



## OFFER SPONSORSHIP PARTNERSHIP PROMOTION XVII POLISH CONGRESS 2025, Warsaw

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The Intelligent Transport Systems Association ITS POLSKA warmly invites you to become a partner in the organization of the **17th POLISH ITS CONGRESS - Intelligent Transport Systems**, which will take place on **October 6 - 7, 2025**, at the **Mercure Warszawa Centrum Hotel**. We invite your company to take part in the organization of the Congress as a **Sponsor** or **Partner**, with the opportunity to enhance your brand's visibility among participants through various forms of engagement - such as a **presentation, promotional stand, material inserts**, or other tailored options.

The **POLISH ITS CONGRESS** is the **largest event in Poland dedicated to companies and institutions in the ITS sector**. For over 16 years, it has served as a vital platform for sharing knowledge, exchanging perspectives, sparking inspiration, and building business relationships. Since its inception, the Congress has welcomed over **4,000 participants** from **Poland, Europe, Asia, the United States, and Canada**, as well as numerous representatives from government bodies, local authorities, industry institutions, and academia. In 2024, the Congress attracted **over 240 participants** over two days of discussions. Notably, more than **60% were representatives of the public sector**, who attended free of charge, and over **30% came from private companies**. The remaining attendees included staff from universities and research institutions.

The Congress has firmly established itself as a cornerstone event in the transport sector calendar, both nationally and across Europe. Each year, it draws **leading experts, speakers, and professionals** who view it as a prime opportunity to showcase innovations, highlight emerging trends, and foster industry dialogue. With each edition, the Congress continues to grow in scope - expanding beyond road transport to include **rail and air traffic topics**, as seen in last year's edition.

This prestigious gathering creates an exceptional opportunity to **exchange experience, demonstrate technologies, and connect with decision-makers** from across the ITS landscape. It also serves as a valuable bridge between **science and industry**, strengthening collaboration between research and practice.

As we prepare the 2025 program, the **Congress Program Council** will continue to focus on **the most relevant and forward-looking topics** in the industry. Presentations are expected to cover themes including:

- Traffic Management Systems
- ITS in Public Transport
- Weigh-in-Motion Systems
- Dual-Use ITS Solutions
- Clean Transport Zones
- ITS Solutions for Automated Clean Transport Zone Monitoring
- ITS Type Approval and Certification in Poland
- Best Practices in ITS Deployment
- Road Safety Enforcement Systems
- Road Transport Automation
- Cybersecurity in ITS Solutions.

The topics outlined above are not limiting - **we welcome presentations on other relevant and forward-looking issues as well**. The final agenda will be shaped based on the subjects of submitted proposals, ensuring the program reflects the full spectrum of industry interests.

We believe that **your company's participation - whether through content contribution or organizational support - will elevate the stature of the POLISH ITS CONGRESS** and reinforce your position among potential business partners, including representatives of local governments and industry competitors.

**More information about the POLISH ITS CONGRESS at [www.PKITS.pl](http://www.PKITS.pl)**

## BENEFITS UNDER THE SPONSORSHIP AGREEMENT

The highest guarantee of prestige and maximum exposure of the company is to consider accepting the status of "Sponsor" as part of limited benefits, precisely tailored to your needs, which are presented below:

Benefits under the sponsorship agreement	Sponsor				Sponsorship
	Platinum	Diamond	Golden	Silver	Session
Host (selected day)	Evening cocktail	Lunch	Coffee service	-	1 thematic block
Speech (20 min) after submitting the abstract to the Program Council	2 appearances	1 occurrence	1 occurrence	1 occurrence	to be agreed
Free participation of the Company's representatives in the congress	5 people	4 people	3 people	2 people	to be agreed
Additional participation of the Company's representatives in the congress with a 50% discount	5 people	4 people	3 people	2 people	to be agreed
Reading the name of the company at the beginning of the congress	Yes	Yes	Yes	Yes	Yes
Possibility of a short appearance before the Sponsor provides the service	Yes	Yes	Yes	-	-
Laying out the Company's advertising materials on stands provided by the sponsor	Yes	Yes	Yes	-	Yes
Placing advertising banners of the Company at the place where the congress is organized	3 pcs.	2 pcs.	1 pc.	1 pc.	Yes
Embedding the company's presentation on a specially created subpage on the <a href="http://www.pkits.pl">www.pkits.pl</a> (text, logo, graphic files, video file or flash presentation)	Yes	Yes	-	-	Yes
The Company's logo with a link to the website on a specially created subpage on the <a href="http://www.pkits.pl">www.pkits.pl</a>	-	-	Yes	Yes	-
Placing the Company's logo on the main website of the <a href="http://www.pkits.pl">www.pkits.pl</a>	Yes	Yes	Yes	Yes	Yes
Placing the Company's logo in printed congress materials	Yes	Yes	Yes	Yes	Yes
Placing the Company's logo on promotional screens (banner, congress slide, information boards)	Yes	Yes	Yes	Yes	Yes
Placing the Company's logo in selected press advertisements promoting the congress	Yes	Yes	-	-	Yes
Area for a table / promotional stand (built-in or wall requires separate arrangements with the office organisational activity)	Yes	Yes	Yes	-	Yes
Maximum number in individual packages	1 company	2 companies	4 companies	-	1 Organization / Institution
<b>Net cost (+ 23% VAT)</b>	<b>31.900</b>	<b>25.300</b>	<b>18.700</b>	<b>12.100</b>	<b>29.700</b>

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## BENEFITS AS PART OF COMPANY PROMOTION

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For those of you who would like to strengthen the company's image and reach directly the participants of the POLISH ITS CONGRESS, we recommend the following services:

Benefits as part of company promotion	Speech submitted by the company to the program	Area	Inserts
Service <i>** (subject substantively adapted to the program without including self-presentation)</i>	Session presentation**	Table / stand	Leaflets / gadgets
Speech (20 min) after prior submission of the abstract to the Program Council	Yes	-	-
Area for a table / promotional stand (built-in / wall requires separate arrangements with the organizational office)	-	Yes	-
Free participation of the Company's representatives in the congress	1 speaker	-	-
Placing the Company's advertising banners on the promotional space	-	Yes	-
Laying out the Company's advertising materials on stands provided by the sponsor	-	-	Yes
Maximum number in individual packages	5 companies	5 companies	5 companies
<b>Net cost (+ 23% VAT)</b>	<b>PLN 9,900</b>	<b>PLN 6,600</b>	<b>PLN 2,200</b>

If you are interested in sponsorship, partnership or promotion of the company, please contact ITS POLSKA to discuss the details of cooperation: [biuro@pkits.pl](mailto:biuro@pkits.pl)