



## **SPONSORING, PARTNERSHIP and PROMOTIONAL OFFER** **16th POLISH ITS CONGRESS 2024, Warsaw, Poland**

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Dear Sirs,

As every year, we invite you to participate in the next 16th POLISH ITS CONGRESS planned in October 7-8, 2024 in Mercure Warszawa Centrum Hotel in Warsaw, Poland. We would like to invite you to cooperation as a Sponsor or a company interested in an additional presentation among the participants of the Congress (a speech, a table, inserts and other options).

In 2023, over 240 people took part in the congress during two days of the conference, and it is worth noting that 61% were representatives of the public sector, whose participation is free of charge, 34% were participants from companies and 8% were employees from universities and institutions. POLISH ITS CONGRESS is the largest event for ITS sector companies in Poland. For 15 years, it has been a place to acquire new knowledge, exchange views, get inspiration and establish business relationships. The 15 editions so far have been attended by over 4,000 entrepreneurs and experts from Poland, European and Asian countries, the United States and Canada, as well as a large group of representatives of central and local government administration, business environment institutions and the world of science.

The POLISH ITS CONGRESS is an established event in the transportation industry not only in Poland, but also in Europe. Every year, the Congress attracts Polish and foreign expert-speakers as well as participants that consider the event as an opportunity to promote their achievements, new solutions and trends. It is grow not only the number of issues related to road transport, during last year's event also presented topics related to railways and air traffic.

With such a prestigious group of participants meeting in the same place at the same time, the POLISH ITS CONGRESS provides unique opportunities for the participants to exchange and promote their experience and products to businesses and institutions working in the ITS industry. It is also an event where the participants can establish valuable contacts and develop their relations with both the academic community and practitioners.

The Program Council of the POLISH ITS CONGRESS, when preparing the program scope for 2024, places particular emphasis on the most interesting issues and current issues. It was assumed that the presentations will cover the following topics:

1. Road protection systems and weighing systems for vehicles in motion
2. Mobility as Service
3. Multimodal transport Smart City
4. Artificial Intelligence in Transport
5. ITS Financing
6. Clean Transport Zones
7. Innovation in public transport
8. Traffic Management Systems and Cooperative Systems
9. Big Data and Cybersecurity

### **SPONSORING and PROMOTIONAL OPPORTUNITY**

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We believe that your company's participation in the POLISH ITS CONGRESS will add prestige to the event and help you strengthen your company's position among potential business partners especially public sector delegates and competitors.

**For more details about POLISH ITS CONGRESS visit [www.PKITS.pl](http://www.PKITS.pl)**

## SPONSORING AGREEMENT SERVICES

If you would like your company to enjoy the highest prestige and to present itself to the largest possible degree, we encourage you to consider the status of Sponsor and receive the following limited services and options carefully selected to meet your needs and expectations:

| Sponsoring Agreement Services   | Sponsoring Option |           |                |           | Session Sponsoring         |
|---|-------------------|-----------|----------------|-----------|----------------------------|
|   | Platinum          | Diamond   | Gold           | Silver    |                            |
| The host (on any day)   | Evening cocktail  | Lunch     | Coffee Service | -         | 1 thematic section         |
| 20-min speech (an abstract of the speech to be submitted to the Programme Council before the speech)  | 2 speeches        | 1 speech  | 1 speech       | 1 speech  | to be agreed               |
| Free participation of the company's representatives in the Congress   | 5 people          | 4 people  | 3 people       | 2 people  | to be agreed               |
| 50% discount on the fees for participation of the company's additional representatives  | 5 people          | 4 people  | 3 people       | 2 people  | to be agreed               |
| Reading out the company's name at the start of the Congress   | Yes               | Yes       | Yes            | -         | Yes                        |
| Invitation/a short speech* by the Sponsor (* at the gala welcome reception)   | Yes               | Yes       | Yes            | -         | -                          |
| Distribution of the company's advertising materials (rack for fliers provide by the company)  | Yes               | Yes       | Yes            | -         | Yes                        |
| Placement of the company's advertising banners in the congress venue  | 3 banners         | 2 banners | 1 banner       | 1 banner  | Yes                        |
| Posting a presentation of the company on a dedicated page on the <a href="http://www.pkits.pl">www.pkits.pl</a> website (text, logotype, graphic files, a video file or a flash presentation) | Yes               | Yes       | -              | -         | Yes                        |
| Logo of the company with link to the website on a dedicated page of the <a href="http://www.pkits.pl">www.pkits.pl</a> website  | -                 | -         | Yes            | Yes       | -                          |
| Posting the company's logotype on the homepage of the <a href="http://www.pkits.pl">www.pkits.pl</a> website  | Yes               | Yes       | Yes            | Yes       | Yes                        |
| Including the company's logotype in the congress printed materials  | Yes               | Yes       | Yes            | Yes       | Yes                        |
| Displaying the company's logotype on promotional media ( a banner, a congress slide, info boards)   | Yes               | Yes       | Yes            | Yes       | Yes                        |
| Including the company's logotype in selected press advertisements promoting the congress  | Yes               | Yes       | -              | -         | Yes                        |
| Space for a promotional table / stand (Installation must be agreed upon with the Conference office separately)  | Yes               | Yes       | Yes            | -         | Yes                        |
| Maximum number of companies per option  | 1                 | 2         | 4              | -         | 1 organisation/institution |
| Price ( with 23 % Vat )   | EUR 7.000         | EUR 5.500 | EUR 3.900      | EUR 2.500 | EUR 6.750                  |

For more details about POLISH ITS CONGRESS visit [www.PKITS.pl](http://www.PKITS.pl)

## PROMOTIONAL AGREEMENT SERVICES

If you would like to strengthen the image of your company by presenting your products and/or services directly to participants in the POLISH ITS CONGRESS, we recommend the following services:

| Promotional Agreement Services   | Speech<br>a topic suggested by the company for inclusion on the agenda | Exhibition area | Insert               |
|--|--|-----------------|----------------------|
| Paying for<br><i>*(a topic in line with the agenda for the Congress and not including a self-presentation)</i>           | Presentation during the session*                                       | Table / stand   | Leaflets/<br>gadgets |
| 20-min speech (an abstract of the speech to be submitted to the Programme Council before the speech)                     | Yes  | -               | -                    |
| Space for a promotional table / stand<br><i>(Installation must be agreed upon with the Conference office separately)</i> | -  | Yes             | -                    |
| Free participation of the company's representatives in the Congress  | 1 person (speaker)   | -               | -                    |
| Placement of the company's advertising banners in the exhibition area  | -  | Yes             | -                    |
| Distribution of the company's advertising materials (rack for fliers provide by the company)                             | -  | -               | Yes                  |
| Maximum number of companies per option   | 5  | 5               | 5                    |
| Price ( with 23 % Vat )  | EUR 2 000  | EUR 900         | EUR 450              |

If you are interested in our sponsoring, partnership and/or promotional opportunities, please contact ITS POLSKA to discuss details by e-mail: [biuro@pkits.pl](mailto:biuro@pkits.pl).