clients, partners, etc.
- ▶ One full VIP admission to the conference
- ▶ One meeting room on a selected day of your choice (capacity: up to 70 pax)
- ▶ A company leaflet in the conference wallets
- ▶ IT-TRANS press and social media activities:
  - 2 Website News / Visibility in the IT-TRANS Insights (newsletter) with one upgrade text and one standard text / 1 social media post (max. 2,000 characters) / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 10,000 + VAT

GOLD SPONSORSHIP



# > SILVER SPONSORS



## > MARKET UPDATE FORUMS (branding of two individual forums available)



In the Market Update Forums, exhibition visitors will benefit from best-practice presentations delivered by **IT-TRANS**'s international exhibitors. The open forums are attractively located on the exhibition floors. Since the presentations are accessible to the entire audience of **IT-TRANS**, ample visibility can be guaranteed to the sponsors of the Market Update Forums.

**Benefits:** see front page



### **Additional services:**

- › Exclusive branding of the Market Update Forums (8 stand-up displays)
- › Promotional items displayed at the Market Update Forums\* (display tables provided by organisers)
- › Logo projected on the screens
- › 150 tickets for free exhibition visits of clients, partners, etc.
- › One full VIP admission to the conference
- › One meeting room on a selected day of your choice (capacity: up to 70 pax)
- › IT-TRANS press and social media activities:  
1 Website News / Visibility in the IT-TRANS Insights (newsletter) with an upgrade text / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 9,000 + VAT/per forum

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SILVER  
SPONSORSHIP

## > PLENARY CONFERENCE ROOM

The majority of the **IT-TRANS** conference sessions and workshops will take place in our main plenary conference room scheduled to accommodate delegates from the international world of public transportation.

**Benefits:** see front page

### **Additional services:**

- › Exclusive branding of the room (6 stand-up displays)
- › Promotional items displayed in the room\* (display tables provided by organisers)
- › 150 tickets for free exhibition visits of clients, partners, etc.
- › One full VIP admission to the conference
- › One meeting room on a selected day of your choice (capacity: up to 70 pax)
- › IT-TRANS press and social media activities: 1 Website News / Visibility in the IT-TRANS Insights (newsletter) with an upgrade text / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 8,000 + VAT

## > WELCOME PACKAGE CONFERENCE STAIRS & SELFIE WALL



With these perfectly visible placed advertising spaces you will welcome conference delegates already on the way to the convention center. Your logo as an eye-catcher on the way to the top! An IT-TRANS selfie wall will be located in the main entrance foyer of Messe Karlsruhe. As the exclusive sponsor of this photo background, your company will enjoy wide-spread visibility at IT-TRANS and far beyond.

**Benefits:** see front page

### **Additional services:**

- › 46 steps with your branding from the events hall to the 2nd floor
- › Your logo placed in the elevators
- › Exclusive logo on the selfie wall
- › 150 tickets for free exhibition visits of clients, partners, etc.
- › IT-TRANS press and social media activities: Visibility in the IT-TRANS Insights (newsletter) with a standard text / 1 Social Media Visual statement

€ 8,000 + VAT

BOOKING REQUEST >

# ➤ SILVER SPONSORS



## ➤ EVENT APP PREMIUM – PARTNER



**IT-TRANS** features an event app that conveys all relevant information to exhibition visitors, conference delegates and exhibitors alike. The app is comprehensively used by the **IT-TRANS** audience to prepare their individual participation and learn about activities on the spot.

**Benefits:** see front page



### Additional services:

- Exclusive branding of the **IT-TRANS** event app including company logo and number of the Silver Sponsor's exhibition stand plus online link to the website
- Reference to the Silver Sponsor's range of activities, products and services by means of two push messages
- Company logo on programme screens on-site (in entrance foyers and in front of conference rooms)
- 150 tickets for free exhibition visits of clients, partners, etc.
- One meeting room on a selected day of your choice (capacity: up to 70 pax)
- A pop-up message displayed in the talque app during the event (content provided by the sponsor) / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)
- IT-TRANS press and social media activities:
  - 1 Website News / Visibility in the IT-TRANS Insights (newsletter) with an upgrade text / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 8,000 + VAT

## ➤ BRANDING OF IT-TRANS RESTAURANTS

Make yourself stand out from other companies and be visible as the official sponsor of the **IT-TRANS** restaurants which are attractively located on the exhibition floors. Please note: The restaurants will cater for the entire community of the event (conference delegates, exhibition visitors, exhibitors, representatives of trade associations, and trade press journalists).

**Benefits:** see front page



### Additional services:

- Exclusive branding of the restaurants (20 stand-up displays)
- Promotional items displayed in the restaurant areas\* (display tables provided by organisers)
- Reserved VIP company table in one restaurant
- 150 tickets for free exhibition visits of clients, partners, etc.
- One meeting room on a selected day of your choice (capacity: up to 70 pax)
- IT-TRANS press and social media activities:
  - 1 Website News / Visibility in the IT-TRANS Insights (newsletter) with an upgrade text / 1 social media visual statement / 1 press release on the event website [www.it-trans.org](http://www.it-trans.org)

€ 8,000 + VAT



# > BRONZE SPONSORS

## > COFFEE BREAKS



On all three days of **IT-TRANS**, one company will be visible as the sponsor of the designated coffee break areas for conference delegates. The package is based on two coffee breaks per day.

**Benefits:** see front page

### Additional services:

- ▶ Exclusive branding of the coffee break areas (6 stand-up displays)
- ▶ Promotional items to be displayed in the respective areas\* (display tables provided by organisers)
- ▶ 30 tickets for free exhibition visits of clients, partners, etc.
- ▶ IT-TRANS press and social media activities: Visibility in the IT-TRANS Insights (newsletter) with a standard text / 1 Social Media Visual statement

€ 5,000 + VAT

## > RELOAD PARK



The Reload Park of **IT-TRANS** is an open place on the exhibition floor where visitors and conference delegates linger to relax and re-charge their digital devices.

**Benefits:** see front page

### Additional services:

- ▶ Reload Park branded by the Bronze Sponsor
- ▶ Up to four stand-up displays in the Reload Park area
- ▶ 30 entrance tickets for free exhibition visits of clients, partners, etc.
- ▶ IT-TRANS press and social media activities: Visibility in the IT-TRANS Insights (newsletter) with a standard text / 1 Social Media Visual statement

€ 5,000 + VAT

## > E-TICKETS (PRINT-AT-HOME)

e-Tickets are the electronic version of the **IT-TRANS** exhibition entrance tickets. The majority of exhibition passes are purchased online. Visitors and conference delegates print their tickets at home when preparing their participation.

**Benefits:** see front page



### Additional services:

- ▶ Exclusive branding of print-at-home e-Tickets including company logo and number of the Bronze Sponsor's exhibition stand
- ▶ 30 tickets for free exhibition visits of clients, partners, etc.
- ▶ IT-TRANS press and social media activities: Visibility in the IT-TRANS Insights (newsletter) with a standard text / 1 Social Media Visual statement

€ 5,000 + VAT

## > NOTEPADS AND PENS



Notepads and pens will be distributed to all conference delegates in the session rooms (display tables provided by organisers).

**Benefits:** see front page

### Additional services:

- ▶ Exclusive branding of notepads and pens (provided by the Bronze Sponsor)
- ▶ 30 tickets for free exhibition visits of clients, partners, etc.
- ▶ IT-TRANS press and social media activities: Visibility in the IT-TRANS Insights (newsletter) with a standard text / 1 Social Media Visual statement

€ 5,000 + VAT

## > BANNER ON THE IT-TRANS HOMEPAGE



**Benefits:** see front page

### Additional benefits:

- ▶ Banner on the IT-TRANS Homepage
- ▶ 30 tickets for free exhibition visits of clients, partners, etc.

€ 3,000 + VAT





# TALK TO SEMMI

Where is the booth of  
**FAIRTIQ**

How do I get to the  
**information desk**

Where can I get  
**...**

Do you also speak  
**...**

- 
- 
- 
- 
- 

Organisers



messe  
— karlsruhe

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BOOKING REQUEST >

# ➤ **BRANDING OPPORTUNITIES**

ENHANCE YOUR  
BRAND AWARENESS\*  
**ONSITE** and **ONLINE**

## ➤ **City Light posters**

in front of Karlsruhe Trade Fair Centre

Price: € 390/poster

## ➤ **Distribution of flyers**

in front of exhibition halls

Price: € 590/day

(personnel for distribution to be provided by the sponsors)

## ➤ **Stand-up displays**

in the entrance of hall 1 or dm-arena

Price: € 590/day

## ➤ **Floor prints**

(1 sqm each) in entrance hall

Price: € 2,900

## ➤ **Foot prints**

(quantity: 30) in entrance hall or exhibition halls

Price: € 2,900

## ➤ **Online banner**

on the **IT-TRANS website/Exhibitors list**

Price: € 1,500

## Visibility in the **IT-TRANS Insights Newsletter**

– **Banner:** Image (600x100 px) + 1 link

Price: € 200

– **Standard:** Image (180x120 px)  
+ text (230 characters) + 1 link

Price: € 300

– **Upgrade:** Image (550x367 px) + text (400 characters)  
+ 1 link

Price: € 350

– **Premium:** Image (600x400 px) + text (600 characters)  
+ 1 link

Price: € 400

**\*Please note:** If not otherwise specified, all advertising media are to be supplied by the respective sponsor and are subject to the organisers' approval.



# > HOW TO BOOK

Of course, the entire range of our services will be tailored to your requirements, following an individual discussion of your needs.

**Contact us!**

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