

PARTNERSHIP & EXHIBITION OPPORTUNITIES

# Bridging Innovation: Integrated, safe and seamless mobility

## 17<sup>TH</sup> ITS EUROPEAN CONGRESS

ISTANBUL | 27-29 April 2026

[2026.itseuropeancongress.com](https://2026.itseuropeancongress.com)

#ITS\_Istanbul2026

its

EUROPEAN  
CONGRESS  
ISTANBUL  
27-29 APRIL 2026

ORGANISED BY:



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HOSTED BY:



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# Welcome to the ITS European Congress 2026

The 17th ITS European Congress, taking place 27-29 April 2026 in Istanbul, is Europe's premier platform to showcase solutions, forge partnerships, and unlock new business opportunities across the intelligent transport sector.

Organised by **ERTICO - ITS Europe**, in collaboration with the **European Commission**, and hosted by the **Istanbul Metropolitan Municipality** and **İsbak**, the Congress is supported by the **Republic of Türkiye Ministry of Transport and Infrastructure**, the **Union of Municipalities of Türkiye (TBB)**, and **ITS Türkiye**.

Set against the backdrop of Istanbul's **Vision 2050 Strategic Plan** and major investments in sustainable, digital, resilient, accessible, equal, fair and inclusive mobility, the Congress offers an unparalleled gateway to tenders, partnerships, and growth across the region. Istanbul's unique position bridging Europe and Asia, together with its thriving ecosystem of mobility innovators, makes it the ideal stage to amplify your brand, connect with decision-makers, and accelerate your business growth.

**Secure your presence in Istanbul to build strategic relationships, unlock business opportunities across Europe and beyond, and showcase your leadership in smart mobility.**

## ERTICO-ITS Europe - The Partnership behind the ITS Congresses

### Mission and vision

ERTICO was established over 30 years ago to bridge the gap between R&D and the deployment of Intelligent Transport Systems (ITS). Today, its public-private partnership of up to 120 members continues to develop new ways to advance the digitalisation of transport towards a more intelligent, safe, and resilient future. As a catalyst for innovation, we connect people, share knowledge, and accelerate the adoption of a Europe-wide, integrated, and user-centric smart transport system. We foster digitalisation, competitiveness, and leadership to achieve sustainable mobility.



### Expertise and offering

ERTICO unites cross-sector expertise with its Partners and external stakeholders to make transport safer, more efficient, and accessible for people, goods, and businesses. By turning innovation into action and facilitating deployment through EU-funded projects, Innovation Platforms, and thought leadership insights, we advance smarter urban networks and cross-border corridors, focusing on areas such as connectivity, digitalisation, data-driven mobility, data processing, standardisation, and transformative technologies.

### ERTICO at the ITS European Congress

ERTICO, as the organiser of the ITS European Congress, brings its extensive knowledge and network to this landmark event. Our active contribution and leading role as organiser is to ensure that the Congress not only serves as a platform for the latest in ITS innovation, but also as a catalyst for policymaking, international collaboration, and business networking.

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# Why Participate in ITS Istanbul 2026

Positioned at the crossroads of Europe, Asia, and the Middle East, Istanbul is a fast-growing hub investing decisively in smart, inclusive and connected mobility. Hosting the 17th ITS European Congress here means direct access to authorities, innovators, and buyers shaping transport transformation.

Driven by Istanbul's **2030 Smart City Strategic Plan** and Türkiye's first **Sustainable Urban Mobility Plan (SUMP)**: the first of its kind in Türkiye and the first global SUMP for a mega city.

- Low-emission zones and integrated mobility hubs
- Electrification and data-driven transport services
- Smart logistics and last-mile urban delivery platforms

This is a city turning vision into action – offering real opportunities for companies ready to supply solutions, forge partnerships, and scale innovation.



## Key facts



**3,000+**  
Participants



**100+**  
Expert sessions



**120+**  
Exhibitors



**400+**  
Speakers

## Key Pillars of the ITS European Congress



High-level Programme



Technical Programme



International Exhibition



Demonstrations



Technical Tours



ITS Arena

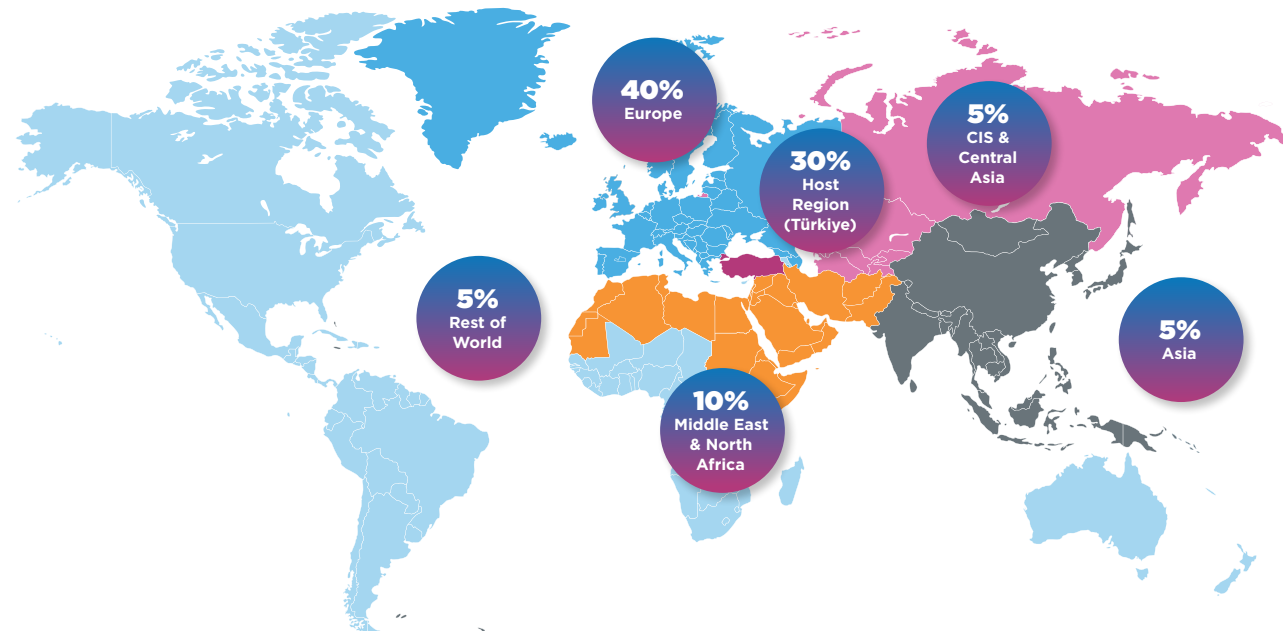


Social Events



Commercial Partnership

## Geographic profile



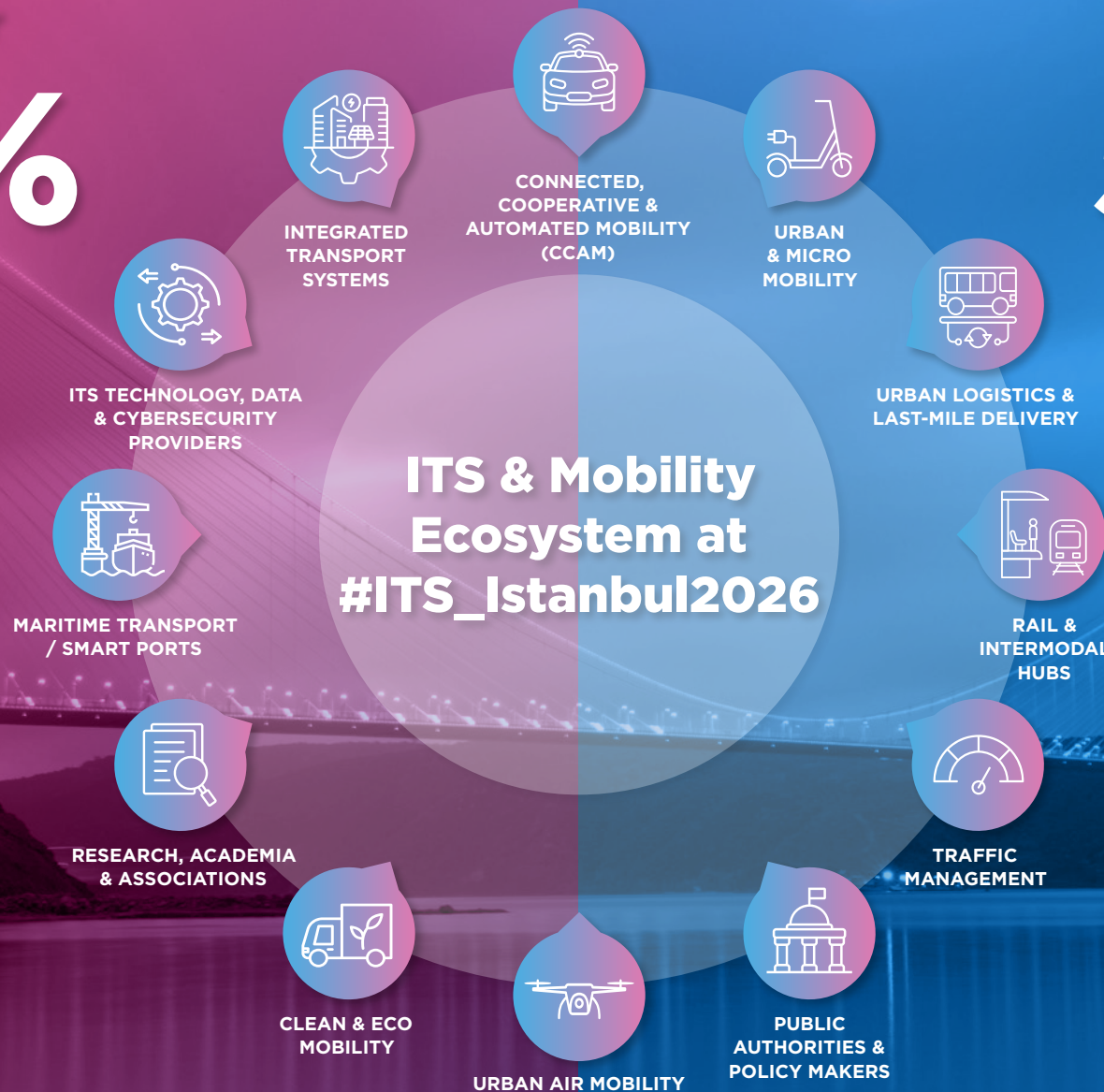


Public sector

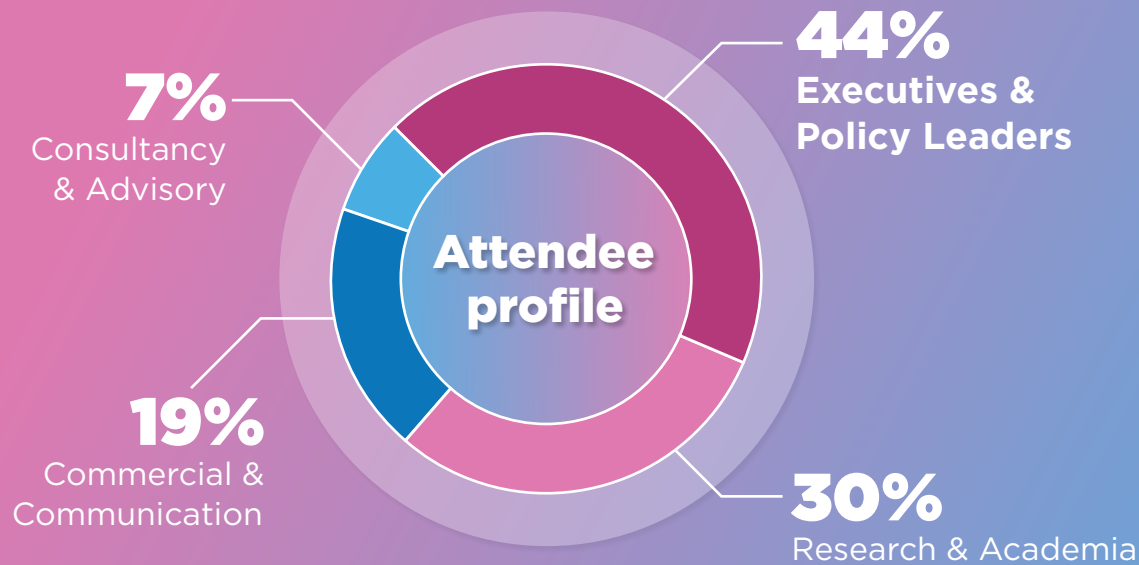
45%

Private sector

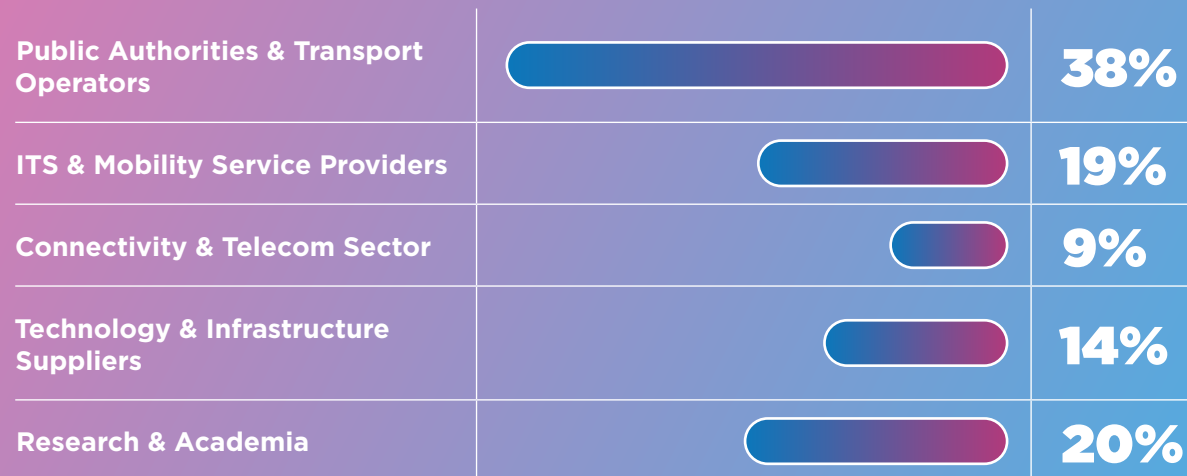
55%



Participants span strategy, delivery, and research functions across the mobility ecosystem.



## Industry Breakdown



## Professional Disciplines

-  Business Development & Partnerships
-  Engineering & ITS Operations
-  Policy, Regulation & Public Affairs
-  Technology & Innovation
-  Research & Academia
-  Marketing, Communications & Engagement



Congress Theme:

# Bridging Innovation: Integrated, safe and seamless mobility

Today's mobility landscape demands more than innovation. It requires real-world, deployable solutions that connect systems, protect users, and serve diverse needs. This theme captures that imperative by focusing on safety, sustainability, and system-wide integration.

The 2026 Congress will explore four strategic topics that bring this vision to life:

## Congress Topics



### 1. Safety and resilience through intelligent systems

Deployment of intelligent systems – including AI, V2X, predictive analytics, and cybersecurity – to enhance user protection, ensure infrastructure continuity, and address safety in increasingly automated and complex networks.



### 2. Multimodal mobility system management

Integrated and inclusive mobility across all modes, powered by real-time data, demand-responsive transport, MaaS, and digital orchestration to optimise user journeys, reduce congestion, and improve accessibility.



### 3. Smart and sustainable logistics in the digital era

Digitally enabled, low-emission logistics – linking automation, AI, and multimodal infrastructure to support resilient supply chains, efficient urban freight, and innovation in ports, terminals, and corridors.



### 4. Enhancing transport and mobility beyond the road

Smart and connected solutions for rail, air, and waterborne modes, including automation, satellite-based services, UAM, and interoperability strategies to enable a truly multimodal, decarbonised transport ecosystem.

# Congress Programme

## Technical Programme

The Technical Programme presents over **100 specialist sessions** selected through the **Call for Contributions**, where global experts examine smart mobility from a technical perspective.

### Organised Sessions

Special Interest and Strategic Future Sessions proposed by expert groups to address key topics from innovation to deployment.

### Paper Sessions

Presentations of Technical and Research Papers, offering data-driven findings and applied case studies.

  
**100+**  
Sessions

  
**400+**  
Expert participation

## High-Level Programme

The High-Level Programme features **2 ceremonies**, **High-Level Strategic Sessions** and the **Smart Mobility Summit of Cities and Regions**, attracting influential leaders from public authorities, industry, and research to explore strategic perspectives on the future of mobility.



Opening  
& Closing  
Ceremonies



High-Level  
Strategic  
Sessions



Smart Mobility  
Summit of Cities  
and Regions

## ITS Arena

A dynamic forum to showcase **deployable solutions** and **real-world project case studies**. Designed for both experts and the wider public, the ITS Arena highlights innovations close to or already in market.



**40+**  
Sessions



**120+**  
Speakers



**120+**  
Participating  
companies



# Istanbul

## Your Benefits



### High-Visibility Platform

Position your brand in front of public authorities, buyers, and decision-makers from Europe, Asia, and the Middle East.



### Deployment Potential

Present solutions aligned with Istanbul's Vision 2050 Strategic Plan, Sustainable Urban Mobility Plan (SUMP) and Smart City Strategic Plan: a real opportunity to scale innovations in a live urban environment.



### Strategic Networking

Connect with institutional stakeholders, public operators, and private sector driving cross-border collaboration.



### Policy-Industry Dialogue

Influence the future of regulation and mobility strategy by participating in high-level and technical programme sessions.

## Ways to Engage



### Exhibition

Showcase your products and services to a curated audience of buyers, city representatives, and innovators.



### Commercial Partnership

Position your brand as a thought leader through speaking opportunities, workshops, panels and high-profile visibility opportunities.



### Demonstration

Bring your technology to life with real-time demonstrations that show impact and drive adoption.



### ITS Arena

Present deployable solutions and success stories in a dynamic space dedicated to scaling real-world impact.

# Commercial Partnership

## Build Your Own Package

The 2026 ITS European Congress's à la carte partnership model is designed to provide transparency, value, and flexibility for prospective partners. The following points explain how the model works in practice.

### How It Works – Step by Step

1

#### Step 1

Select items from the partnership menu (e.g. lanyards, speaking slots, branding zones).

2

#### Step 2

Add up your total spend – your contribution determines which partnership level you qualify for.

3

#### Step 3

If you're also booking exhibition space, a portion of that space will be discounted, and the value of that discounted space will count toward your partnership level.

4

#### Step 4

Receive complimentary benefits according to your final partnership level (e.g. delegate passes, extra visibility, use of Congress assets).

### Partnership levels



#### Mobility Leader

€ 35,000



#### Innovation Partner

€ 25,000



#### Connected Mobility Catalyst

€ 15,000



#### Transformation Contributor

€ 10,000



#### Community Builder

€ 5,000



# A la carte Entitlements



## Thought Leadership



## Promotion



## Branding & social functions

	Price	Availability	Mobility Leader	Innovation Partner	Connected Mobility Catalyst	Transformation Contributor	Community Builder
<b>Thought Leadership</b>							
ITS Arena Track	€ 10,000	5	✓	✓	✓		
ITS Arena Session	€ 4,500	10	✓	✓	✓	✓	✓
ITS Arena Keynote	€ 8,500	2	✓	✓			
Opening Ceremony Speaking Opportunity	€ 12,500	1	✓				
Closing Ceremony Speaking Opportunity	€ 10,000	2	✓				
High Level Session Speaking Opportunity (Panelist)	€ 10,000	6	✓	✓			
VIP Lounge	€ 15,000	1	✓	✓	✓	✓	✓
Speaker Room	€ 6,000	1	✓	✓	✓	✓	✓
Venue Branding - Prominent Visibility	Complimentary	For 1 level	✓				
Venue Branding - High Visibility	Complimentary	For 2 level		✓			
Venue Branding - Mid Visibility	Complimentary	For 3 level			✓		
<b>Promotion</b>							
Feature Area 1 - Start Up Zone	€ 8,500	1	✓	✓			
Feature Area 2 - Mobility Experiential Playground	€ 16,500	1	✓	✓	✓	✓	✓
Feature Area 3 - Test Track	€ 16,500	1	✓	✓	✓	✓	✓
Website Editorial Feature	€ 9,500		✓	✓			
Interview	€ 5,000		✓				
<b>Branding &amp; Social Functions</b>							
Sustainability Partner	€ 8,500	1	✓	✓	✓	✓	✓
Lanyard	€ 8,500	1	✓				
Catering	€ 7,500	2	✓	✓	✓		
Outside Area Branding	Custom	3	✓	✓			
App	€ 6,000	1	✓	✓			
Coffee	€ 3,500	1	✓	✓	✓	✓	✓
VIP Dinner	€ 10,000	1	✓	✓			
ITS Dinner	€ 10,000	1	✓	✓			
Water Bottle	€ 8,500	1	✓	✓	✓	✓	✓
Delegate Goodies	€ 3,500	1	✓	✓	✓	✓	✓

# Partnership Levels with Complimentary Benefits

Partnership Level	Mobility Leader	Innovation Partner	Connected Mobility Catalyst	Transformation Contributor	Community Builder
Contribution	€ 35,000.00	€ 25,000.00	€ 15,000.00	€ 10,000.00	€ 5,000.00
<a href="#">Policy on max sqm exhibition inclusion*</a>	50	40	30	18	9
Discount on the maximum sqm exhibition inclusion	20%	15%	10%	5%	5%
<b>Registration</b>					
Full Congress Passes	6	4	1	1	0
<b>Branding</b>					
Digital Signage	Prominent	High	Moderate	Low	Low
Physical Signage	Choosing 1 prominent physical signage from a list of options, complimentary	Choosing 1 high physical signage from a list of options, complimentary	Choosing 1 moderate physical signage from a list of options, complimentary	Choosing 1 low physical signage from a list of options, complimentary	Choosing 1 low physical signage from a list of options, complimentary
<b>Social Activities</b>					
ITS Summit	2	1	N/A	N/A	N/A
VIP Dinner	3	2	N/A	N/A	N/A
<b>Promotion</b>					
Gala Dinner	6	4	N/A	N/A	N/A
Newsletter Announcement	- Newsletter announcement (big window) - Group acknowledgment	- Newsletter announcement (small window) - Group acknowledgment	Group acknowledgement on newsletter footer	Group acknowledgement on newsletter footer	Group acknowledgement on newsletter footer
Social Media Announcement	Yes	Yes	Yes	Yes	Yes
Digital Promotion (Socials)	Prominent	High	Moderate	Low	Low
<b>Data &amp; Lead Generation</b>					
QR Code Scanner	Yes	Yes	Yes	Yes	Yes
App Profile / Digital Profile	Yes	Yes	Yes	Yes	Yes
App Notification	2	1	N/A	N/A	N/A



# Exhibition Opportunities

## Exhibition Pricing

### Shell Scheme Booth

Fully equipped with wall panels, carpet, lighting, booth name board, and power socket.

Price per sqm*	Rate	Date
€440/m <sup>2</sup>	Early Bird	Until 31 Oct
€490/m <sup>2</sup>	Standard	From 1 Nov
€500/m <sup>2</sup>	Late	From 1 March

### Raw Space

Ideal for customised builds and branded experiences (space only).

Price per sqm*	Rate	Date
€350/m <sup>2</sup>	Early Bird	Until 31 Oct
€400/m <sup>2</sup>	Standard	From 1 Nov
€480/m <sup>2</sup>	Late	From 1 March

\*VAT not included. Additional services and furnishings available via the Exhibitor Manual.

## Explore the Floorplan

Find your ideal location and preview featured zones. The interactive floorplan is regularly updated to reflect real-time availability.

### Contact us:

**Exhibition and Partnership:**  
[salescongress@mail.ertico.com](mailto:salescongress@mail.ertico.com)

**Logistical Questions:**  
[ITSEuropeanCongress@mailcongress.ertico.com](mailto:ITSEuropeanCongress@mailcongress.ertico.com)



# Bring Innovation to Life at ITS Europe 2026

## Feature Area Partnership Opportunities

Step into the future of smart mobility with two dynamic feature areas designed to engage, excite and showcase cutting-edge solutions at the ITS European Congress in Istanbul.



### Mobility Playground: Smart Move Test Track

Put mobility technology into motion. This interactive zone invites delegates to experience hands-on trials and real-time demonstrations of intelligent transport systems, micro-mobility, traffic management, and safety applications.

From autonomous pods to connected bikes and last-mile solutions, the Smart Move Test Track is where ideas hit the ground running.



### Immersive Simulation Lab: Connected City Experience

Immerse attendees in the city of tomorrow. This experiential zone offers virtual and mixed-reality setups where visitors can explore how connected infrastructure, urban data, and real-time control systems transform mobility across smart cities.

Whether through simulators, digital twins or interactive dashboards—this lab makes innovation tangible.

### Exclusive Partnership: €16,500

Each area is available for **exclusive branding**. Partners benefit from:

- **Naming rights** (e.g. [Your Brand] Smart Move Test Track)
- **Brand exposure** through signage and Congress communications
- **Opportunity to showcase your technology** within the space
- **First right of refusal** for third-party demos in your area
- **25% of the fee allocated toward dressing/design** of the space

**Note:** The partner is responsible for furnishing and equipping the area with relevant assets, simulators, or demonstrators. Any additional branding or furniture beyond the base concept will be at the partner's own cost.

**Position your brand at the centre of the participants experience — where innovation meets immersion.**

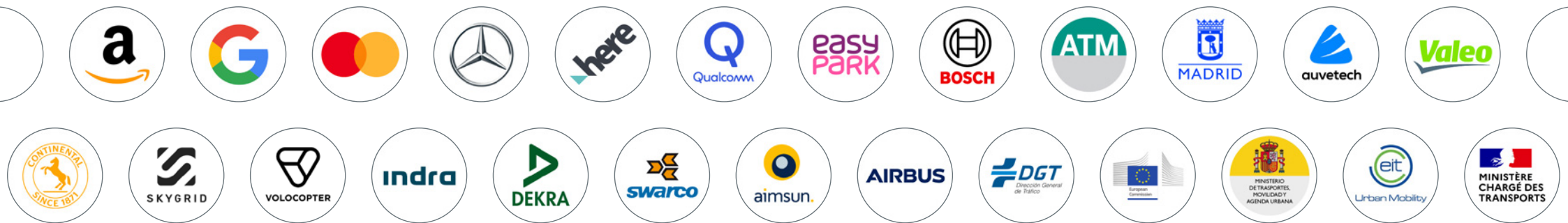


# its ARENA

Where Deployment Meets Dialogue.

**2 Stages** | **40+ Sessions** | **120+ Speakers**

Last year's featured speakers:



## 2026 Opportunities:

- 45-minutes panels
- Keynotes slots
- Track partnership

Track partnership offers the opportunity to brand all Arena sessions within a certain topic, i.e. Automated Driving Track, sponsored by "Your Company", and to open the track with a Keynote presentation.

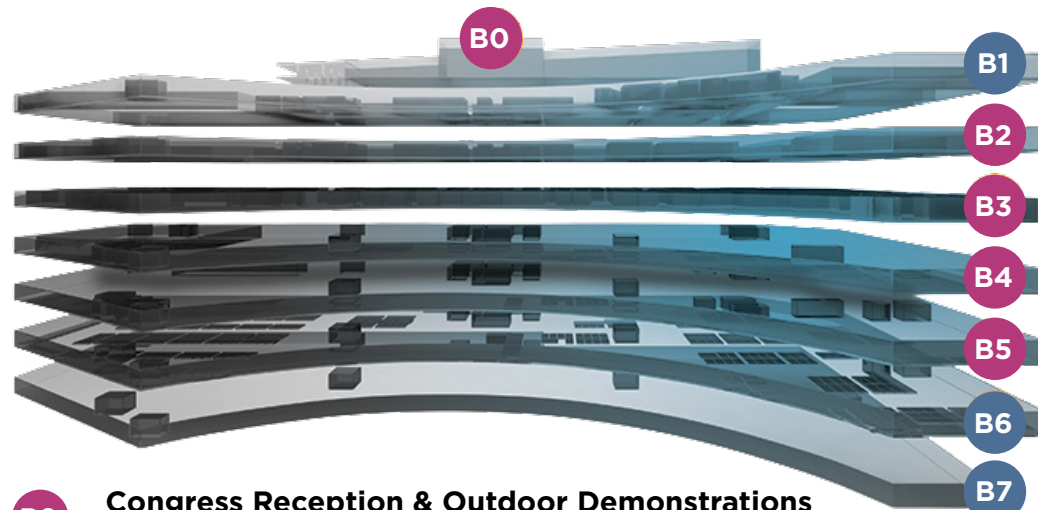


The Venue:

# Istanbul Congress Center




The **Istanbul Congress Center** is Türkiye's premier venue for international congresses, offering **over 14,000 m<sup>2</sup> of exhibition space**, and high-end professional services – ideal for showcasing, networking, and business engagement.

## Congress Floor breakdown



- B0** Congress Reception & Outdoor Demonstrations  
*Registration & access point*
- B2** Auditorium & Technical Sessions
- B3** ITS Summit
- B4** VIP Lounge & Hospitality Suites
- B5** Exhibition Hall

## Travelling to the ICC

-  **ICC > City Centre – 2,5 km**
-  **Istanbul Airport > ICC – 41 km**  
45-60 min by car
-  **Gökçen Airport > ICC – 55 km**  
60-70 min by car





# Our Community

Trusted by leading brands and institutions shaping the future of mobility.

## Previous Congress Partners

**aselsan**

**AUSSA**



**fixalia**  
The VMS Company



**INDRA**



Mercedes-Benz

**NOKIA**



**Qualcomm**



**busworld**





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# Join Us in Istanbul

**Be part of Europe's most influential ITS event.**

**Reserve your place early to secure premium visibility and exclusive benefits.**

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