

**LINK YOUR BRAND TO INNOVATION
BECOME SPONSOR OF ITSUP**

**IT'S
TECH
IT'S
HERE**

THE INCUBATOR FOR NEXT GEN GAME CHANGERS

ITSUP

21-24 APRIL 2020
INTERTRAFFIC
RAI AMSTERDAM

LINK YOUR BRAND TO INNOVATION

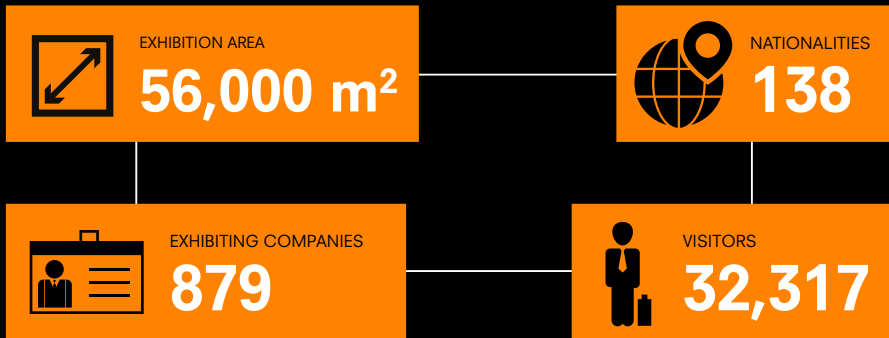
Are you looking for a prominent way to link your brand to innovation? Become sponsor of the IITSUP event during Intertraffic 2020 in Amsterdam!

Startups are significant contributors to the innovative strength of the traffic technology and smart mobility scene. Commercial businesses, cities and government authorities are keen to cooperate with these young visionaries. To facilitate a flying start for potential game changers, Intertraffic created IITSUP, a platform for startups to pitch innovative solutions and connect with investors and corporate partners.

Under the wings of Intertraffic, IITSUP gives promising startups unrivalled exposure to an international audience of traffic technology professionals. So let's accelerate connections for today's and tomorrow's mobility challenges!

Intertraffic, the largest and most comprehensive event for the traffic technology and smart mobility industry, connects professionals from around the world. With a global event portfolio and a far stretching international reach, Intertraffic provides the ideal stepping stone for startups. During the 2018 launch edition of IIT SUP, 50 carefully selected startups grabbed the chance to step in the limelight.

INTERTRAFFIC IN NUMBERS



(Figures Intertraffic 2018 - Amsterdam)

IITSUP takes place in a dedicated hall during Intertraffic 2020 in Amsterdam. Each startup will have its own exhibit area and open stages facilitate pitches and presentations. The IITSUP hospitality lounge is home to networking and matchmaking activities.

STARTUPS IN
THE FOLLOWING
FIELDS ARE
CALLED TO APPLY

- traffic technology
- telecom
- automotive
- mobility services
- security services
- ICT

STARTUP
QUALIFICATION
CRITERIA

- solid business plan
- innovative intelligent solution
- globally applicable
- hyper-scalable
- high feasibility factor
- less than 5 years in business

Startups only pay a nominal participation fee of € 495. Remaining costs are covered by sponsors, partners and Intertraffic.

THE **EMPOWERMENT** OF RENOWNED COMPANIES IS ESSENTIAL FOR NEW KIDS ON THE BLOCK

We invite you to become a sponsor or partner to make IITSUP possible and profile your company as a keen supporter of innovation.

Various sponsor packages are available, including the opportunity to put forward a pitch challenge to the participating startups.

Samples of what can be incorporated:

- Sponsor branding in onsite visual identity of IITSUP
- Sponsor branding in IITSUP communication
- Sponsor panel with company description and sponsor testimonial
- Sponsor logo on IITSUP website with “powered by” label

Interested in supporting IITSUP or curious to find out more?

Email intertraffic@rai.nl or call Rogier Peijster on M +31.6.31 78 47 82 or T +31.20.549 12 12.

ITSUP

IS INITIATED BY:

rai
AMSTERDAM

 **INTERTRAFFIC**

GO THERE. GO FAST.
[INTERTRAFFIC.COM/ITSUP](https://www.intertraffic.com/itsup)