IT-TRANS 2020: Welcome to the future of public transport

Stay on track with the industry! IT-TRANS is the leading Conference and Exhibition focused on digitalisation of the public transport sector. It connects market leaders and decision-makers with the vibrant world of start-ups and SMEs, which are in the vanguard of new developments and interactions with other sectors.

The organisers

The network of UITP – International Association of Public Transport – stretches across all parts of the globe, and it continues to grow every year. UITP’s undeniable global presence enables the association to better connect the sustainable mobility sector and promote greener, healthier and more accessible cities all over the world.

The Karlsruher Messe- und Kongress GmbH (KMK) not only has in-depth expertise in organising trade fairs, conferences, symposia or conventions. It is also profoundly rooted within Germany’s circle of excellence of business, commerce, science and politics.

Room to grow – extended exhibition space

In recent years, IT-TRANS has experienced a steady growth in the number of its exhibiting partners. The demand for space has equally grown making it necessary to add new exhibition areas which offer our exhibitors all the room and comfort they want for their individual presentations. In 2020, IT-TRANS will be accommodated in two exhibition halls.

“IT-TRANS is a very important exhibition for Trapeze. We very much appreciate the plans to extend IT-TRANS to two exhibition halls thus offering a more spacious and welcoming ambience, that corresponds to the desire of exhibitors to present their solutions in a highly professional environment of international renown.”

Matthias Stahel
Director Corporate and Marketing Communications
Trapeze Switzerland
The following exhibitors have already confirmed their participation in IT-TRANS 2020: [Status: August 2018]

For the full list of exhibitors, please refer to: www.it-trans.org
Meet your future clients at IT-TRANS

- Senior management of public and private transport operators
- Chief information officers, chief digital officers, 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 introducing digital solutions in public transport

94% of the IT-TRANS visitors were very satisfied with their participation.

98% of the IT-TRANS visitors would recommend participating to their colleagues or business partners.

93% of the IT-TRANS visitors plan to attend the IT-TRANS again in 2020.
The Conference

Here is where speakers from all over the world take the lead in high-quality sessions and workshops on relevant technological opportunities for the industry. Delegates are inspired by discussions about the latest developments in the digital world and discover solutions for their pressing strategic decisions!

Market Update Forums

The Market Update sessions offer exhibitors the opportunity to present latest innovations and products. IT-TRANS visitors and conference delegates alike have the unique possibility to learn all about recent technological innovations and business development opportunities. The Market Update Forums are centrally located on the exhibition floors. Exhibitors may apply for one presentation slot each.

Networking that works!

Benefit from our numerous networking opportunities! Meet and greet your peers and partners during coffee breaks, lunches, and our popular evening events.

Attractive Conference fees for our exhibitors!

Major transport companies and institutions were represented at IT-TRANS 2018, an excerpt.


HIGH-CLASS PRESENTATION FORMATS

Xavier Arrufat
Founder and CEO
Awaait, Barcelona, Spain

“I was here in 2016, initially as a visitor to gain an impression of the exhibition. I spoke to many exhibitors back then. Thanks to their positive feedback, we are here this year with our own stand. Even small stands like ours enjoy good visibility. Apart from this, what I particularly like about IT-TRANS is the combination of an exhibition and a conference. I myself have also spoken on the use of artificial intelligence in public transport.”
What would digital transformation of mobility be without a huge array of visionary young companies? Their inspirational ideas have a proven capacity to disrupt today’s urban transport systems.

At IT-TRANS, young entrepreneurs and digital thinkers from all over the world present their creative solutions and open up new business potentials to the sector. The START-UP ZONE facilitates collaborations between classical business models and the latest digital solutions.

For more information: www.it-trans.org
The IT-TRANS Exhibition showcases cutting-edge information technologies, IT products and digital solutions applied in the public transport sector.

**PRODUCTS PRESENTED IN THE EXHIBITION**

- **Travel information**
  - Hand-held devices and mobile phones
  - Mobile applications for passenger information
  - On-board passenger information systems
  - Real-time passenger information (RTPI)

- **Customer services**
  - Call-centre technologies and providers

- **Communication technologies**
  - Communication network management
  - Digital/internet services

- **Infotainment systems**
  - Advertising brokers and content providers
  - Advertising technologies
  - Digital solutions

- **Integrated fare management**
  - Data communication
  - Electronic payment systems (e-ticketing)
  - Fare payment
  - Car sharing
  - Mobile applications for ticketing
  - Passenger counting
  - Revenue collection and control systems
  - Ticket dispensing systems

- **Smart cards and commercial services**
  - Card distribution and vending
  - Card fulfillment, distribution, and marketing
  - Central system hosting and operations

- **Contact/contactless multi-application cards**
  - Contactless paper tickets and labels
  - Financial clearing and settlement
  - RFID smart paper labels

- **Intelligent traffic and asset management**
  - Bus operator fleet management
  - Centralised and remote traffic control
  - Fleet and vehicle management
  - Infrastructure management
  - Intermodal transport control systems (ITCS)
  - Predictive and condition-based maintenance
  - Smart City
  - Traffic data determination
  - Traffic signal priority systems
  - Urban navigation/navigation tools
  - Vehicle tracking

- **Innovative mobility solutions**
  - Autonomous vehicles
  - Bike and e-bike sharing
  - Car sharing
  - Integrated mobility platforms
  - Mobility as a Service (MaaS)
  - On-demand mobility solutions
  - Ride-selling and ride-sharing apps

- **Data intelligence and analytics**
  - Artificial Intelligence (AI)
  - Big data
  - Data analytics

**SOFTWARE/SOFTWARE DEVELOPMENT**

- **Database technologies**
- **Driver monitoring systems**
- **IT in human resources**
- **Management tools**
- **Mobile applications**
- **Planning/scheduling systems**
- **Project management software**
- **Simulation software**
- **Timetable and staff planning**
- **Training and educational programmes (CBT)**

**SECURITY AND SAFETY**

- **Access control/barrier control**
- **Cyber security**
- **Data protection and privacy**
- **Fire and smoke detection**
- **Intelligent sensing and recording**
- **Passenger alarm systems**
- **Safety systems**
- **Scanning and trace detection technologies (explosives and narcotics)**
- **Video surveillance (CCTV) and analytics**

**ACADEMIA**

- **Associations/Operators**
- **Media**
- **Others**

With our autonomous air taxi, we aim to bring three-dimensional mobility to the major cities of the world. As a company from the Karlsruhe Technology Region, we were delighted to meet visitors from many megacities at IT-TRANS.

**Stefan Klocke**
Chairman
Volocopter, Bruchsal, Germany
Register for our newsletter to receive the most up-to-date information. Visit our website www.it-trans.org.
Showcase your products and your company at IT-TRANS 2020!

Are you interested in an individual stand location?

Stand rental fees vary according to type of stand:

- Aisle stand (one side open): € 289/sqm
- Corner stand (two sides open): € 299/sqm
- End of block (three sides open): € 309/sqm
- Island stand (four sides open): € 319/sqm
- Aisle stand (one side open): € 249/sqm
- Corner stand (two sides open): € 259/sqm
- End of block (three sides open): € 269/sqm
- Island stand (four sides open): € 279/sqm

Stands of more than 60 sqm will be granted a reduction of 10 % per sqm.

[plus: AUMA fee: € 0.60/sqm, general fee for exhibition hall utilities: € 5/sqm, registration fee incl. marketing and PR package: € 850]
(all prices exclude VAT)

Should you be interested in becoming a UITP member, please contact: camille.roy@uitp.org

We will be happy to provide you with a customised quotation for your presentation.

We offer a wide variety of stand construction packages

As of 2020, we provide a new SHELL SCHEME package for the fixed price of € 4,548 (including 12 sqm of stand area and stand construction services).
10 good reasons for your participation

1. Growing numbers: more than 6,000 attendees from 60 countries participated in IT-TRANS 2018

2. 98% of our attendees are professional trade visitors from the public transport sector

3. High quality of our attendees: 57% of our visitors are highly influential when it comes to purchasing decisions in their companies

4. 50% of our visitors only attend IT-TRANS and no other subject-related exhibitions

(Source: IT-TRANS 2018 visitor survey)
5. **Support of committed partners worldwide**

Seeking a local presence with its members, UITP has opened **14 liaison and regional offices and two Centres for Transport Excellence across the globe**. This impressive network comprises **1,500 member companies** giving access to over **18,000 contacts** from **96 countries** – all to the benefit of IT-TRANS.
6. **Targeted visitor marketing** by the organisers to reach your clients

7. **Focused industry networking**

8. The Conference presents the sector’s **hot topics** based on the expertise of UITP’s global pool of experts

9. **Latest industry updates** on products and services for the sector’s daily business

10. **Highly attractive speaking opportunities** for exhibitors in the Market Update Forums

---

Karlsruhe moves the world:
Home of mobility and digitalisation

- One of the best-connected public transport systems in Europe
- Highest research density in Europe
- Pioneer region for autonomous vehicles
- Major research focus on mobility solutions of the future
- Europe’s third largest IT cluster
- TechnologieRegion Karlsruhe (TRK) with three strategic pillars: Mobility, Digitalisation and Energy

Organisers:
Jochen Georg
Project Manager
Karlsruher Messe- und Kongress GmbH
Phone: +49 721 3720-5140
Fax: +49 721 3720-99-5140
jochen.georg@messe-karlsruhe.de

Jean-Frédéric Charles
Exhibition Operations Manager
International Association of Public Transport (UITP)
Phone: +32 2 788 0120
Fax: +32 2 660 1072
jeanfrederic.charles@uitp.org

Contact for exhibitors:
Markus Kocea
Project Officer
Karlsruher Messe- und Kongress GmbH
Phone: +49 721 3720-5147
Fax: +49 721 3720-99-5147
markus.kocea@messe-karlsruhe.de

Mona Hornikel
Exhibitors’ Services Officer
Karlsruher Messe- und Kongress GmbH
Phone: +49 721 3720-5182
Fax: +49 721 3720-99-5182
mona.hornikel@messe-karlsruhe.de

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

Direct high-speed ICE connection
Frankfurt Airport → Karlsruhe City: 1h!