Rethinking transport
Towards clean and inclusive mobility
27–30 April 2020

Take advantage of our sponsor and exhibitor opportunities
Transport is undergoing an imperative change concerning every single aspect of the mobility of passengers and goods. We need to rethink the ways we travel and move goods, and how we consume natural resources when designing, building and using our mobility system.

Join us in transforming transport and mobility.
Clean transport – URGENT ACTION!
Mitigation of climate change is one of the key issues that the entire transport sector needs to address. What is the right set of tools for ensuring the most effective responses, both in the short and long term?

Data-driven mobility market
Digitalisation is shaping transport and mobility in a way never seen before. Consumer expectations and behaviours are changing, and consumers of mobility services are acting also as data producers. Who should be shaping the emerging mobility markets?

Intelligent infrastructure
Rethinking the use of existing physical infrastructure assets together with the digital and energy layers opens up new opportunities that should be utilised. We need to dive into the deep end and rethink how we can find innovative ways to finance smart and sustainable infrastructure to ensure its full potential as part of logistic chains.

European competitiveness
Transport research and innovation contribute to policy making at all levels. We need to seize the opportunity to carry forward the results of research and innovation in order to strengthen European competitiveness and utilise the emerging opportunities.

> REGISTER NOW: traconference.eu/registration
TRA2020 is a melting pot of ideas and connections, gathering international government, state and city officials as well as private sector representatives from multiple industries. Over one hundred journalists from both trade, business and news media will also be there to report the newest in the field of transport.

TRA2020 offers a unique opportunity to connect with key decision makers and potential clients in the field of transport.

Want to ask about sponsorship and exhibitor opportunities?

Mr. Ville Kilpiö
Marketing & Sales, TRA2020
Finnish Transport and Communications Agency Traficom
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+358 504 768 745
Invest in networks and visibility with a sponsorship

As a sponsor of TRA2020, your company will have an opportunity to build brand awareness with our diverse audience as well as connect with decision makers and potential clients.

Join these companies in making TRA2020 the event of the year:

- AVL, the world’s largest independent company for the development, simulation and testing of powertrain systems
- HSL (Helsinki Region Transport), the authority that plans and organises public transport and improves its operating conditions in the Helsinki Metropolitan Area.
- Finnlines, the leading shipping operator of ro-ro and passenger services in the Baltic Sea, the North Sea and the Bay of Biscay. Finnlines is a part of the Grimaldi Group.

Virtual Conference Bag – a digital channel for sponsors and exhibitors

At TRA2020, the traditional conference bag will be replaced with a modern and ecological choice: Virtual Conference Bag – a digital channel for event sponsors and exhibitors to share content such as ads, offers and information with the participants. Participants can access the Virtual Congress Bag through the Event App which is also web-based.

The Virtual Conference bag can include offers and products – such as vouchers, discounts, raffles, surveys, videos and GIFs – from sponsors and exhibitors. The sponsors are entitled to place a certain number of offers or products in the bag. Extra visibility can be purchased with a fee of EUR 1,000 + VAT per offer.

The TRA2020 Virtual Conference Bag provides detailed statistics on all interactions, from the opening rate to demographic statistics. Sponsors and exhibitors can examine their ROI in detail by accessing the individual performances of their content.

> LEARN MORE: traconference.eu/become-a-sponsor
Choose a sponsorship package to fit your needs

Diamond Package
(EUR 75,000)

Exclusive package offering maximum exposure both before and during the conference with a broad range of benefits available to your organisation and delegates.

- **VISIBILITY BEFORE CONFERENCE:** organisation profile of 150 words + linked logo on website and event app, article of 150 words in a TRA2020 e-newsletter

- **VISIBILITY DURING TRA2020:** 45 m² of exhibition space, on-site visibility on central screens, 20-minute info shot in prime time on stage in hall 6 (4 days), 3 offers in Virtual Conference Bag + main sponsor visibility, one-page ad in the digital conference programme

- **ACCESS:** 8 pc VIP lounge access, 8 full delegate badges, 8 tickets to TRA Party, 6 exhibition badges, private meeting room (4 days) for max. 100 guests

Platinum Package
(EUR 50,000)

Extensive branding on our web-based and on-site promotions, enhanced visibility and brand recognition with wide benefits.

- **VISIBILITY BEFORE CONFERENCE:** organisation profile of 80 words + linked logo on website and Event App, article of 80 words in a TRA2020 e-newsletter

- **VISIBILITY DURING TRA2020:** 30 m² of exhibition space, on-site visibility on central screens, 20-minute info shot in prime time on stage in hall 6 (3 days), 2 offers in Virtual Conference Bag, one-page ad in the digital conference programme

- **ACCESS:** 4 pc VIP lounge access, 4 full delegate badges, 4 tickets to TRA Party, 3 exhibition badges, private meeting room (4 days) for max. 60 guests

Gold Package
(EUR 30,000)

High visibility and a range of benefits across the conference.

- **Visibility before conference:** organisation profile of 50 words + linked logo on website and Event App, article of 50 words in a TRA e-newsletter

- **Visibility during TRA2020:** 20 m² of exhibition space, on-site visibility on central screens, 20-minute info shot in prime time on stage in hall 6 (2 days), 1 offer in Virtual Conference Bag, half-page ad in the digital conference programme

- **Access:** 2 pc VIP lounge access, 2 full delegate badges, 2 tickets to TRA Party, 2 exhibition badges, private meeting room (2 days) for max. 20 guests

Silver Package
(EUR 15,000)

Cost-effective package to stand out during the conference.

- **Visibility before conference:** organisation profile of 25 words + linked logo on website and Event App, article of 25 words in a TRA e-newsletter

- **Visibility during TRA2020:** 12m² of exhibition space, on-site visibility on screens, 20-minute info shot on networking stage (1 day), 1 offer in Virtual Conference Bag

- **Access:** 1 pc VIP lounge access, 1 full delegate badge, 1 ticket to TRA Party, 1 exhibition badge

All prices exclude 24% VAT and may be subject to change.

> LEARN MORE: traconference.eu/become-a-sponsor
Interact and engage in the exhibition and demonstration area

The conference takes place at Messukeskus Helsinki, Expo and Convention Centre which is Finland’s largest and most advanced venue for congresses. Learn more about Helsinki and the venue on traconference.eu/helsinki-info.

At TRA2020, Messukeskus turns into an interactive arena for innovations and networking. The unique exhibition and demonstration area enables interactive showcases of state-of-the-art technology innovations both in- and outdoors as well as presentation of products and research results in your company’s own exhibition booth.

Showcase your business and network with key players

“Our exhibition and demonstration area will be one of the highlights of TRA2020. This is the perfect place to showcase your business to the highly influential audience, and to network, share ideas and discuss the future of transportation and mobility with other researchers, engineers, decision makers and business developers,” says Mr. Ville Kilpiö, Marketing & Sales Coordinator of TRA2020.

Several European Technology Platforms as well as organisations and companies such as AustriaTech, FEHRL and Shift2Rail Joint Undertaking have already secured their place in the area.

Exhibition fees

Indoor and outdoor areas

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<th>Standard</th>
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<td><strong>EUR</strong></td>
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All prices exclude 24% VAT and may be subject to change.

> LEARN MORE: traconference.eu/become-an-exhibitor
TRA2020 by numbers

3,000+ participants and visitors

70+ countries

100+ sessions

760 abstracts received

90+ international exhibitors

100+ journalists from trade, business and news media

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#TRA2020
#rethinkingtransport

Ⓒ @TRA_Conference