

Exhibition - Congress - Networking



SPONSORSHIP OPPORTUNITIES

*ENHANCE YOUR BRAND
AWARENESS' ONSITE & ONLINE*





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BRANDING OPPORTUNITIES

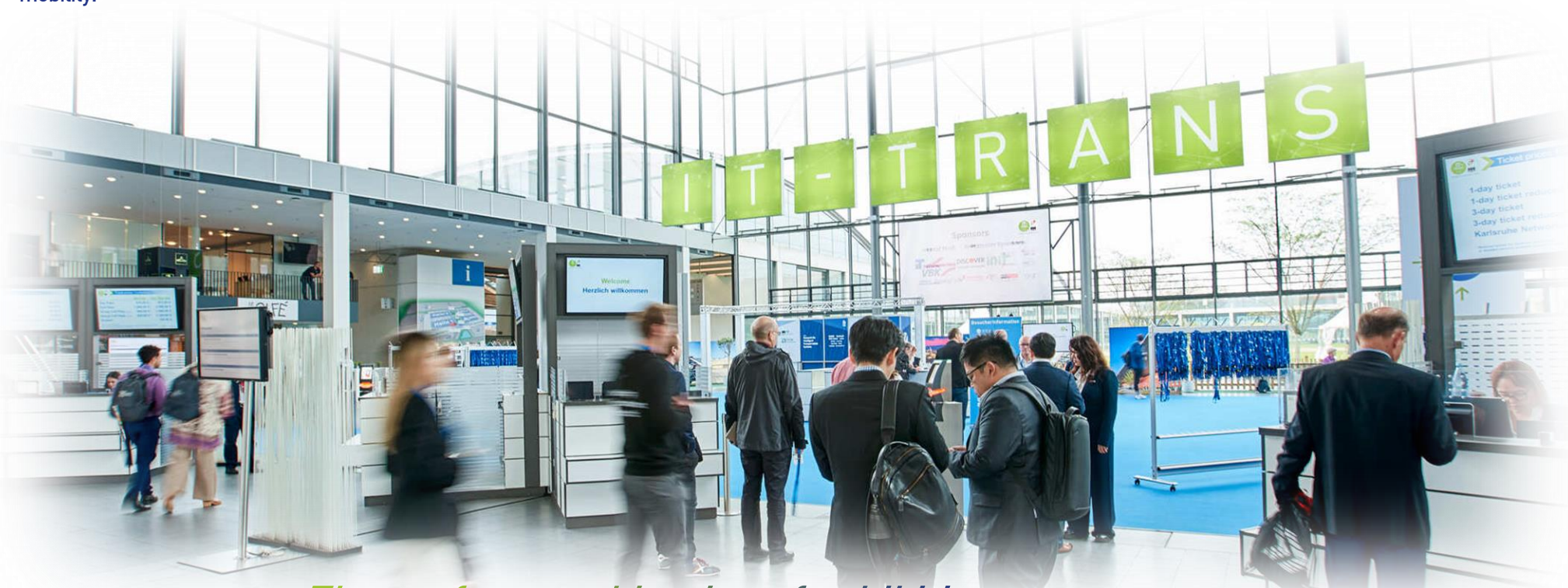


ALL ABOUT IT-TRANS

IT-TRANS is a unique platform for experts, transport companies and industry leaders to discuss the latest developments relating to digital challenges in public transport. Discover innovative products and services from leading companies in the industry at IT-TRANS. From Artificial Intelligence, payment and ticketing to cybersecurity and data standards, IT-TRANS will showcase all the topics that are shaping the future of mobility.

The next IT-TRANS will be taking place from the 3rd to the 5th of March 2026 on the premises of the Messe Karlsruhe. Be part of this pioneering exhibition and play an active role in making public mobility even more efficient, resource-friendly and attractive. Take the opportunity to showcase your brand to a global audience and establish valuable business connections.

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.



*The perfect combination of exhibition, congress
and powerful networking, on 3 event days!*

messe
— karlsruhe

MEET THE KEY PLAYERS IN PUBLIC TRANSPORT

LEVEL OF SATISFACTION of our visitors:



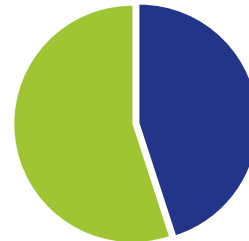
**93% Visitor
Satisfaction Rate**

INTERNATIONALITY:



**+ 55% of the professional
visitors come from abroad**

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



**More than 50% high
level participants**



**54% of visitors have a
decisive or co- decisive roll**

- > **6,500 Trade Fair visitors**
- > **250 exhibitors from 30 countries**
- > **180 speakers**
- > **500 congress participants**

- > **more than 36,000 Website users**
- > **more than 1,500 registered app users**
- > **more than 4,350 LinkedIn followers**
- > **more than 600 Facebook followers**
- > **more than 7,500 Newsletter readers**





- Executives of public and private transport companies
- Executives of trade associations
- Technical and operational managers (technical directors)
- Technical staff and project managers
- City planners
- IT specialists, engineers and developers
- Representatives of municipalities (worldwide) responsible for intelligent public transport solutions
- Local, regional, national and international authorities
- Research and development experts
- Vehicle and system manufacturers
- Innovation officers with senior decision-making authority in transport companies
- Mobility officers from smart cities/ mobility managers/urban planners
- International delegations from cities and regions introducing dig



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

- Logo and company link on the event website 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.



PLATINUM SPONSORSHIP

IT FAMILY DINNER

Tuesday, 3 March 2026



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. 500 persons).

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
- › Inclusion of the Platinum Sponsor stand in the official exhibition walkabout
- › Two full VIP admissions
- › Ten VIP admissions to the event
- › 250 tickets for free exhibition, partners, etc.
- › One meeting room on a selected day of your choice (capacity: up to 70 pax) (If the preferred day is available)
- › 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 (incl. 1 PDF and 2 images for download)

RESERVED

KARLSRUHE NETWORKING NIGHT

Wednesday, 4 March 2026



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. 1.000 persons).

Additional services:

- › Exclusive branding and promotional items displayed at the venue* (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 stand in the official exhibition walkabout
- › Two full VIP admissions
- › Ten VIP admissions to the event
- › 250 tickets for free exhibition, partners, etc.
- › Reserved VIP company table
- › One meeting room on a selected day of your choice (capacity: up to 70 pax) (If the preferred day is available)
- › 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 (incl. 1 PDF and 2 images for download)

RESERVED

PLATINUM SPONSORSHIP

BRAND PATRON

OFFICIAL OPENING CEREMONY + PLENARY CONFERENCE ROOM



Tuesday, 3 March 2026

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!

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.

Additional services:

- > Exclusive branding of the opening theatre (8 stand-up displays, provided by the sponsor) and Exclusive branding of the room during the 3 days
- > 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
- > Choose between 90sec Welcome video by a representative of the Gold Sponsor or 2 minutes Welcome Speech live on stage
- > Inclusion of the Gold Sponsor's exhibition stand in the official exhibition walkabout
- > 350 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)
(If the preferred day is available)
- > 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 (incl. 1 PDF and 2 images for download)

€ 28,000 + 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.

GOLD SPONSORSHIP

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.

Additional services:

- › Exclusive branding of the Market Update Forums (8 stand-up displays, provided by the sponsor)
- › 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
- › Branding of the break slides on the presentation in the Market Update Forum
- › One meeting room on a selected day of your choice (capacity: up to 70 pax)
(If the preferred day is available)
- › 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

€ 10,000 + VAT/per forum

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**.



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)
(If the preferred day is available)
- › One full VIP admission to the conference
- › 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

€ 14,000 +VAT



CONFERENCE WALLET

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**

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)
(If the preferred day is available)
- › 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

€ 10,000 + VAT

SILVER SPONSORSHIP

➤ BRANDING OF IT-TRANS RESTAURANTS & COFFEE BREAKS > + NEW: IT-TRANS PLAZAS



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). 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.

Additional services:

- > Exclusive branding of the restaurants (20 stand-up displays, provided by the sponsor)
- > Promotional items displayed in the restaurant areas* (display tables provided by organisers)
- > Reserved VIP company table in one restaurant
- > Place up to 6 stand-up displays (provided by the sponsor) along our Plazas, which are designed as multifunctional spaces. (2 Plazas)
- > 180 tickets for free exhibition visits of clients, partners, etc.
- > One meeting room on a selected day of your choice (capacity: up to 70 pax) (If the preferred day is available)
- > 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

€ 9,000 + VAT

➤ DIGITAL PACKAGE & SELFIE WALL



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.

Additional services:

- > Exclusive logo on the selfie wall
- > 150 tickets for free exhibition visits of clients, partners, etc.
- > Webseite Banner
- > IT-TRANS press: Visibility in the IT-TRANS Insights newsletter with a standard text, 1 picture and a link.
- > 1 Social Media Visual statement
- > 1 Web News in our Website, including an article provided by the Sponsor + 1-2 pictures and a link.

€ 8,000 + VAT

➤ 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.



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) (If the preferred day is available)
- > 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
- > 1 social media visual statement regarding the Event App including Sponsors logo and 1 press release on the event website www.it-trans.org

€ 9,000 + VAT

BRONZE SPONSORSHIP

> GOODIES

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

Sweets: A small pack of Bonbons, chocolates or jellies are distributed in each conference bag.

Note: There is also the possibility to choose other small giveaways. It is only important to agree in advance what the sponsor's giveaways are going to be included in the bags. **All Goodies are provided by the sponsor**

Additional services:

- > 30 tickets for free exhibition visits of clients, partners, etc.
- > 1 Social Media Visual statement

€ 5,000 + VAT / per Goodie Category

> 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.

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.
- > 1 Social Media Visual statement

€ 5,000 + VAT

> TICKETS

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

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.
- > 1 Social Media Visual statement

€ 5,000 + VAT



BANNER ON THE IT-TRANS HOMEPAGE



Additional benefits:

- > Banner on the IT-TRANS Homepage – www.it-trans.org
- > 30 tickets for free exhibition visits of clients, partners, etc.

€ 3,000 + VAT



BRANDING OPPORTUNITIES

> City Light posters

- in front of Karlsruhe Trade Fair Centre (7 Posters)

Price: € 390/poster

> Distribution of flyers

- in front of exhibition hall

Price: € 290/day/hall or €590/day in front of both halls

- (personnel for distribution to be provided by the sponsors)

> Stand-up displays (2)

- in the entrance of hall 1 or hall 2

• Price: from € 590/3 days

> Led Entrance Screen (in rotation) + 4 Stand-up Displays

• Price: € 3250/3 Days

More options and Information -> it-trans.org

Visibility in the IT-TRANS Insights Newsletter

– **Banner:** Image (600x100 px) + 1 link Price: € 350

– **Standard:** Image (180x180 px)
+ text (200 characters) + 1 link Price: € 300

– **Upgrade:** Image (300x300 px) + text (280 characters)
+ 1 link
Price: € 350

– **Premium:** Image (600x300px) + text (450 characters)
+ 1 link
Price: € 500

– **Quick Start:** Logo (100x100px) + text (120 characters)
+ 1 link
Price: € 150

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



BE PART OF IT-TRANS 2026





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

Contact us!