



# DUBAI ITS World Congress

16 -20 September 2024  
Mobility Driven by ITS

30th ITS World Congress  
16 – 20 September 2024

Dubai, United Arab Emirates  
Mobility Driven by ITS

# EXHIBITION OPPORTUNITIES

For more information please  
contact our Exhibition Team  
at [exhibition@mail.ertico.com](mailto:exhibition@mail.ertico.com)

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# JOIN US IN DUBAI



for the 30th ITS World Congress

**Mobility Driven by ITS**

# JOIN US IN DUBAI

for the ITS World Congress.

**Mobility Driven by ITS**



**Lisa Boch-Andersen**

Communications, Congresses,  
and Events Director

**ERTICO - ITS Europe** and Dubai's Roads and Transport Authority (RTA) will proudly host the 30th ITS World Congress, exploring the theme "Mobility driven by ITS," from September 16th to September 20th, 2024, in the Dubai World Trade Center.

The hosting of the 30th EMEA region's ITS World Congress comes in light of Dubai's massive significant steps in advancing Smart Mobility and marks the significant progress the UAE has made in anticipation of the future. The Congress raises awareness of Smart Mobility solutions among policymakers, experts, influencers, and the general public.

The focus of the ITS Congress will be on many key debate topics, including urban and clean mobility, innovation and digitalisation in transportation and logistics, autonomous and self-driving vehicles.

The ITS Congresses highlight the significance of Intelligent Transportation Systems and Services (ITS), particularly in the host regions, and provide an excellent platform for thought leadership, business development, and the overall steady growth of the Smart Mobility industry. The ITS Congresses also serve as the ultimate showcase of innovative mobility services and ITS deployment, allowing the ITS Community to keep up with the industry's incredible evolution and cutting-edge technologies. With its comprehensive High-Level Conference Programme, wide-ranging Technical Programme, lively Exhibition, and live Demonstrations, this event will provide unique learning possibilities as well as opportunities to expand your network with some of the industry's most active players.

The ITS Congresses are a great vehicle for bringing together the ITS community to unite and share ideas, bridging the gaps and connecting the dots across all key mobility players.

**Join us at the ITS Congresses for a journey into the future of Mobility!**

A handwritten signature in black ink that reads "Lisa Boch-Andersen".

**ERTICO - ITS Europe**

*Together for tomorrow's journey*



**ITS World Congress**

**16-20 September 2024**

Mobility Driven by ITS



## ERTICO – ITS Europe

ERTICO – ITS Europe is a public-private partnership organisation with close to 120 members, connecting 8 different sectors in the ITS Community, including service providers, suppliers, traffic and transport industry, research institutions and universities, public authorities, user organisations, connectivity industry as well as vehicle manufacturers.

ERTICO develops and promotes ITS and smart mobility solutions through European co-funded projects, innovation platforms, and international cooperation. Connecting the dots is key: working across all requirements to ensure strong linkage between stakeholders while bringing together the ITS community to exchange ideas and showcase innovative progresses at the yearly ITS Congresses hosted by ERTICO.

[www.ertico.com](http://www.ertico.com)

هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY



## RTA

The Roads and Transport Authority (Arabic: *تالصالوملاو قراطلا ةئيه*), commonly known as RTA, is the major independent government roads & transportation authority in Dubai, United Arab Emirates. It was founded in 2005 and is responsible for planning and executing transport and traffic projects, along with legislation and strategic plans of transportation in the city.[3][4] It is a department of the Government of Dubai.

RTA operates approximately 1,442 buses on 107 routes, carrying almost 7 million riders on roughly 179,000 trips a month by the bus service; however the Dubai Metro is a driverless, fully automated metro rail system installed ubiquitously throughout the city. All trains and stations are air conditioned and equipped with and platform edge screen doors. The metro is divided into two lines, Red and Green; both lines together recorded a ridership of 164.3 million in 2014 as compared to 137.759 million in 2013 and 109.491 million in 2012.

In line with the city's long-term goal to position itself as a smart city and global innovation hub, the Dubai Autonomous Transportation Strategy (DATS) aims to transform a quarter of its transportation to autonomous mode by 2030.

[www.rta.ae](http://www.rta.ae)

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## Venue

### Dubai World Trade Centre

Sheikh Zayed Rd - Trade Centre - Trade Centre 2 - Dubai - United Arab Emirates

The Dubai World Trade Centre (DWTC) (Arabic: *بناية التجارة العالمية*), historically called Sheikh Rashid Tower, is a 38-storey and a height 184 m skyscraper in Dubai, United Arab Emirates, which was erected in 1979. It is a purpose-built complex for events and exhibitions.



## Fast facts:



**Date:**

16 - 20 September 2024



**Venue:**

Dubai World Trade Centre



Up to 20,000 attendees from around 60 countries worldwide



**Website:**

[www.itsworldcongress.com](http://www.itsworldcongress.com)



**Email:**

[exhibition@mail.ertico.com](mailto:exhibition@mail.ertico.com)

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## Schedule & Venue Features

### Assembly information:

**13 - 15 September**

7am - 10pm

### Dismantling information:

**20 September**

2pm

**21 September**

7am - 10pm

\*Times are subject to change closer to congress date

### Opening of the Exhibition halls:

**Mon**

**16 September**

5pm - 7pm

Welcome reception in the exhibition halls

**Tue**

**17 September**

8:30 - 7pm

Exhibition Halls open

**Wed**

**18 September**

8:30 - 7pm

Exhibition Halls open

**Thur**

**19 September**

8:30 - 7pm

Exhibition Halls open

**Fri**

**20 September**

8:30 - Noon

Exhibition Halls open

### Guidelines and Exhibitor Manual

Practical Manual with order forms is available here:

General guidelines and regulation are available here:

**In most instances ERTICO rules, relating to the exhibition set-up and operational delivery, take precedence over standard rules set by the DWTC.**

Please send us an email if you have any logistical questions; we will gladly assist you: [ITSDubai2024@mailcongress.ertico.com](mailto:ITSDubai2024@mailcongress.ertico.com)

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## Schedule & Venue Features

### Other Features

#### Catering:

All conference catering will take place within the exhibition hall in the pavillon and Hall 3 and accessible to congress participants. Some café, restaurants and snack will be available within the concourse 2.

#### Wi-Fi

There will be free dedicated Wi-Fi access throughout the WTC for the ITS World Congress.

#### Two Storeys Booths:

Two storeys booths are allowed for stand space of a minimum of 54 sqm, and subject to approval from the organiser, who may judge the height of the stand too obstructive towards other stands.

If approved by the organiser and the venue, it is the responsibility of the company to provide required staff able to set-up complex stand construction within the given time frame for build-up and dismantling. In case additional time is required, additional rental and other services should be expected, and is subject to availability of the venue.

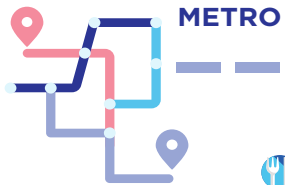
#### LOCATION TO SESSIONS:

High Level sessions will be organised in the Sheikh Rashid Hall & Sheikh Maktoum Hall situated on the ground floor opposite side of the exhibition halls 6 to 8, and accessible by crossing the concourse 2. Technical sessions will be organized mainly on the 1st floor, accessible via lifts and elevators, available on various location within the venue.

#### CONGRESS APP:

With the mobile app, you will be able to gain access to the full list of attendees, target your audience, make valuable connections, and schedule onsite meetings. During the event, the in-app badge scanner will make it easy to capture and store leads for export and follow up. We will also include indoor exhibition mapping and navigation as a feature on the app.

# Venue Floorplan



-   
**CATERING**
-   
**EXHIBITION STAGE**
-   
 Demonstration Area
-   
**LOUNGE AREA**
-   
**HOTEL**
-   
 Exhibition Area
-   
 VIP Lounge
-   
 High Level Sessions Room
-   
 Registration



## Floor plan & Pricing

### CHOOSE YOUR LOCATION ON THE EXHIBITION FLOOR PLAN

	Early Bird Rate	Standard Rate	Late Rate
Raw Space	Until 15 Dec 23	From 16 Dec 23 to 15 June 24	As of 16 June 24
Standard Rate per Sqm	450.00 €	500.00 €	550.00 €
Premium Rate per Sqm	510.00 €	565.00 €	620.00 €

Prices are per sqm excl applicable VAT  
Minimum Floor space sold is 9sqm

For any booking inquiries please contact our Exhibition Team at: [exhibition@mail.ertico.com](mailto:exhibition@mail.ertico.com)

#### Premium Floor Space

Premium exhibition floor space has been positioned in locations close to the entrance and key features within the exhibition. We envisage that these locations will receive both, maximum audience visibility and general foot fall. However successful exhibitions are ones where the exhibiting organisation/s proactively and creatively take measures to attract audience members to their stands

#### Boost Your Visibility

Exhibitions are competitive environments and therefore exhibitors that take steps to boost their visibility often get the highest level of return on investment. Get in contact with ERTICO's Exhibition Team to discuss creative solutions for:

- Measuring the success of your exhibition
- Compliant data capture to support lead generation
- Features that will support the promotion of your stand
- Being included in the VIP exhibition tour

#### Promotional Assets

Download your promotional toolkit to promote your participation in the congress! This can be found on the Media & Press page of the ITS Congress website. All the promotional material such as the Congress logos, promotional banners, social media banners, and communication templates are included in this kit.

## Shell schemes information

### Exhibition Booth Package

We provide a standard shell scheme configuration covering an area of **9 square meters**.

#### This package includes the following:

**Structural Framework:** A 2.5-meter-high structure constructed using Syma Molto-30 with white infill.

**Branding:** Your company name and stand number will be vinyl-cut on the Syma Molto-30 fascia. The number of fascia will depend on the configuration of your booth, with options for 2 open sides, 3 open sides, or 1 open side.

**Flooring:** An exhibition-grade carpet floorcovering.

**Furniture:** We offer 2 Strike Chairs, 1 Round Table, 1 Waste Bin, and 1 Lockable Counter for your convenience.

**Electrical Setup:** 1 Power Outlet with a UK 3-Pin Socket (200Watts/220V) is included, along with the main power supply.

**Lighting:** Illuminate your booth with 3 SYMA LED spotlights, each with a 20-watt rating.

**Image Inclusion:** An image of your choice will be incorporated into your booth design.

**Pricing includes:** All prices are inclusive of the space, shell booth, installation, and dismantling services.

Pricing Options:		
Early Bird Rate	Standard Rate	Late Rate
Until 15 Dec 23	From 16 Dec 23 to 15 June 24	As of 16 June 24
4,800 €	5,295 €	5,835 €

VAT 5% not inclusive\*



### Conditions

Please note the following conditions:

- The items included in the Shell Scheme package are fixed and cannot be changed or substituted by either the organizer or the exhibitor.
- Shell scheme cleaning will be provided before the opening of the show. If additional cleaning is required after the show has commenced, exhibitors can place an order for this service through the online portal provided by the installer (link to be received from DXB Live).
- Additional items, such as prints on the walls of the Shell Scheme, may be requested and paid for directly to the builder.

To receive quotations for shell scheme booth spaces ranging from 10 to 18 square meters, we encourage you to get in touch with our team directly at [exhibition@mail.ertico.com](mailto:exhibition@mail.ertico.com)

We look forward to assisting you with your exhibition needs and ensuring a successful presentation of your products or services.

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## Congress Topics



### Innovation in Mobility and Logistics

- Big data
- Artificial intelligence and machine learning
- Cybersecurity
- First and Last mile solutions
- Smart freight movement
- All modes – road; air; rail and waterborne and beyond
- Connectivity and communication technologies



### Urban Mobility

- Regulatory challenges for transport authorities
- A seamless travel experience – user perspective
- Safe, clean and efficient transport
- Multimodal deployment
- Data and digital transformation
- Connected Vehicles
- Smart infrastructure
- Next generation urban traffic management and control systems



### Clean Mobility

- Systems and solutions to support sustainable cities
- Electrification
- Alternative fuels
- Challenges of adopting clean mobility schemes
- Business models
- Energy efficient systems
- Life-cycle assessments



### Automated Mobility

- Regulation and Governance
- Automated air, rail and waterborne transport
- Autonomous systems
- High-definition mapping
- Business models
- Connectivity and communication technologies
- Impact assessment
- Security considerations

# Historic attendance profile

## Number of participants

Vienna 2012  
10,000



Detroit 2014  
11,000



Melbourne 2016  
13,000



Copenhagen 2018  
11,000



Hamburg 2021  
13,200



Tokyo 2013  
10,000



Bordeaux 2015  
12,000



Montreal 2017  
10,500



Singapore 2019  
14,000

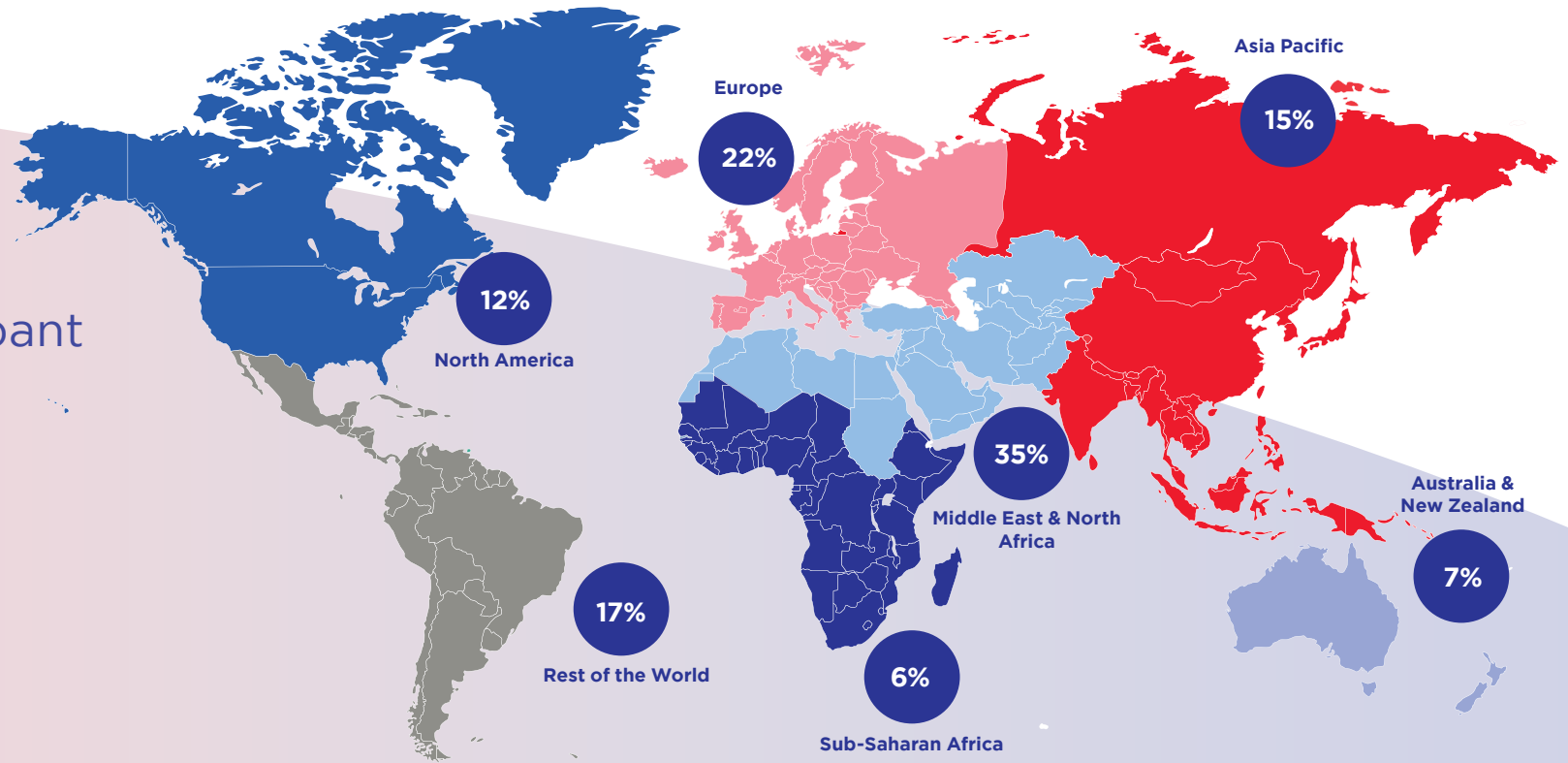


L.A 2022  
8,000

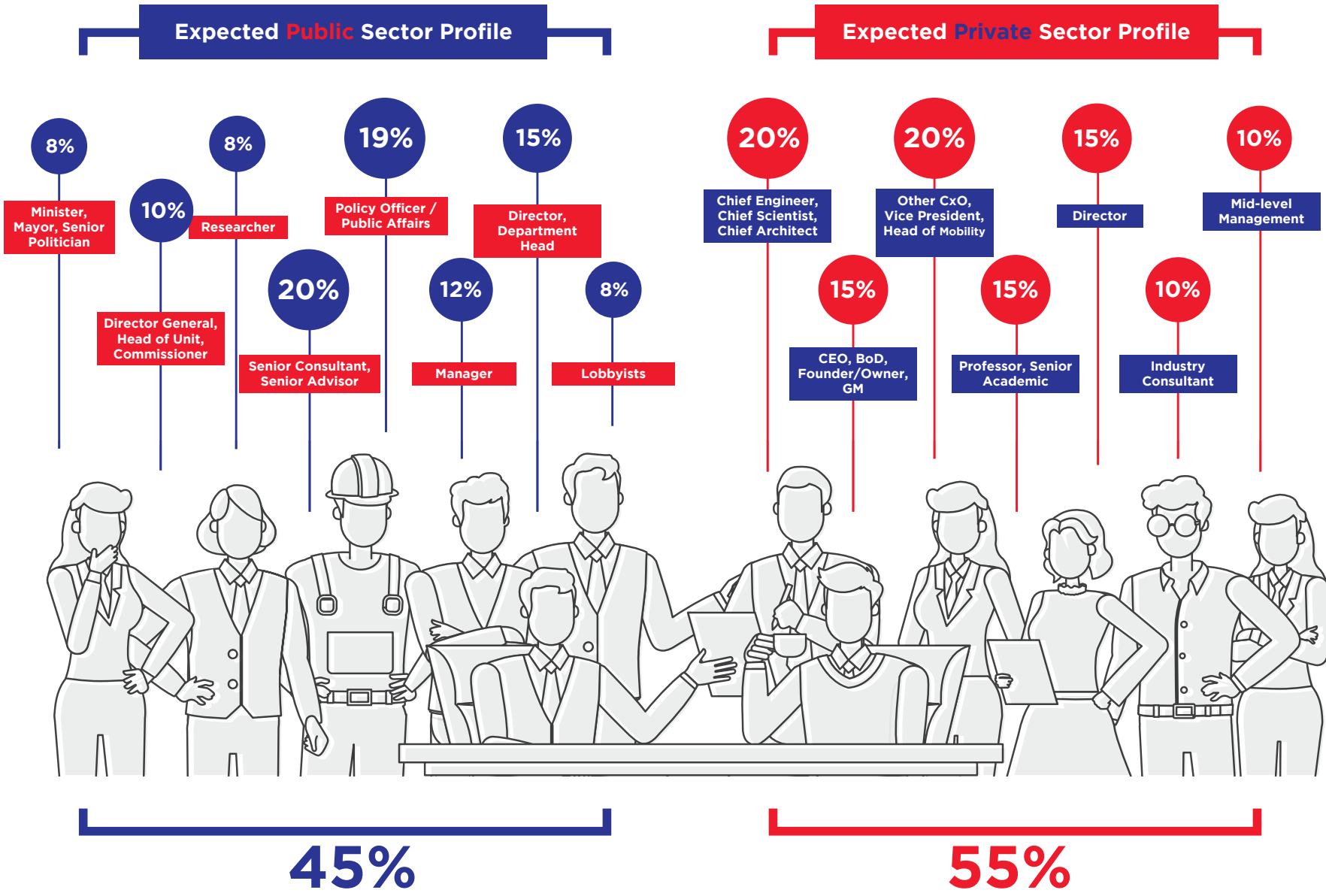


**Dubai 2024**  
**20,000 target**

## ITS Dubai 2024 Anticipated Participant Geographic Profile



# Job Titles, Disciplines & Sectors



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## Who Attends Our ITS Congresses?



**Automotive  
Manufacturers**



**ITS National  
Associations**



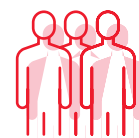
**Road Operators  
and Concessionaires**



**Consulting  
Industry**



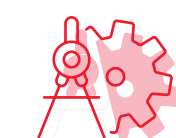
**Municipalities  
and City Councils**



**National & Regional  
Transportation  
Authorities**



**System Integrators**



**Infrastructure  
Operators**



**AI for Transportation**



**Regulators**



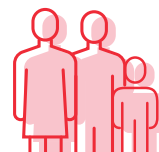
**Telecommunication  
Operators**



**EU Commission and  
Intergovernmental  
Organisations**



**Academic & Research  
Institutions**



**Users and Consumer  
Associations**



**Suppliers**



**ITS & Space  
Exploration**

# ERTICO Partner Ecosystem\*



\*As our Partnership continue to evolve, this representation may not reflect the most current state of our Partnership.



**DUBAI**

**ITS World Congress**

**16 -20 September 2024**

Mobility Driven by ITS

### **EXHIBITION OPPORTUNITIES**

Riccardo Calabrese

T: +32 2 400 07 27

E: [exhibition@mail.ertico.com](mailto:exhibition@mail.ertico.com)

### **VISA RELATED QUESTIONS:**

E: [registrationits@mailcongress.ertico.com](mailto:registrationits@mailcongress.ertico.com)

### **ORGANISING SECRETARIATE:**

Any logistical information linked to Venue,  
Security, Catering, stand building

E: [ITSDubai2024@mailcongress.ertico.com](mailto:ITSDubai2024@mailcongress.ertico.com)

### **CONGRESS DIRECTOR:**

Lisa Boch-Andersen

E: [l.boch-andersen@mail.ertico.com](mailto:l.boch-andersen@mail.ertico.com)

### **MARKETING & COMMUNICATIONS:**

E: [congresspr@mail.ertico.com](mailto:congresspr@mail.ertico.com)

Any logistical information for the Venue, security, catering, freight forwarding, stand building quotes please reach out to  
[ITSDubai2024@mailcongress.ertico.com](mailto:ITSDubai2024@mailcongress.ertico.com)

[www.itsworldcongress.com](http://www.itsworldcongress.com)