

## Intertraffic - Accelerating connections for today's and tomorrow's mobility challenges

12 - 14 november, 2019

### Intertraffic events - delivering insights and solutions

Our Intertraffic brand is renowned to provide business and knowledge for the infrastructure, traffic management, smart mobility, safety and parking sectors. Our global exhibitions deliver insights and solutions for today's and tomorrow's mobility challenges. Since 1972 we stage international B2B2G events in Amsterdam, Istanbul, Mexico, Indonesia and China, connecting traffic technology experts from over 145 countries.

### Intertraffic Mexico – dedicated to the Latin American Market

Do you want to rise or emphasize your profile in Latin America? With around 4,500 professional trade visitors, Intertraffic Mexico is a dedicated marketing platform to present your latest projects, solutions or products. Getting contracts, finding new supply channels or elevating the status of your organisation, it is all best achieved face to face at Intertraffic Mexico. And with a show attendance covering the entire Latam region, we can also help you break into new markets.

### Intertraffic Award Latin America - recognizing thinkers and creators

Winning an award is a great way to elevate the status of your organisation. With our Intertraffic Award we reward and highlight best practices in the traffic technology and mobility industry in Latin America. We give recognition to organisations that actively contribute in tackling today's and tomorrow's mobility challenges and drive the traffic industry forward.

### You are invited to participate!

Are you a thinker or creator breaking new ground in the traffic and mobility industry? We warmly invite you to enter the Intertraffic Award Latin America. Participation is open to companies and organisations that fall into one or more of the following profiles:

- Governments
- Concessionaires
- Academies
- Intertraffic exhibitors

This year the Intertraffic Award Latin America shall be granted to the following two categories:

- Projects that benefit mobility
- Services, solutions or products that contribute to mobility

#### The immediate benefits of entering and being selected

##### ELEVATE YOUR STATUS

Raised credibility, increased visibility

##### EDUCATE AND ATTRACT

New customers and new employees are drawn to your organisation

##### INCREASE CUSTOMER LOYALTY

Recognition encourages customer loyalty and drives sales

##### EXCITE AND MOTIVATE

Build motivation within your team, celebrate your success

### Dedicated PR & Publicity Programme

Enter the competition and we will put you in the spotlights with a dedicated PR & Publicity programme.

#### IMPORTANT DATES AND DEADLINES

First day for entries: July 8<sup>th</sup> 2019  
 Final day for entries: September 30<sup>th</sup> 2019  
 Jury day: October 10<sup>th</sup> 2019

All entries  
 Nominees  
 Winner

	All entries	Nominees	Winner
Entry listing on the Intertraffic website	●	●	●
Promotional logo for your own PR	●	●	●
Inclusion in Innovation Route on Show floor	●	●	●
Intertraffic Award social media campaign	●	●	●
Press announcement nominees		●	●
Display in 'Intertraffic Awards Latin America' section at show		●	●
In the spotlights at the Award Ceremony		●	●
Press announcement winner			●
Social media interview			●
Interview for Intertraffic E-newsletter			●

### The Award entry criteria

To meet the criteria for consideration, your entry:

1) Falls into at least one of the five Intertraffic segments:

**Infrastructure – Traffic Management – Parking – Smart Mobility – Road Safety**

2) Pertains to Latin America.  
 3) Has a sustainable and innovative character.

• In case of presenting a **project**:

4.1) Must present a project of no more than two years old (2017-2019).

5.1) Mention the place where the project is developed (state or country)

6.1) Mention how many people have benefited from the project and how mobility improved

7.1) Mention if the project obtained support from a private company or from any public institution

8.2) Contribute to the mobility of the community

• In case of presenting a **solution or service**:

4.2) Must be a solution or service no more than two years old (2017 -2019)

5.2) It must be an already proven solution or service

6.2) Describe the operation of the solution or service

7.2) Contribute to the mobility of the community

### How to submit your entry

We accept entries from July 8<sup>th</sup> till September 30<sup>th</sup> 2019. You can fill out the online entry form on the next link: [www.acob.guru/e42/createlogin.asp?cid=369&lang=EN](http://www.acob.guru/e42/createlogin.asp?cid=369&lang=EN)

### Announcement of the winner at the opening ceremony

The Intertraffic Award Latin America ceremony will take place at the official opening ceremony, Tuesday November 12, 2019.

### Expert Jury Panel

A jury of experts from leading companies, associations and governments will carefully evaluate all entries and select three nominees for the Intertraffic Award Latin America.

### Who's in the Jury Panel

1. Mobility and Transportation Mexican Association - AMTM
2. College of Civil Engineers of Mexico
3. Efficient Use of Energy - CONUEE
4. Mexican Institute of Transportation – IMT
5. Institute for Transportation and Development Policy
6. P & R Consultants
7. Intelligent Traffic System, A.C. (ITS)
8. National Autonomous University of Mexico - UNAM

### Confidential treatment of your entry

All submissions are treated confidentially. Each member of the Jury Panel signed a non-disclosure agreement ahead of the judging process and the content of your entry will remain sealed from the public with the exception of the maximum 300 word synopsis. The synopsis is the only material that will be used for publicity. Submitted entries will not be discussed outside of the Jury Panel.