



TRANSPORT  
RESEARCH  
ARENA  
**BUDAPEST**

18-21/05/26

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Re-Generation  
in transport

# RE-GENERATION IN TRANSPORT

The Transport Research Arena (TRA) is Europe's flagship transport research and innovation conference, initiated by the European Commission and key stakeholders. It is the largest European conference of its kind, covering all transport modes and mobility aspects. As a premier forum for European transport innovation, TRA 2026 gathers academia, industry, policymakers, and civil society to shape the future of transport research. The 2026 edition, hosted in Budapest, will showcase European and global know how and put the spotlight on young researchers and next generation solutions.

**3000+**

Industry professionals

**1573**

Abstracts

**100+**

Exhibitors

**69**

Countries

## FOCUS TOPICS

### User-Centred Mobility

Designing systems around people: safety, accessibility, active travel, and shared solutions.

### Green Mobility & Decarbonization

Accelerating the transition to zero emissions and climate-neutral cities.

### Planning & Operations

Building resilient, efficient, and adaptive transport networks.

### Transport Digitalization

Harnessing data, automation, and connectivity to redefine how transport systems operate and interact.

# WHAT TO EXPECT

## 4 Plenary sessions

High-level speakers from industry, public authorities and academia.

## 12 Strategic sessions

Three sessions per day, focus on major innovation fields and convey policy messages and critical industrial issues linked to the specific theme of each day.

## 70 Scientific & technical sessions

420 oral presentations and 600+ posters.

## 30 Special sessions

Discussion panels, standard sessions or special types of workshops organised by the TRA supporting organisations.

## Exhibition & demonstrations

A 30 000 m<sup>2</sup> arena showcasing technologies, prototypes and interactive experiences.

## Networking & social events

Gala dinner, technical tours and side events encourage connections.

# VISION AWARDS

TRA 2026 proudly celebrates innovation and research excellence through the TRA VISIONS Awards – one of the most anticipated moments of the conference. Established in 2014, these awards have grown into a key European platform for recognizing breakthrough achievements that push the boundaries of mobility, technology, and sustainability.



## EXPERIENCE BUDAPEST

TRA has travelled across Europe since 2006, visiting cities such as Gothenburg, Ljubljana, Brussels, Athens, Paris, Warsaw, Vienna, Helsinki, Lisbon and Dublin. Each edition pushes the boundaries of transport research and fosters collaboration across modes and disciplines. Budapest will host the 11th edition of TRA, continuing this tradition while focusing on next-generation solutions and youth involvement.

Set in the heart of Europe, Budapest offers the perfect blend of history, culture, and innovation. Beyond the conference, enjoy a city of world-class architecture, riverfront views, and famous hospitality — from its thermal baths and gourmet cuisine to its vibrant nightlife and creative energy.

# HUNGEXPO BUDAPEST CONGRESS AND EXHIBITION CENTER

The Hungexpo Budapest Congress and Exhibition Centre — home of TRA 2026 — is Hungary's largest and most modern event complex, designed to host world-class conferences and exhibitions.

Hungexpo offers over 75,000 m<sup>2</sup> of indoor and outdoor space, including a 2,000-seat plenary hall, 21 multifunctional conference rooms, and state-of-the-art exhibition pavilions.



**Address:** H-1101 Budapest Albertirsai út 10.  
[www.hungexpo.hu](http://www.hungexpo.hu)



**SECURE YOUR SPOT AT EUROPE'S  
LEADING TRANSPORT INNOVATION EVENT.  
REGISTER NOW AND BE PART OF THE  
FUTURE OF MOBILITY!**

[info@traconference.eu](mailto:info@traconference.eu)

[www.traconference.eu](http://www.traconference.eu)



# SHOWCASE YOUR INNOVATION

The TRA 2026 Exhibition offers a unique opportunity to present your organization's latest technologies, solutions, and ideas to a global audience shaping the future of transport and mobility.

## Reach decision-makers

Meet and engage with senior representatives from the European Commission, transport authorities, research institutions, and leading corporations.

## Build partnerships

Connect with potential customers, research collaborators, and investors seeking cutting-edge solutions.

## Shape the conversation

Position your brand as a thought leader in sustainable, digital, and smart mobility.

## Increase visibility

Gain exposure through TRA's global communication channels, media coverage, and social media outreach

The stand rental fee is €380 per m<sup>2</sup>

**Request detailed floor plan information and secure your exhibition space today.  
For inquiries, please contact us at [sales@traconference.eu](mailto:sales@traconference.eu)**

# JOIN AS A PARTNER

Become a sponsor of TRA 2026 and take a prominent role in Europe's largest transport research conference. Partnership offers your organization unparalleled exposure and the opportunity to demonstrate its commitment to sustainable, innovative transport.

<b>PRE-EVENT BENEFITS</b>	<b>ROYAL</b>	<b>DIAMOND</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Logo with link on the conference homepage	•	•	•	•	•
Logo featured in conference newsletters	•	•	•	•	•
Social media welcome post	•	•	•	•	•
Logo placement on conference advertisements depending on size and format	•	•	•	•	•
Interview in conference PR article	•	•	•	•	
Featured post in social media	•	•	•		
Featured content up to 90 words in newsletters	3	2	1		
Advertisement and participation in a 30-minute podcast	2	1			

<b>BENEFITS AT THE EVENT</b>	<b>ROYAL</b>	<b>DIAMOND</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Full registration to the conference	8	5	3	2	2
Indoor exhibition space (m <sup>2</sup> )	48	42	30	20	16
Invitations to the Gala dinner	12	10	5		
Company description and logo display in the event app	•	•	•	•	•
Logo featured on informational screens	•	•	•	•	•
Logo display on the sponsor walls	•	•	•	•	•
On-site logo placement at key access points	•	•	•	•	•
Logo featured on main hall screen	•	•	•	•	•
Promotional products in congress bag	•	•	•	•	
Logo on attendee badges	•	•	•		
15-sec image spot on informational screens	•	•			
Advertisement in the programme booklet	1/1 page	1/1 page	1/2 page	1/2 page	1/4 page
	<b>From €100,000</b>	<b>From €60,000</b>	<b>From €45,000</b>	<b>From €30,000</b>	<b>From €18,000</b>

Please note that logo placement — both in pre-event communications and on-site materials — is scaled according to the sponsorship level, influencing size, visibility, and frequency across relevant platforms.

# SPECIAL OFFERS

Boost your visibility with exclusive branding opportunities available to a limited number of sponsors:

## **Lanyard Sponsor – €10,000 (max. 1)**

Your logo in every delegate's hand — and around every neck — for the entire event.

## **Gala Dinner Sponsor – €30,000 (max. 1)**

Align your brand with the most prestigious evening of TRA 2026, in front of VIPs, speakers, and decision-makers.

## **Lunchtime Catering Partner (Days 3–4) – €20,000 (max. 1)**

Be the name everyone sees during key networking lunch breaks.

## **Coffee Break Sponsor (2 Days) – €10,000 (max. 2)**

Keep the energy flowing: brand the most visited refreshment points of the day.

## **Chillout Zone Sponsor – €10,000 (max. 1)**

Offer attendees a moment to relax in a space fully branded with your identity.

## **WiFi Sponsor – €5,500 (max. 1)**

Make your brand unforgettable: have it greet every user when they log on to the conference WiFi.

## **Charging Station Sponsor – €6,500 (max. 1)**

Power up participants — and your visibility — with branded device charging points.

The TRA 2026 Project Team remains fully available to discuss and tailor partnership opportunities in detail. We are committed to providing every sponsor with dedicated support to ensure that brand visibility, communication assets, and on-site presence are implemented at the highest professional standard, reflecting both the sponsor's identity and the prestige of Europe's leading transport innovation event.

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