



Birmingham
 ITS World Congress
 25-29 October 2027

Partnership & Exhibition Opportunities

**Connect Ideas.
 Transform Transport.**

The 33rd ITS World Congress

2027.itsworldcongress.com

25-29 October 2027
Birmingham, UK



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Welcome to the 33rd ITS World Congress

This is where public and private agendas align – where mobility leaders don't just meet, they move forward.

The ITS World Congress is the **foremost global platform** for smart mobility and digital transport. Each year, it brings together **15,000 government leaders, industry executives, innovators, and researchers** to shape the policies, technologies, and investments driving the future of mobility.

Co-organised by ERTICO – ITS Europe, ITS America, and ITS Asia-Pacific, ITS World Congresses rotate across continents to foster international collaboration and deployment. In **2027, the spotlight returns to EMEA**, with Birmingham, UK, hosting the 33rd edition.

Over five days, the Congress delivers an integrated programme of **high-level dialogue, strategic and technical content, real-world demonstrations**, and targeted networking that enables our partnership, exhibition, and strategic partners to:

- Align with global transport policies and innovation priorities
- Position their brand at the centre of mobility leadership
- Engage directly with public authorities and policy influencers
- Accelerate partnerships and increase market visibility

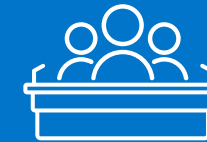
“ ERTICO is proud to bring the ITS World Congress back to the UK for the first time since 2006. Birmingham, with its deep industrial roots and spirit of innovation, is the perfect place to connect public authorities with other stakeholders and innovators; and to facilitate the important conversations that will shape the future of smart mobility.

The ITS World Congress is a brilliant opportunity for partners and exhibitors to lead the conversations, showcase ideas and initiatives, and build relationships that will lay the groundwork for the solutions of tomorrow. ”

Joost Vantomme, CEO, ERTICO – ITS Europe



15,000
Attendees



200
Programme
sessions



600+
Speakers



300+
Exhibitors



10,000
Sqm



80+
Countries

Why Birmingham?

Your host city advantage

Connect Ideas. Transform Transport.

The theme captures the ambition behind the 33rd ITS World Congress: to unite global innovation with local action. Transport for West Midlands, your hosts, embody this mission – connecting cutting-edge research, inclusive policy, and real-world deployment to shape the future of mobility.

Birmingham 2027 offers partners a powerful combination of visibility, policy access, and innovation alignment – all in a city committed to inclusive and sustainable mobility.

As the UK's first **Future Transport Zone** and a region empowered by a **Deeper Devolution Deal**, the West Midlands offers partners a unique opportunity to engage with a market actively **driving national mobility strategy** and delivering at scale.

Home to **11 universities**, advanced testbeds, a growing mobility startup scene, and major global industry players, the West Midlands provides a **deployment-ready ecosystem** for testing, scaling, and showcasing smart mobility solutions.

Strategic highlights:

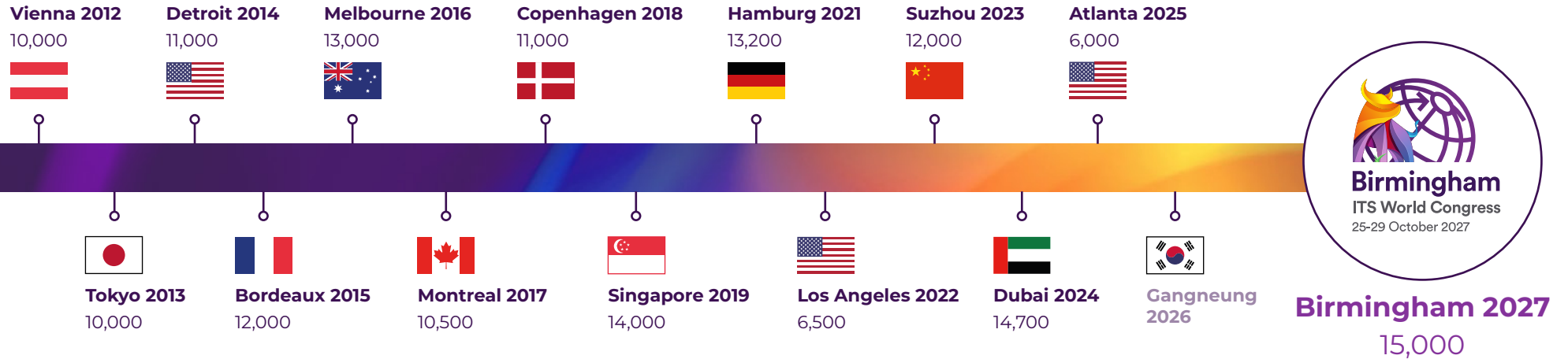
- **Transport innovation legacy:** From the Industrial Revolution to connected mobility pilots.
- **Policy leadership:** Regional authority over investment, regulation, and delivery.
- **Deployment at scale:** Electric buses, AV testing, demand-responsive transport, 5G corridors.
- **Tech talent & R&D:** 30,000+ engineering students and strong academia-industry links.
- Home to the **NEC** – UK's premier venue outside London.

“ This is a once-in-a-generation opportunity to showcase the best in transport innovation the UK has to offer and get input from the global transport technology community on our next steps. ”

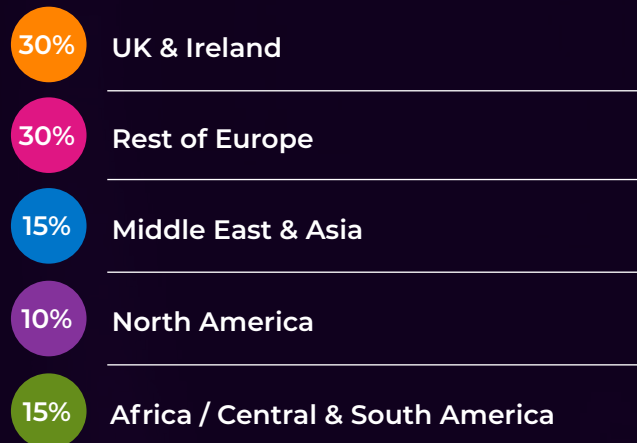
Chris Lane,
Head of Transport Innovation,
Transport for West Midlands

Historic attendance profile

Number of participants



Geographic reach



Who will you meet?

The ITS World Congress 2027 offers partners access to **high-impact public and private leaders** who shape the future of mobility – from city authorities and ministries to infrastructure operators, innovators, and investors.

45%
Public sector

ministries, cities,
regulators, transport
agencies

55%
**Private &
research**

OEMs, ITS providers,
mobility platforms,
startups, academia

Partners benefit from a highly qualified, cross-sector audience aligned with strategic, technical, and deployment priorities worldwide.

They engage directly with the people driving decisions, funding innovation, and delivering mobility projects on the ground.



Audience Groups



Public sector

Ministries, city councils, regulators,
transport agencies, smart city leaders

45%



Industry & infrastructure operators

OEMs, ITS providers, mobility platforms,
energy and utilities, road/rail/air operators

25%



Academia & innovation

Universities, research institutes, EU
innovation projects, startups

15%



Consultancy & professional services

Engineers, legal advisors, mobility
consultants, project managers, recruiters

10%



NGOs & associations

Advocacy groups, ITS UK, EC-linked bodies,
standards committees

5%

By Role

Technical experts & project leads **25%**

Senior managers & directors **20%**

Public officers & policy leaders **20%**

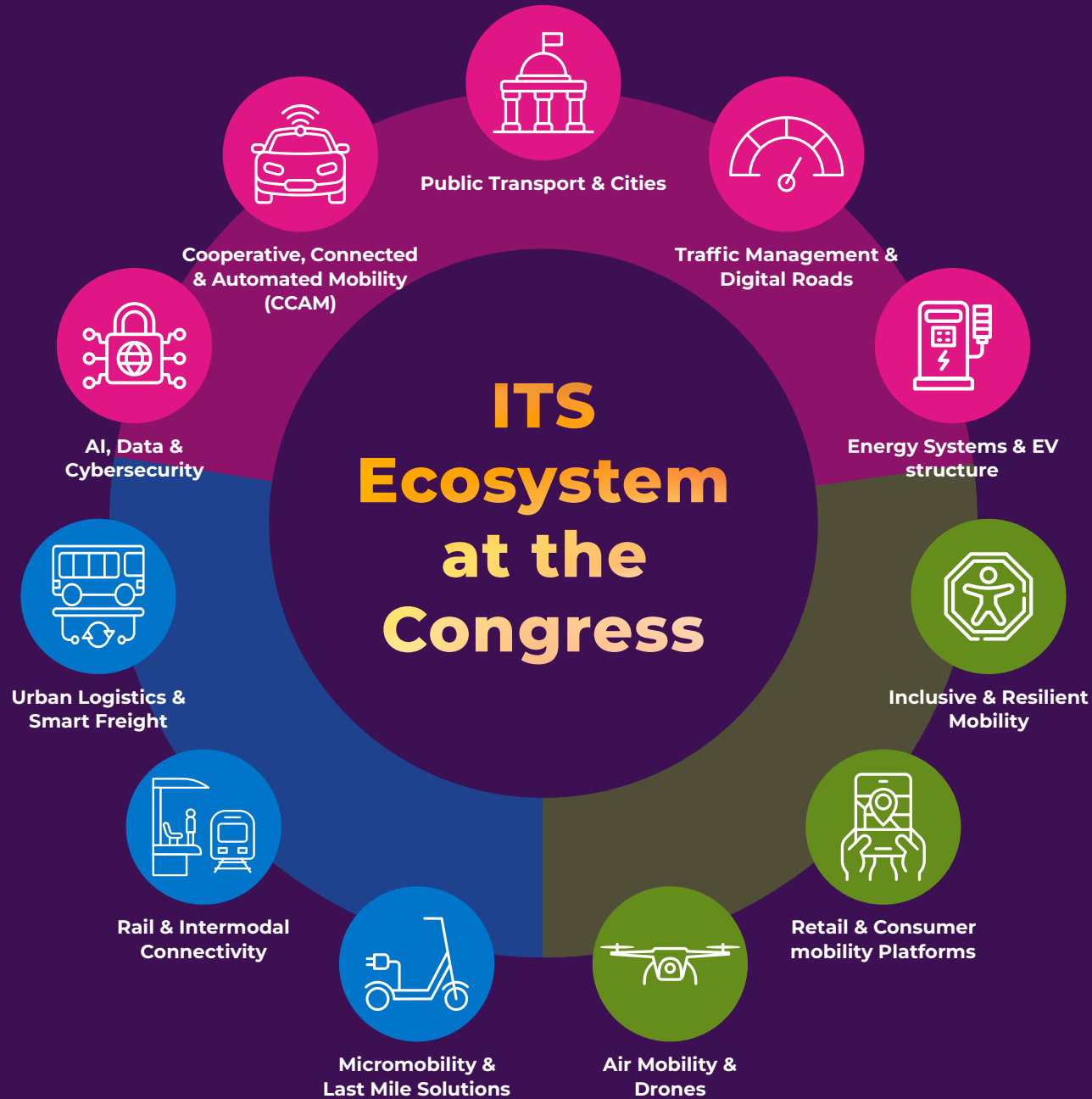
Executive & board-level leaders **15%**

Academics & researchers **10%**

Startups & founders **5%**

Students & early-career talent **5%**





How can you participate?

Engage, lead, and activate your brand

Whether your goal is visibility, influence, or market traction, the ITS World Congress 2027 offers targeted opportunities to connect with decision-makers and showcase your leadership.

Key opportunities for partners



Partnership packages

Tiered visibility across branding, content, and networking.



Thought leadership

Speak in High-Level Sessions or exclusive partner briefings.



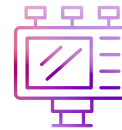
ITS Arena

Partner tracks or keynotes on high-energy open stages.



Exhibition floor zones

Branded feature areas aligned with key mobility topics.



Branding & visibility

Venue signage, digital screens, Congress app, lounges, delegate touchpoints, networking zones.



Demonstrations & activations

Live tech showcases at the NEC and surrounding mobility infrastructure.



Networking & side events

Private roundtables, curated matchmaking, investor briefings, and hosted events.



Partners are positioned not just to be seen, but to lead the conversation, shape partnerships, and activate their brand in a high-impact setting.


Commercial partnership opportunities

Tailored visibility. Strategic engagement. Lasting impact.






From top-tier partnership packages to targeted add-ons, the ITS World Congress 2027 offers flexible opportunities to align your brand with the most influential mobility audience in the world.

Level	New package name	Price (£)	Exhibition discount
P1	Global Mobility Impact Leader	£185,000	15%
P2	Premier ITS Innovation Partner	£110,000	12%
P3	Connected Mobility Catalyst	£75,000	7.5%
P4	Digital Mobility Contributor	£45,000	5%
P5	ITS Community Builder	£28,500	5%
P6	ITS Progress supporter	£15,000	5%


Entitlements by category

The following tables map each Birmingham package to its entitlements. A  indicates that the package includes the item; where quantities or descriptions are specified in the package matrix, these are shown instead. Blank cells mean the entitlement is not included. These tables use short labels for clarity; longer descriptions are explained in the notes.

Thought leadership

Item	P1	P2	P3	P4	P5	P6
High level session keynote						
High level session panellist						
ITS Arena track & keynote						
ITS Arena breakfast						
ITS Arena lunch						
ITS Arena session						Moderator slot

Ceremonies & summit

Item	P1	P2	P3	P4	P5	P6
Welcome reception branding (shared)						
Closing ceremony panellist		Subject to availability				
ITS summit seat (roundtable)	2 seats	1 seat				

Social function branding

Item	P1	P2	P3	P4	P5	P6
ITS dinner	Choice of 1 option					
VIP dinner	Choice of 1 option					
Start-Up party	Choice of 1 option					
ITS Arena lunch 1	Choice of 1 option					
ITS Arena lunch 2	Choice of 1 option					

Major branding

Item	P1	P2	P3	P4	P5	P6
Coffee Carts	Choice of 1 option					
Registration Area	Choice of 1 option					
VIP lounge	Choice of 1 option					
Lanyard	Choice of 1 option					
Exhibition lounge		Choice of 1 option				
Exhibition lounge		Choice of 1 option				
Congress app		Choice of 1 option				
Speaker room		Choice of 1 option				
Water bottle		Choice of 1 option				
Delegate gift (2)		Choice of 1 option				

Registration & access

Item	P1	P2	P3	P4	P5	P6
Delegate registrations	12	10	7	4	3	1
VIP delegate registrations	4	2	1			
Speaker registrations	4	2	2	2	1	1
VIP dinner invitation	4	2	1			
ITS dinner tickets	16	12	9	6	4	2

Digital promotion

Item	P1	P2	P3	P4	P5	P6
Pre-congress webinar	Branding + 2 speaking slots	1 speaking slot				
ERTICO podcast	1 speaking slot					
Branded media & content capture	Full service	Partial service	Partial service			
Newsletter	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list	Sent to full consented registration list
Congress app profile	✓	✓	✓	✓	✓	✓
Business matchmaking service	✓	✓	✓	✓	✓	✓
Meeting room time	Full event	Full event	2 days	1 day	½ day	1 hour

Promotion, networking & meeting room

Item	P1	P2	P3	P4	P5	P6
Website presence	Rotating logo on homepage	Rotating logo on homepage	Featured on event partners page	Featured on event partners page	Featured on event partners page	Featured on event partners page
Congress announcement	Dedicated section in newsletter	Dedicated section in newsletter	Common announcement	Common announcement	Common announcement	Common announcement
Social-media promotion	Prominent	High	Moderate	Moderate	Low	Low
Venue branding	Prominent	High	Moderate	Moderate	Low	Low

“Birmingham’s diverse communities and bold ambitions make it the ideal place to host a global Congress focused on inclusive and resilient mobility.”

Sharon Thompson,
Deputy Leader, Birmingham City Council

Exhibition opportunities

Exhibition rates

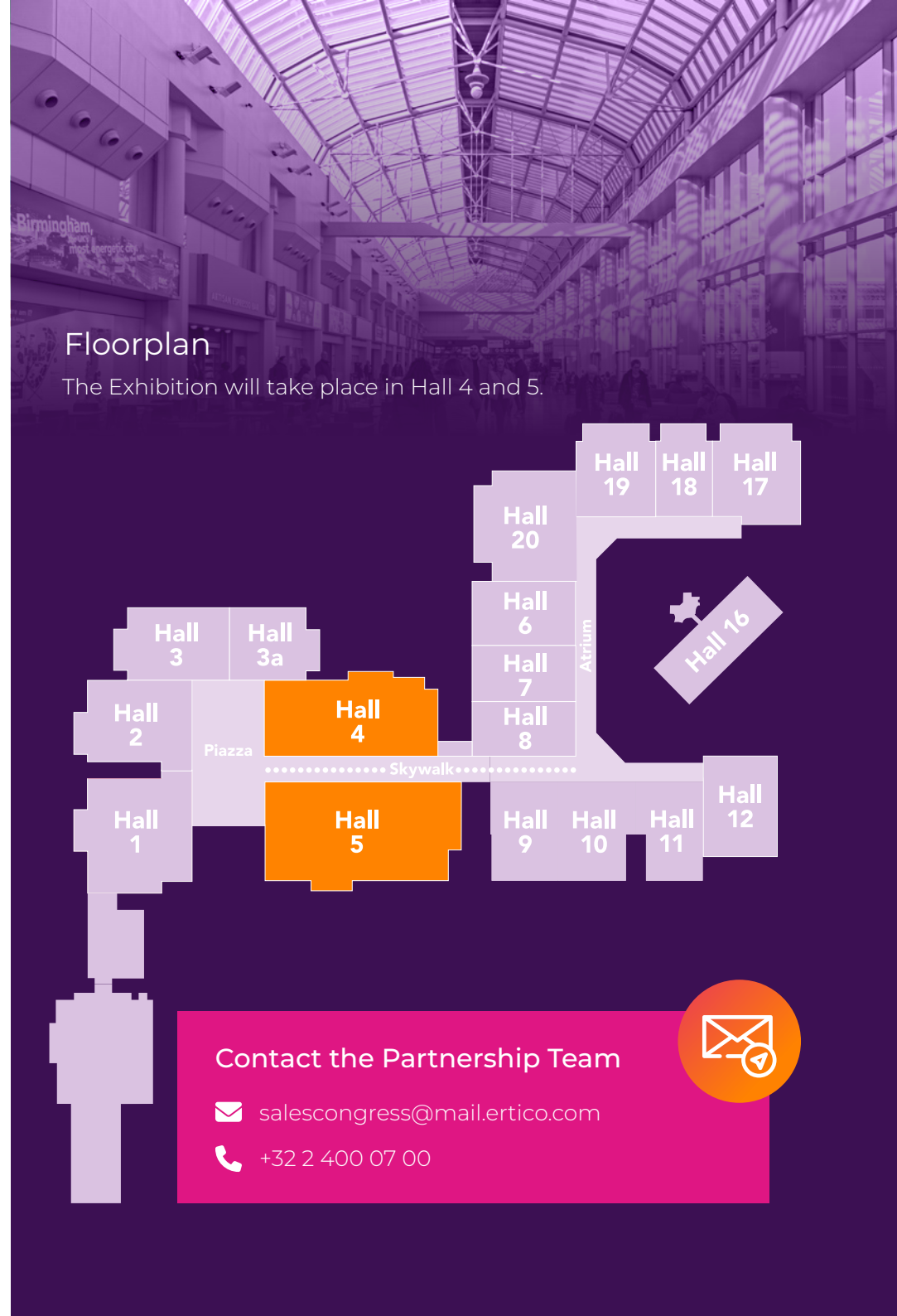
The converted rates in Euros are set by the event organisers based on prevailing exchange conditions for guidance and invoicing purposes. Please note that the organisers reserve the right to review and adjust these conversions in the event of significant currency fluctuations. By submitting this booking form, exhibitors acknowledge and accept that any such adjustments will be applied at the organisers' discretion.

	Early bird (until 30 April 2026)	Standard (Until 2 November 2026)	Late Rate (as of 3 November 2026)
Raw space:	£395 + VAT per sqm	£425 + VAT per sqm	£475 + VAT per sqm
	€460 + VAT per sqm	€495 + VAT per sqm	€550 + VAT per sqm
Shell Scheme without furniture	£495 + VAT per sqm	£525 + VAT per sqm	£575 + VAT per sqm
	€575 + VAT per sqm	€610 + VAT per sqm	€675 + VAT per sqm
Shell Scheme with furniture	£545 + VAT per sqm	£575 + VAT per sqm	£625 + VAT per sqm
	€645 + VAT per sqm	€675 + VAT per sqm	€725 + VAT per sqm

Furniture includes 3 chairs, 1 waste basket, 1 table, and 1 cabinet



All exhibitors receive listing in the official Congress app and website.



Floorplan

The Exhibition will take place in Hall 4 and 5.



Contact the Partnership Team

✉ salescongress@mail.ertico.com

☎ +32 2 400 07 00



Venue: National Exhibition Centre (NEC) Birmingham

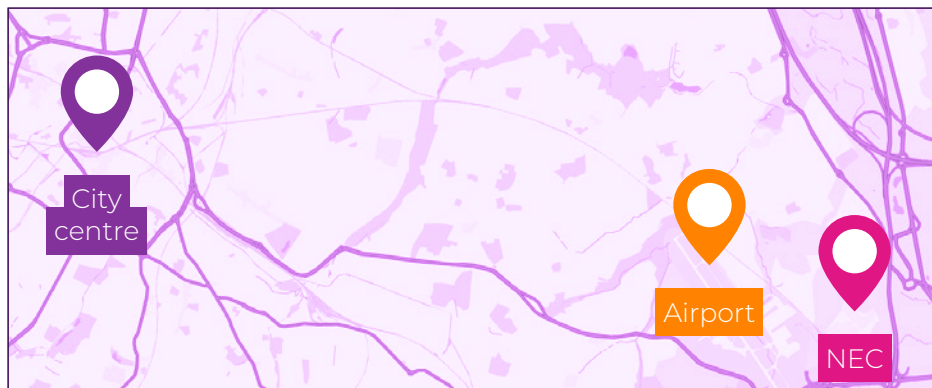
The ideal mobility showcase

As the UK's largest venue, the **NEC Birmingham** offers an unparalleled setting to demonstrate, engage, and lead.

Located just minutes from **Birmingham International Airport and train station**, the NEC brings together **plenary sessions, technical content, and exhibition zones under one roof** – with state-of-the-art infrastructure that supports **real-time ITS deployment and live demonstrations**.

Address: NEC, Pendigo Way, Marston Green, Birmingham B40 1NT, United Kingdom

Learn more: thenec.co.uk



Designed for future mobility



Direct access via international airport and rail



Demo-ready infrastructure for AVs, EVs, drones, and connected mobility



Europe's largest EV charging hub onsite



Fully integrated Congress layout: exhibition, plenaries, arena, and sessions together



NEC > City centre:

11 minutes journey, 1 train every 10 minutes



NEC > Birmingham airport:

Free monorail transfer: 2-minute transfer via continuous shuttle service (03:30–00:30)

Our ITS community

The 33rd ITS World Congress is built on strong institutional collaboration and public-private partnership.

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



Birmingham

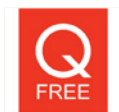
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PREVIOUS CONGRESS PARTNERS



Mercedes-Benz





Birmingham
ITS World Congress
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Join us in Birmingham

Register your interest and reserve your place early

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