

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!

MEET THE KEY PLAYERS IN PUBLIC TRANSPORT

LEVEL OF SATISFACTION of our visitors:



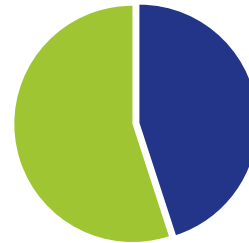
93% Visitor Satisfaction Rate

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

- > **6,000** 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



MEET THE KEY PLAYERS IN PUBLIC TRANSPORT

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 the sponsor listing.
- > Logo projected on LED screens in the entrance areas and mobile displays onsite
- > Inclusion in IT-TRANS media activities.



PLATINUM SPONSORSHIP

Mobility Vibes

Tuesday, 3 March 2026



The Mobility Vibes Event is THE place to be for members of the **IT-TRANS** community such as congress delegates, representatives of trade associations, trade press journalists, and others (approx. 500 persons).

Additional services:

- > Exclusive branding and promotional items displayed at the event venue* (display tables provided by organisers)
- > Welcome address at the event 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 to the event
- > Ten VIP admissions to the event
- > 250 tickets for free exhibition, etc.
- > One meeting room on a selected day (capacity: up to 70 pax) (If the preferred day is available)
- > A company leaflet in the conference wallets
- > IT-TRANS 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)

€ 30,000 + VAT

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 to the event
- > Ten VIP admissions to the event
- > 250 tickets for free exhibition, etc.
- > Reserved VIP company table
- > One meeting room on a selected day (capacity: up to 70 pax) (If the preferred day is available)
- > A company leaflet in the conference wallets
- > IT-TRANS 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)

€ 35,000 + VAT



PLATINUM SPONSORSHIP

BRAND PATRON

CONGRESS AREAS Hall 1 + Hall 2

Tuesday, 3 March 2026

The congress area is the place where high-class speakers provide insight into the latest trends and developments relevant for the public transport sector. The areas are the places where state of the art knowledge is transferred, and discussed.

The whole IT-TRANS congress will take place in Hall 1 and Hall 2.



Additional services:

- > Exclusive branding of the congress areas and delegates room (up to 4 stand-up displays per room, provided by the sponsor)
- > Promotional items displayed in the congress areas (display tables provided by organisers)
- > Inclusion of the Platinum 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 congress
- > 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 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)

€ 27,500 + 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 UPDATES (Hall 1 or Hall 2) (branding of two individual forums available)

In the Market Updates, 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 Updates (4 stand-up displays, provided by the sponsor)
- > Promotional items displayed at the Market Updates (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 congress
- > Branding of the break slides on the presentation in the Market Updates
- > One meeting room on a selected day of your choice (capacity: up to 70 pax) (If the preferred day is available)
- > IT-TRANS 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, congress 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 congress
- > IT-TRANS 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



> CONGRESS WALLETTS

Congress wallets will be issued to all congress 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 organiser 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 congress
- > 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 congress wallets
- > IT-TRANS 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 PLAZAS Hall 1 or Hall 2



Make yourself stand out from other companies and be visible as the official sponsor of the **IT-TRANS plazas** which are attractively located on the exhibition floors. On all three days of **IT-TRANS**, one company will be visible as the sponsor of the plazas for all visitors. The plazas are the places where the **IT-TRANS** community meets, has the opportunity to eat or have a coffee.

Additional services:

- > Exclusive branding of the plazas (10 stand-up displays, provided by the sponsor)
- > Promotional items displayed in the plazas (display tables provided by organisers)
- > Reserved VIP company table in one plaza (6 PAX)
- > 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 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

€ 8,000 + VAT

➤ DIGITAL PACKAGE & SELFIE WALL



An IT-TRANS selfie wall will be located in the IT-TRANS first avenue of Hall 1. 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, congress 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
- > 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

€ 8,900 + VAT

BRONZE SPONSORSHIP

> GOODIES

Notepads and pens will be distributed to all congress 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

€ 4,900 + VAT / per Goodie Category

> RELOAD PARK



The Reload Park of **IT-TRANS** is an open place on the exhibition floor where visitors and congress 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

€ 5,100 + 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

*these are no sponsorings

> 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!