

## **Call for Presentations & Demonstrations** **Intertraffic Summit Amsterdam 2022**

INFRASTRUCTURE • TRAFFIC MANAGEMENT • SMART MOBILITY • SAFETY • PARKING  
29 March - 1 April 2022 | RAI Amsterdam

Intertraffic Amsterdam is the platform of choice for professionals from around the world to meet. It is a biennial must attend event to stay up to speed on the developments in the fields of infrastructure, safety, parking, smart mobility and traffic management, with some 800 exhibiting companies from 47 countries and a 30,000+ visitor attendance from 134 countries worldwide.

An excellent opportunity to present and demonstrate your innovative mobility solutions! By means of this Call for Presentations & Demonstrations, requests for presentations for the Intertraffic Summit Programme, and in- and outdoor demonstrations can be submitted. The Summit Programme is all about inspiring and connecting people and takes place in hall 7.

The traffic technology and automotive industry are undergoing significant technological transformations whereby cooperation and connection become key aspects. During Intertraffic Amsterdam 2022, the latest products and services, mobility projects and trends and innovations related to smart, safe and sustainable mobility will be on show. The Intertraffic Summit Programme will offer visitors the necessary tools to facilitate the mobility transition they are in.

Hereby we invite all Intertraffic exhibitors and co-exhibitors to submit their request(s). The deadline to submit request(s) is 1 October 2021. Further instructions on how to submit your presentation and demonstration request(s) can be found below.

### **Intertraffic Summit Programme by themes**

#### **Programme focus**

The programme focuses on strategies, trends and intelligent technology enabling smart traffic, smart vehicles, seamless travelling and sustainable transport and addresses innovative technology improving urban parking, road safety and road infrastructure.

#### **1 | Big Data and Mobility**

A successful future depends on serving users and consumers in the way they expect. It will be critical in the new economy that we are open to utilising new technologies such as the cloud, big data, the Internet of Things and wearable devices. This in turn will provide more machine-generated data to tap into and lead to major security challenges. How do you see these issues evolving, making sure privacy is guaranteed?

Examples:

- Social media and mobility
- Mobile communications
- Cloud computing
- Sensor networks
- Data transmission, storage, sharing and managing of datasets
- Big data analytics and smart travelling
- Traffic and transportation modelling
- Machine Learning and Artificial Intelligence
- Crowdsourcing: data collection on travel behaviour, infrastructure conditions, accidents etc.
- Big data challenges: privacy, data ownership, role of the public authorities, big complexities etc.

## **2 | Smart and Sustainable infrastructure**

A new road revolution is upon us as the reality of autonomous/driverless cars comes ever closer. While the AI and sensors built into vehicles will power this new technology, their ability to communicate with each other and with smart road infrastructure is vital. How can we best prepare the advanced road markings, smart signs, wireless communication and cyber security needed for this road and digital infrastructure?

Examples:

- Loops and road sensors
- Intelligent Traffic Lights and other innovative roadside equipment
- Wireless and cellular communication systems such as ITS-G5/Wi-Fi-p and 3G, 4G LTE
- Glow in the dark road markings
- Electric charging lanes and e-charging systems
- Interactive lights
- Circular road construction materials
- Solar roadways
- Road Detection systems

## **3 | Traffic management challenges**

Emerging technologies, digitalisation, multimodality and smart infrastructures are having a huge impact on traffic management. Which ITS tools can best help road operators manage their network in the most efficient, safe and environmentally friendly way?

Examples:

- Dynamic traffic management
- Real time traffic information such as traffic apps, Variable Message Signs, in-car systems
- Multimodal transport
- Traffic Management Centres
- Intelligent Traffic Lights and other innovative roadside equipment
- Parking guidance systems
- Congestion management
- Event & incident management
- Monitoring and enforcement
- Traffic data collection & processing
- Toll collection

## **4 | Cooperative, connected and automated driving**

Cooperative, connected and automated driving will offer new mobility solutions that are cleaner, safer, consumer-focused and create new areas of business for our industry. Car-connectivity and automation will bring considerable economic gains for users such as driver comfort and access to mobility. What are the latest developments with regard to technology and social acceptance?

Examples:

- Safe routing
- Cloud services
- Real-time travel information
- Multi-modal travel information services
- Vehicle-to-vehicle or vehicle-to-infrastructure communication
- Talking traffic: communicating vehicles, in-car traffic management, and collective traffic services
- Smart Traffic Controllers
- Advanced driver assistance systems such as Autopilot, Cruise Control, Lane Keeping, Park Assist
- Vehicle sensors and Artificial Intelligence
- Human factors of automated driving
- Security and privacy issues: privacy, data ownership, the role of the car manufacturers
- International standardization: architecture and operability

## **5 | Mobility as a Service**

An increasing number of travellers have access to the Internet, apps and nav-com systems via smartphone and tablet. Solution vendors are able to customise mobility services based on real time information and personal preferences. The key concept behind Mobility as a Service (MaaS) is to provide travellers and goods mobility solutions based on actual travel needs. What's the best way forward?

Examples:

- Personal mobility services or personal travel assistance
- Service platforms
- Smart solutions for public transport
- Smart solutions for urban distribution
- Multimodal travel services
- Real-time traveller information
- In-car information systems
- Integrated ticketing & smart payment systems (plan, book and pay)
- Smart Parking services
- Car sharing, ride sharing and car rental

## **6 | Tackling societal challenges**

Our industry is aiming for a transport system that is resilient, resource-efficient, climate and environmentally friendly, safe and seamless. This will benefit citizens, the economy and society. Which sustainable solutions help minimise the impact of transport systems, and how can smart solutions reconcile growing mobility needs?

Examples:

- Electric & hybrid vehicles, e-bikes, e-scooters, e-motorbikes, e-trikes
- Charging infrastructure and smart grids
- Sustainable transport and alternative fuels
- Sustainable Urban Mobility Plans
- Eco driving & coaching
- Car sharing and ride sharing
- Sustainable route planning
- Multi-modal transportation solutions
- Social inclusion (customized transportation)
- Sustainable logistics and zero emission urban distribution
- Multiple use of public space
- Air and noise pollution
- Crowd management
- Media solutions for teleconferencing, teleworking and telecommuting

## **7 | Urban Parking**

Parking technology that optimises parking space usage, improve the efficiency of parking operations and help traffic in a city flow more freely with the next generation of smart parking. This goes for on-street parking and enforcement, to help authorities reduce costs and deliver a hassle-free driver experience as well as for off-street car parking, to help car park operators to run their business more smoothly. Smart parking systems to help drivers find economical parking spaces and use phone-enabled automated payment solutions and low-cost sensors to reduce vehicle overcrowding in cities and pollution levels. What are the latest solutions available?

Examples:

- Multi-modal travel information services, In-car information systems and Way finding
- Cloud services
- Route guidance systems, Park & ride information systems
- Integrated ticketing & smart payment systems
- EV parking, EV reservations, EV payment systems

- Parking equipment
- Ticketing & payment systems
- Parking control & info systems
- Entrance Control systems
- Parking reports & statistics
- Parking facilities (management/exploitation)

## **8 | Road safety**

Technologies which focus on road safety and the reduction of traffic accidents and injuries, creating safe drivers, safe vehicles and safe infrastructure. Changing driver behaviour and mapping it by means of comprehensive studies is crucial in order to improve traffic safety. New in-vehicle technologies influence the way we will use our cars; it will influence both road safety as well as the vehicle's comfort. And well-maintained, high quality infrastructure that makes use of advanced technologies and best practices are vital to ensuring the safety of all road users.

Examples:

- Incident management such as road hazard & incident solutions
- Emergency systems & equipment
- Enforcement systems such as detection, camera supervision and monitoring
- Information & warning systems
- Smart traffic light controllers
- Traffic signs such as dynamic & static signage systems
- Smart sensors and road markings
- Safe routing
- Solutions for vulnerable road users such as pedestrians and cyclists

## **9 | Road construction and roadside equipment**

Among roads authorities there is a growing recognition that innovation can make a real difference before it can improve safety, reduce costs, reduce pollution and provide better maintenance. In particular, innovation offers the chance to develop intelligent design and procurement of infrastructure, build intelligence into infrastructure, develop more intelligent management and use of infrastructure, obtain more and better information for drivers on the operation of the network, and create products, services and insight to sell to other highways authorities internationally.

Examples:

- Public lighting
  - Road construction & maintenance
  - Demolition and recycling
  - Tunnel technology
  - Bridge construction
  - Roadside equipment such as Traffic Controllers, Information Panels, Traffic Signals
  - Solutions for self-healing roads
  - Road markings
  - Circular material
  - Reflecting materials
-

## Join and share your innovative mobility solutions with the Intertraffic community!

Intertraffic is the key meeting platform, market place and knowledge centre for businesses and traffic professionals worldwide with an interest in today's and tomorrow's mobility developments. The Summit & Demonstration Programme offer countless extra opportunities for exhibiting companies, authorities, consultants and knowledge institutes. Authorities can show the progress and lessons learned regarding social, economic and environmental goals and the many mobility challenges that they are facing. Technology vendors and service providers are able to promote and demonstrate their solutions to the mobility industry and of course, end-users.

The Summit & Demonstration Programme provides you with:

- A **public-private community** for efficient cooperation with authorities, organizations and industry experts.
- **Knowledge exchange** on e.g. policy support, product innovations, best practices/lessons learned, cost/benefit analysis, use cases, procurement, legal framework, feasibility studies, etc.
- **Encounters** with deployment experts on standardization, business models, policy support, certification, etc.
- **Showcases** with demonstrations of best practices and lessons learned.

## INSTRUCTIONS

### Who can contribute?

All exhibiting parties or sponsors of Intertraffic Amsterdam can contribute, for example:

- Policy makers of national, regional and local authorities
- Traffic and transport companies, transport operators
- Suppliers to the traffic and transport industry
- Service providers and solution vendors
- IT and telecom companies and systems integrators
- Car manufacturers or suppliers to the automotive industry
- ITS experts, traffic experts and consultants
- Knowledge institutes, universities and interest groups
- International lobby and trade organizations

Request(s) should fit within at least one of the themes mentioned in this Call for Presentations & Demonstrations.

### What type of presentations can be submitted?

The Summit Programme allows for a variety of presentations, at least relating to one of the themes.

- User experience of mobility products and services that have already been introduced
- Presentations on trends and market developments
- Business cases or even on-site created mobility solutions
- Results of (pilot) projects
- Panel discussions or mobility debates
- Call for tenders or project launches

### Participation criteria

Participation is open to all Intertraffic exhibitors or sponsors.

The Summit committee makes a selection of all the entries based on the subjects, news value of the request and the suitability to a large audience. Commercial presentations with a sole focus on promoting the companies' brand and presentations that are too scientific will not be selected. Submitters providing concrete tools for Intertraffic visitors to tackle mobility challenges, share use cases, best practices and help facilitate the mobility transition they are in, will stand a better chance in getting selected.

We advise you to use short triggering presentation titles as well as inspiring descriptions of your products & services and clearly state which mobility problems can be tackled by using them.

### **Summit location**

The sessions of the Intertraffic Summit Programme take place in hall 7, easily accessible to all Intertraffic visitors. The demonstrations will either take place at the indoor demonstration area in hall 7 or at the outdoor parking deck. Outdoor opportunities or real time traffic settings are optional and can be discussed with the organizers.

### **Free of charge for all on-site visitors**

Attending the Intertraffic Summit Programme is free of charge for all Intertraffic visitors in Amsterdam. We also provide opportunities for visitors to attend the Summit Programme online. The registration module in order to attend the Summit Programmes and pre-register for specific presentations will go live in January 2022.

### **Creating an interactive programme together**

All exhibitors of Intertraffic Amsterdam 2022 are invited to take part in the Summit Programme to create an interesting knowledge programme for Intertraffic visitors or a specific client group. Please be advised that the Summit committee will compose the final programme out of all the requests based on themes and participation criteria. This is to ensure a mixture of themes will be on offer, indicating the mobility problems we are facing today. Solutions to these problems can be presented and demonstrated from either a policy, technology or user point of view.

### **Why join?**

Participation in the Summit & Demonstration Programmes offers exhibitors a unique international platform to profile their company, get in contact with potential customers and gain valuable publicity. As of January 2022, the full programme will be displayed at the official Intertraffic website [www.intertraffic.com](http://www.intertraffic.com) including company, speaker, title of presentation and a short description.

Presentations and demonstrations will also be highlighted in other communications prior to the event. A carefully targeted press and publicity campaign will ensure that both the programme and the exhibitor's presentation(s) will get maximum exposure. However, in order to reach personal target groups it is essential that exhibitors invite potential and current customers to their presentation(s) and/or demonstration(s) as well. For this purpose Intertraffic provides exhibitors with free online invitation cards. Intertraffic shares the interest shown in the different timeslots with the session organiser.

### **Costs**

Presentation timeslots:

- € 650.00 for 30 minutes
- € 875.00 for 45 minutes
- € 1,100.00 for 60 minutes

Demonstration areas

- Indoor and outdoor demonstration area(s), ranging from € 495.00 to € 1,495.00\*
- Promo point near entrance € 4.180,00

\*In consultation with the Summit committee.

All prices are excluding VAT and cover the construction theatres and demo area, stages, furniture, AV, technicians, and includes promotion via the Intertraffic marketing tools website, includes Summit & demonstration activities in the official programme, and integrated advertising with other Intertraffic promotional activities.

### **How to register?**

Would you like to join the Intertraffic Summit Programme, then please send your application form including name of the company/organization, contact person, address details, title presentation, subject presentation and short description to [intertraffic@rai.nl](mailto:intertraffic@rai.nl) for the attention of Esther de Waard, Programme Manager Intertraffic Amsterdam and Joyce de Winter, Exhibition Manager Intertraffic Amsterdam.

Applications for the Summit & Demonstration Programme can be submitted **until 1 October 2021**. In the course of November you will be informed about the outcome of your request(s). The timeslots for the Summit will be confirmed by December 2021. Demonstrations can be held at fixed times or throughout the entire day.

**Note: Limited availability applies for the Summit & Demonstration Programme.**

### **Contact details**

Esther de Waard – Programme Manager Intertraffic Amsterdam  
Joyce de Winter – Exhibition Manager Intertraffic Amsterdam  
P.O Box 77777  
1070 MS Amsterdam  
The Netherlands

Phone: +31 20 549 2289

E-mail: [intertraffic@rai.nl](mailto:intertraffic@rai.nl)