Exhibitor Information

IT-TRANS
International Conference and Exhibition

Intelligent Urban Transport Systems

1–3 December 2020
Karlsruhe Trade Fair Centre
Germany

Supporting organisations

Patronage
Andreas Scheuer MdB
Federal Minister of Transport and Digital Infrastructure

Organisers
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.

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

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.

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

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.

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


[Source: IT-TRANS 2018 visitor survey]
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.

Benefit from our e-Market Update webinars and gain in-depth knowledge about burning questions in our digital seminars (www.it-trans.org)!

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.

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.

Xavier Arrufat
Founder and CEO
Awaait, Barcelona, Spain
START-UP ZONE
young innovative companies

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

Future Mobility Award

The intention of the Future Mobility Award is to honour sustainable mobility solutions for the public transport sector and give start-ups the chance to present themselves and make their ideas and solutions for the public transport sector visible as well as to establish a competition.

More information: www.future-mobility-award.com

Future Mobility Lab

Digitalisation offers unimagined opportunities for public transport. The Future Mobility Lab shows how new technologies can help improve accessibility and apply the latest in electromobility.

Our visitors experience how disabled passengers perceive public transport and how visually, hearing or mobility-impaired passengers receive support, based on their individual needs!

Exhibition visitors will be able to test the use of e-scooters up close and find out about the latest charging technologies for tomorrow’s e-mobility!

Would you like to present YOUR solutions in these fields? Please contact: markus.koceaf@messe-karlsruhe.de

Attractive packages and funding programmes available for start-up companies! Talk to us!
PRODUCTS PRESENTED IN THE EXHIBITION

The IT-TRANS Exhibition showcases cutting-edge information technologies, IT products and digital solutions applied in the public transport sector.

01.01 Travel information
01.01.01 Hand-held devices and mobile phones
01.01.02 Mobile applications for passenger information
01.01.03 On-board passenger information systems
01.01.04 Real-time passenger information (RTPI)

01.02 Customer services
01.02.01 Call-centre technologies and providers
01.03 Communication technologies
01.03.01 Communication network management
01.03.02 Digital/internet services

01.04 Infotainment systems
01.04.01 Advertising brokers and content providers
01.04.02 Advertising technologies
01.04.03 Digital solutions

02.01 Integrated fare management
02.01.01 Data communication
02.01.02 Electronic payment systems (e-ticketing)
02.01.03 Fare payment
02.01.04 Integrated fare collection systems
02.01.05 Mobile applications for ticketing
02.01.06 Passenger counting
02.01.07 Revenue collection and control systems
02.01.08 Ticket dispensing systems

02.02 Smart cards and commercial services
02.02.01 Card distribution and vending
02.02.02 Card fulfillment and marketing
02.02.03 Central systems: hosting and operations

02.03 Digital solutions
02.03.01 Data communication
02.03.02 Digital/internet services

02.04 Contact/contactless multi-application cards
02.04.01 Contactless paper tickets and labels
02.04.02 Financial clearing and settlement
02.04.03 RFID smart paper labels

03.01 Intelligent traffic and asset management
03.01.01 Bus operator fleet management
03.01.02 Centralised and remote traffic control
03.01.03 Fleet and vehicle management
03.01.04 Infrastructure management
03.01.05 Intermodal transport control systems (ITCS)
03.01.06 Predictive and condition-based maintenance
03.01.07 Smart City
03.01.08 Traffic data determination
03.01.09 Traffic signal priority systems
03.01.10 Urban navigation/navigation tools
03.01.11 Vehicle tracking

03.02 Innovative mobility solutions
03.02.01 Autonomous vehicles
03.02.02 Bike and e-bike sharing
03.02.03 Car sharing
03.02.04 Integrated mobility platforms
03.02.05 Mobility as a Service (MaaS)
03.02.06 On-demand mobility solutions
03.02.07 Ride-selling and ride-sharing apps

03.03 Data intelligence and analytics
03.03.01 Artificial Intelligence (AI)
03.03.02 Big data
03.03.03 Data analytics

04.01 Software/software development
04.01.01 Database technologies
04.01.02 Driver monitoring systems
04.01.03 IT in human resources
04.01.04 Management tools
04.01.05 Mobile applications
04.01.06 Planning/scheduling systems
04.01.07 Project management software
04.01.08 Simulation software
04.01.09 Timetable and staff planning
04.01.10 Training and educational programmes (CBT)

05.01 Safety and (cyber) security
05.01.01 Access control/barrier control
05.01.02 Cyber security
05.01.03 Data protection and privacy
05.01.04 Fire and smoke detection
05.01.05 Intelligent sensing and recording
05.01.06 Passenger alarm systems
05.01.07 Safety systems
05.01.08 Scanning and trace detection technologies (explosives and narcotics)
05.01.09 Video surveillance (CCTV) and analytics

06.01 Academia
06.02 Associations/Operators
06.03 Media
06.04 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
Shareholder
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)

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

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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).
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)
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


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

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

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