IT-TRANS
International Conference and Exhibition

Intelligent Urban Transport Systems

14 – 16 May 2024
Karlsruhe Trade Fair Centre
Germany

Start-ups save 50% on trade fair attendance

Organisers

IT-TRANS
Start-up Zone

Information for start-ups
BE PART OF THE FUTURE OF URBAN MOBILITY!

IT-TRANS is the meeting place for the market leaders and most important players in the industry. With 276 exhibitors and 6,500 trade visitors from 35 countries, IT-TRANS is the world’s only platform dedicated to digitalisation and IT solutions for passenger transport.

YOUR BENEFITS

- Growing numbers of high-quality visitors
- Support of committed partners worldwide
- Targeted visitor marketing by the organisers to reach your key customers
- Focused industry networking
- Up-to-date information on products and services for daily work in the industry

Benefit from numerous networking opportunities and meet your peers and partners from around the world during coffee breaks, lunches, and our evening events.

MEET YOUR FUTURE COSTUMERS FACE-TO-FACE ON IT-TRANS

The exhibition is geared towards experts!

- Senior management of public and private transport operators
- Chief information officers, chief digital officers and chief innovation officers
- Technical directors and operations managers
- Technical and project management staff
- Key players in interoperability and standards
- IT experts, engineers and developers
- Senior management of trade associations
- Local, regional and international authorities
- Research and development specialists
- Manufacturers of vehicles and systems
- International delegations from cities and regions

Enhance your brand awareness. Be a part of the START-UP ZONE – book your booth now!
THIS OFFER IS AVAILABLE TO START-UP COMPANIES THAT COMPLY WITH THE FOLLOWING CRITERIA:

- The company is not older than ten years
- The company generates a maximum annual turnover of € 10 million
- The company has a maximum of 50 employees
- The company’s registered office is outside of Germany

**Special Offer**

- €4,400
- €2,200 plus VAT

**THE START-UP ZONE PROMISES:**

**Individual work places**

- Stand size approx. 5 sqm
- System construction wall element [height 2.5m x width 1.0m] white
- Company logo on system construction wall element [1x1m]
- REWIND FLAT recyclable needle felt
- Leaflet stand [162 x 26 x 42 cm]
- PC desk [114 x 55 x 50 cm]
- Bar Stool Swing black [height 80 cm]
- Shared cabin for large goods [can be separated]
- Electricity connection 220 V / 3kW with triple plug incl. consumption
- LAN connection (1Mbit)

**Company communal area**

- Daily stand cleaning
- Two exhibitor passes per exhibitor
- Daily lunch for 2 persons
- Daily coffee breaks for 2 persons
- Free speaking slot on the Start-Up Stage

**Attractive upgrade possible:**

- Monitor with stand: € 320
- Printing on the desk € 77
- Full-surface print for your back wall: € 150
- Advertise more on the LOGO WALL, right at the hall entrance! From € 250

Ask us for more details!

IT-TRANS | Karlsruhe Mobility Lab
To request a booth in the START-UP ZONE, please contact us directly or visit our website.

**CONTACT FOR EXHIBITORS:**

**Markus Kocea**  
Senior Project Manager  
Messe Karlsruhe  
Phone: +49 721 3720 5147  
markus.kocea@messe-karlsruhe.de

**Julia Winger**  
Project Manager  
Messe Karlsruhe  
Phone: +49 721 3720 5106  
julia.winger@messe-karlsruhe.de

**Doriano Angotzi**  
Exhibition Operations Manager  
International Association of Public Transport (UITP)  
Phone: +32 2 673 6100  
doriano.angotzi@uitp.org

Register for our newsletter to receive the most up-to-date information and visit our website it-trans.org.

Follow us on it-trans.org