

# > CONTENT SHEET

for exhibitors of **IT-TRANS 2024**  
(use in communication activities)



Intelligent Urban Transport Systems

14 – 16 May 2024

Messe Karlsruhe

## Information about the company

Company name:

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Contact person for communication and press content:

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Details of the contact person:

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## 1. Listing of main products

Please list your company's core competencies using three key words:

> \_\_\_\_\_ > \_\_\_\_\_ > \_\_\_\_\_

Please name one main product relating to each of the topics mentioned above:

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You are invited to send us images with regards to the above-mentioned core competencies and the main products of your company, by e-mail. Please send the pictures in printable quality (300 dpi).

## 2. Provision of topical innovation

Please provide details of your company's topline innovations and describe their relevance in further detail (if desired):

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You are invited to send us images of these solutions. Please send pictures in printable quality (300 dpi).



The information provided in this sheet will be used for press activities, social media posts, communication on the **IT-TRANS** website and other communication activities prior **IT-TRANS 2024**. All statements are optional; there is no obligation to complete all entries.

By sending information and communication materials, the sending company agrees to the processing and publication of the content provided. By transmitting the information, the sending company confirms that the necessary rights, e.g. for images, are held and permits their use by Messe Karlsruhe or suitable partners. There is no entitlement to publication of the content, in whole or in part, by Messe Karlsruhe.

### 3. What product launches and highlights will you present at IT-TRANS 2024?

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### 4. Which branch-specific or future trends do you represent?

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### 5. Are you interested in creating social media content with us ? Please feel free to get in touch.

### 6. Provision of topical press releases

Does your company have current press releases that are relevant for the audience of **IT-TRANS**?

Important notes regarding the press release:

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### 7. Provision of a personal statement on IT-TRANS

We would appreciate it if you could provide a personal statement relating to your involvement with **IT-TRANS**. This might describe, for example, why your company is exhibiting at **IT-TRANS**, what additional value participation brings for your company and how you assess the quality of the trade visitors.

We will be happy to check your text before publication in order to finalize the wording. If you only want to provide keywords, we will be happy to do the wording for you and send the final version for approval.

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Information about the person providing the statement (name, position/department in your company):

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### 8. Newsletter marketing

We will support you with your exhibition appearance! Use the **IT-TRANS** newsletter for your company/product promotion and increase your visibility to existing and potential new clients through targeted marketing. If you'd like to know more, we would be delighted to send additional information on newsletter marketing.

Yes, send me more information..

No, I am not interested.

Organisers:



messe  
karlsruhe