Birmingham
ITS World Congress
25-29 October 2027

33rd ITS World Congress Birmingham 2027

Connect Ideas.
Transform Transport.

The World's Leading
Intelligent Mobility Event

2027.itsworldcongress.com

25–29 October 2027
Birmingham, UK



October 2026

ORGANISED BY: ERTICO ITS EUROPE

CO-ORGANISED BY: ITS AMERICA, ITS ASIA-PACIFIC

IN COLLABORATION WITH: European Commission

IN PARTNERSHIP WITH: ITSNATIONALS

HOSTED BY: Transport for West Midlands, UK Government

SUPPORTED BY: lcrig, Intelligent Transport Systems UK

Contents

Welcome to The 33rd ITS World Congress 2027 3

Why the ITS World Congress? 3

Congress by numbers 4

Why Invest in Birmingham 2027? 5

Future Mobility Vision 6

Who Should Participate? 7

Choose Your Route 8

Who Exhibits? 9

Grow Your Business Through Exhibition 10

Exhibition Packages & Rates 11

Commercial Partnership Levels 12

Commercial Partnership Entitlements 13

Ideal for Your Objectives 16

Thought Leadership Opportunities 17

High-Level Programme 18

Executive Programme 18

Global Smart Mobility Leadership Summit 18

Technical Programme 19

Special Interest Sessions (SIS) 19

ITS Arena 20

Technical Visits 21

Future Mobility Talent & Education 22

Where Business Relationships Begin 23

Global Media Reach 24

Value Beyond Birmingham 25

Our ITS Community 25

ITS World Congress Legacy 26

Trusted by the World's Leading Organisations 27

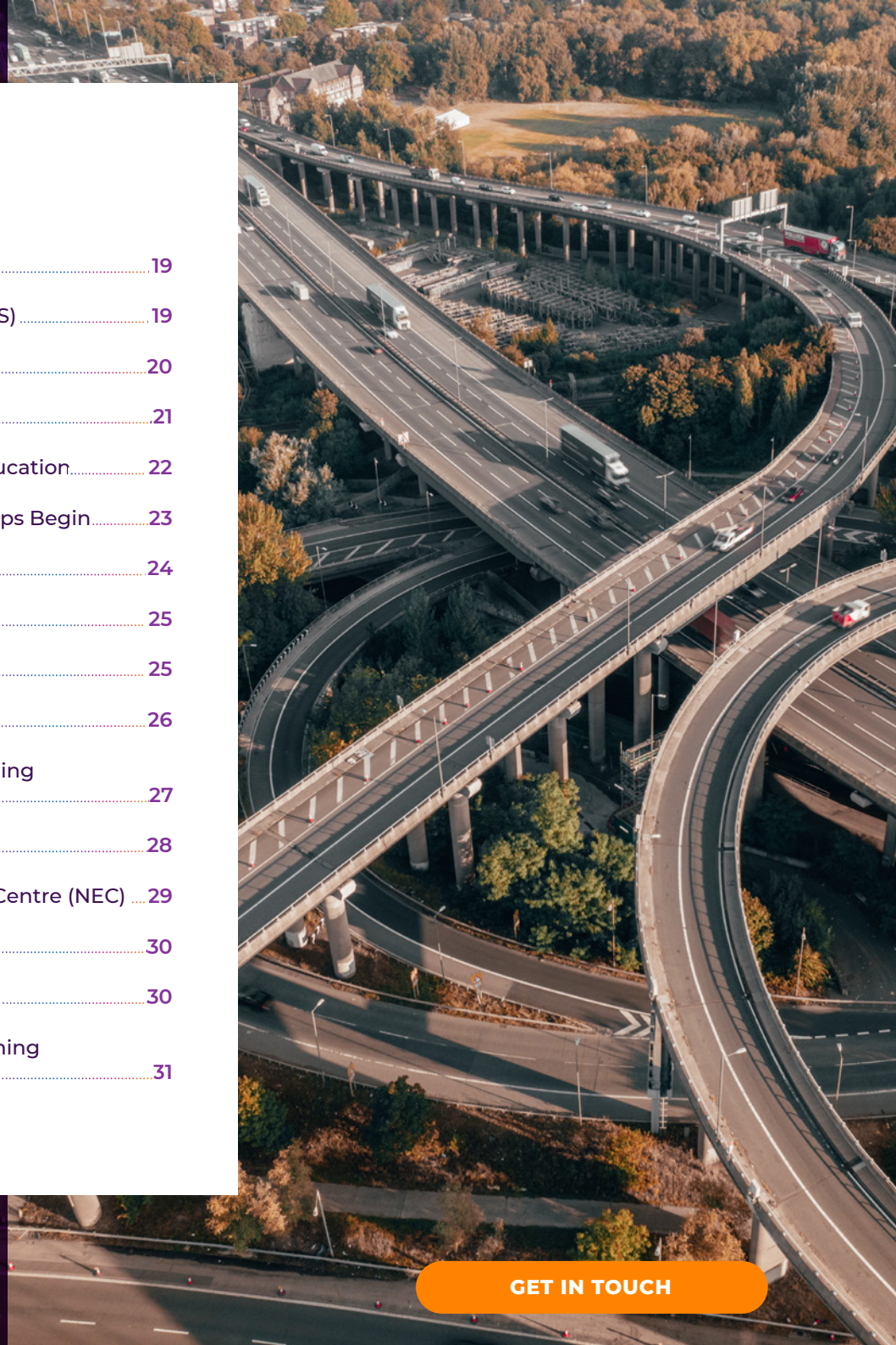
Why Birmingham? 28

Venue: National Exhibition Centre (NEC) 29

The Congress Experience 30

Become a Strategic Partner 30

Join the Organisations Defining Tomorrow's Mobility 31



GET IN TOUCH

WELCOME TO

The 33rd ITS World Congress 2027

The Congress will bring the global intelligent mobility community to Birmingham and the West Midlands, one of Europe's leading regions for transport innovation, deployment and collaboration.

Birmingham
ITS World Congress
25-29 October 2027

Organised by ERTICO – ITS Europe, in partnership with the European Commission, ITS America and ITS Asia-Pacific, and hosted by the Transport for West Midlands and West Midlands Combined Authority, the Congress will provide an international platform for governments, cities, transport authorities, infrastructure operators, industry leaders, innovators, researchers and investors to shape the future of mobility.

As transport systems continue to evolve, Birmingham 2027 will showcase how technology, policy and collaboration can accelerate the deployment of safer, smarter, cleaner and more inclusive mobility solutions.

The Congress is more than an event.

It is a global marketplace for ideas, innovation and deployment, connecting organisations and decision-makers from around the world to address the opportunities and challenges shaping the future of transport.

Why the ITS World Congress?

Where policy, technology and business converge.

For more than three decades, the ITS World Congress has been the premier global gathering for intelligent transport systems and smart mobility.

The Congress provides a unique environment where policy, technology and business converge to accelerate deployment and deliver real-world outcomes.

Delegates attend the Congress to:

- Explore emerging technologies and market opportunities
- Learn from international best practice
- Build relationships with decision-makers
- Influence policy and industry discussions
- Discover innovative mobility solutions
- Develop new partnerships and business opportunities
- Showcase products, services and expertise

The ITS World Congress is the global platform where mobility organisations meet buyers, partners, policymakers and investors in one place.

GET IN TOUCH

Congress by numbers

The global platform for intelligent mobility

Expected at Birmingham 2027

15,000+
International Participants

100+
Countries Represented

350+
Exhibitors

200
Programme Sessions

25,000+ sqm
Exhibition

60%+
Public Sector & C-Level Participation

Who you will meet

International Delegations

National governments, transport authorities, cities, infrastructure operators and mobility agencies from around the world.

Global Media

International trade media, transport media, technology publications, broadcasters, digital channels and mobility influencers from around the world.

Government Leaders

Ministers, mayors, policymakers, regulators and public-sector decision-makers shaping the future of transport.

The 33rd ITS World Congress Birmingham 2027 will bring together the organisations, leaders and innovators driving the next generation of intelligent mobility.

GET IN TOUCH

Why Invest in Birmingham 2027?



Reach the decision-makers shaping the future of mobility.

Supporting the ITS World Congress places your organisation at the centre of the world's leading intelligent mobility marketplace.

Whether your objective is business development, government engagement, market expansion or industry leadership, Birmingham 2027 provides direct access to the organisations shaping the future of transport.

- Generate high-quality business leads
- Meet procurement and transport decision-makers
- Engage ministers, governments and city leaders
- Launch products and innovations
- Strengthen global brand visibility
- Build strategic partnerships
- Influence future policy and standards
- Accelerate international growth

One investment. Five days. Thousands of senior decision-makers.

Relationships that continue long after the Congress closes.

Why Now?

The intelligent mobility sector is at a defining moment of transformation.

The time to invest, engage and lead is now. Mobility is moving from pilots and strategies to real-world deployment, procurement and scale.

- Governments are investing billions in digital transport and infrastructure
- AI, automation and connectivity are transforming transport operations
- Connected and automated mobility is moving from pilot to deployment
- Digital twins and simulation are becoming mainstream
- Trusted data ecosystems and data spaces are growing rapidly
- Cities and regions are seeking proven solutions they can deploy
- Procurement pipelines are accelerating worldwide

Leadership moment

The organisations leading tomorrow's mobility will be those building relationships, demonstrating innovation and influencing decisions today.

GET IN TOUCH

Future Mobility Vision

Shape the conversations defining tomorrow's mobility.

Mobility is entering a new investment era.

Digitalisation, automation, connectivity, artificial intelligence, digital twins and sustainability are reshaping how people and goods move around the world.

At the same time, governments and transport authorities face increasing pressure to improve safety, reduce emissions, enhance accessibility and build more resilient transport networks.

As mobility ecosystems become increasingly connected, trusted data sharing, digital sovereignty, cyber resilience and effective data governance are fundamental to secure, interoperable and scalable deployment.

The ITS World Congress provides a global platform to explore these challenges and opportunities, bringing together leaders from across the mobility ecosystem to accelerate deployment and deliver meaningful outcomes.

Governments and industry are investing in connected infrastructure, AI, digital twins, software-defined transport and trusted data ecosystems. Birmingham 2027 is where these investments, partnerships and deployment opportunities come together.

Congress Topics

Trustworthy and Resilient Systems

The technologies, frameworks and operational approaches that strengthen the reliability of transport systems.

Next-generation ITS

Supporting practical and scalable next-generation ITS solutions that improve safety, efficiency, sustainability and user experience.

Connected and Integrated Services

Explores the digital services and collaborative approaches that enable integrated mobility.

Deploying ITS at Scale

The practical aspects of implementing and expanding ITS solutions.

These topics will underpin the Congress programme, exhibition, demonstrations and innovation activities.

GET IN TOUCH

Who Should Participate?

A global platform. Multiple opportunities.

Commercial Partners

Build brand visibility, demonstrate thought leadership, engage governments and decision-makers, generate leads and win business.

Exhibitors

Showcase solutions and innovations, meet buyers and customers, generate high-quality leads, and launch products and services.

Start-ups and Innovators

Gain visibility and credibility, meet investors and partners, test, learn and grow, and access global markets.

Governments and Authorities

Share best practice, collaborate internationally, influence policy and standards, and discover innovative solutions.

One event. Global reach. Unlimited opportunities.

Each participation route is designed to connect your organisation with the audience, partners and decision-makers most relevant to your objectives.



GET IN TOUCH

Choose Your Route

Your objective	Recommended participation route
Secure exhibition presence and generate leads	Exhibitor
Build brand visibility and strategic influence	Commercial Partner
Demonstrate technology in operation	Exhibitor plus Demonstration
Lead a defined industry conversation	Commercial Partnership plus an approved programme opportunity
Enter the market as an emerging company	Start-up Pod
Bring a national or regional delegation	Pavilion
Participate as a public authority	Government or Authority participation

One Congress. Multiple routes to market.

Our team will help you select the combination that best supports your commercial, strategic and engagement objectives.



GET IN TOUCH

Who Exhibits?

The exhibition brings together organisations from across the intelligent mobility value chain. Key sectors include:

The exhibition serves as a global marketplace for mobility innovation.

Your Investment. Lasting Impact.

A complete journey. Measurable outcomes.

Before – Build Awareness

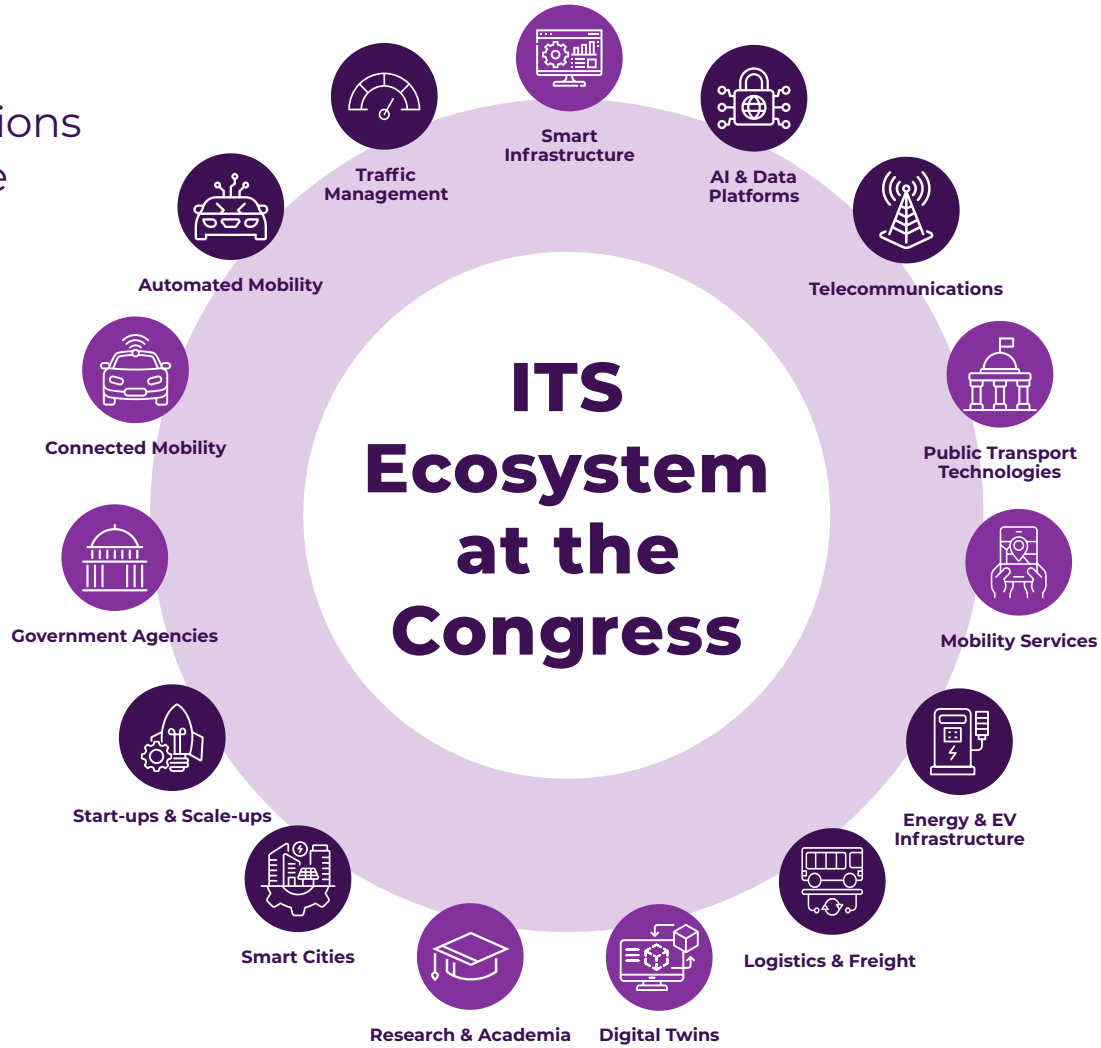
Global exposure, targeted marketing, meeting planning and pre-event campaigns.

During – Maximise Engagement

Meet decision-makers, demonstrate solutions, launch products, influence policy and build partnerships.

After – Extend the Value

Qualified lead follow-up, business development, ongoing engagement and ecosystem connections



VISIBILITY
Global brand exposure

BUSINESS
Generate leads and sales

INFLUENCE
Engage decision-makers

INNOVATION
Showcase solutions

RELATIONSHIPS
Build long-term partnerships

GET IN TOUCH







Grow Your Business Through Exhibition

A global marketplace for mobility innovation.

The exhibition sits at the heart of the Congress, bringing together global buyers, decision-makers and innovators under one roof.

More than 350 exhibitors are expected to participate, representing organisations from across the mobility ecosystem.

- Meet thousands of potential clients and partners
- Demonstrate your solutions and innovations
- Generate high-quality leads
- Build brand awareness and global credibility
- Strengthen relationships with existing customers
- Access key procurement and transport organisations
- Expand into new markets and regions

One exhibition. Unlimited opportunities.

The exhibition is fully integrated with the Congress programme, demonstrations and networking activities.

Secure Early. Maximise Your Impact.

Early commitment delivers more value.

- **Best locations** – access prime exhibition space and high-footfall areas
- **Maximum visibility** – more time to promote your participation globally
- **Greater activation** – plan and deliver compelling experiences and launches
- **Premium opportunities** – access attractive partnership and speaking opportunities
- Stronger ROI – drive more leads, engagement and business outcomes

Demand is high. Space and partnership opportunities are limited. Book early to secure your advantage.



GET IN TOUCH

Exhibition Packages & Rates

Flexible participation options

Exhibition opportunities include:

Secure early. Maximise your impact.

Early commitment supports better stand location, longer pre-event promotion, more activation planning and stronger ROI.



Space Only Packages
For organisations seeking fully customised exhibition stands.

Shell Scheme Packages
Ready-to-use exhibition solutions providing a cost-effective presence.

Start-up Packages
Designed to support emerging mobility innovators and scale-ups.

National & Regional Pavilions
Dedicated opportunities for National Delegations, Government Agencies, Trade Associations, Regional Innovation Ecosystems

Benefits Include:

- Exhibitor passes
- Company listing
- Networking access
- Lead generation opportunities
- Programme integration

Current exhibition rates apply until 2 November 2026. The next rate applies from 3 November 2026.

	Standard (Until 2 November 2026)	Late Rate (as of 3 November 2026)
Raw Space:	**£425 / €495 + VAT per sqm**	**£475 / €550 + VAT per sqm**
Shell Scheme without furniture	**£525 / €610 + VAT per sqm**	**£575 / €675 + VAT per sqm**
Shell Scheme with furniture	**£575 / €675 + VAT per sqm**	**£625 / €725 + VAT per sqm**

Co-exhibitor (per company + VAT)	
1 company	**£490 / €565**
5+ companies	**£475 / €550**
10+ companies	**£450 / €525**

Also Available	
Start-up Packages	**Price on application**
National & Regional Pavilions	**Price on application**
ERTICO members	**10% off space only**

Furniture includes three chairs, one waste basket, one table and one cabinet

VIEW FLOORPLAN AND AVAILABLE STANDS

GET IN TOUCH

Commercial Partnership Levels

Position your organisation at the heart of global mobility.

The 33rd ITS World Congress Birmingham 2027 offers a range of Commercial Partnership opportunities designed to maximise visibility, thought leadership, stakeholder engagement and business development.

Commercial Partners gain access to a powerful international platform connecting governments, cities, transport authorities, infrastructure operators, technology providers, researchers and investors.

Commercial Partnership Levels

Tier	Partnership Level	Positioning	Partnership Investment
P1	Global Mobility Visionary Partner	Maximum global visibility, executive engagement and industry influence.	£185,000 / €220,000
P2	Strategic Innovation Partner	Strategic positioning among global mobility leaders.	£110,000 / €130,000
P3	Connected Mobility Partner	Targeted visibility and engagement for growth-focused organisations.	£75,000 / €90,000
P4	Digital Mobility Partner	Practical exposure and engagement across the Congress.	£45,000 / €55,000
P5	Mobility Ecosystem Partner	Focused presence within the intelligent mobility community.	£28,500 / €35,000
P6	ITS Supporter	Entry-level partnership and community engagement.	£15,000 / €18,000

All Commercial Partnership packages include branding, engagement and networking opportunities designed to support strategic business objectives.

Partnership packages combine:

- Global visibility
- Thought leadership
- Networking
- Government engagement
- Business development
- Exhibition benefits
- Hospitality
- Digital promotion
- Long-term ecosystem value

GET IN TOUCH

Commercial Partnership Entitlements

The following tables provide an overview of indicative partnership benefits. Certain opportunities remain subject to programme development and approval processes.

Digital Promotion

Benefit/Deliverable	P1 – £185k	P2 – £110k	P3 – £75k	P4 – £45k	P5 – £28.5k	P6 – £15k
Congress Website Logo	✓	✓	✓	✓	✓	✓
Enhanced Company Profile On Congress Website	✓	✓	✓	✓		
Congress App Profile	✓	✓	✓	✓	✓	✓
Newsletter Promotion	✓	✓	✓	✓	✓	✓
Social Media Promotion	✓	✓	✓	✓	✓	✓
Dedicated Email Campaign	✓	✓				
Partner Announcement Campaign	✓	✓	✓	✓	✓	✓
Podcast/Interview Feature	✓	✓	✓			
Virtual Thought Leadership Series Participation	✓	✓	✓	✓	✓	

Thought Leadership

Benefit/Deliverable	P1 – £185k	P2 – £110k	P3 – £75k	P4 – £45k	P5 – £28.5k	P6 – £15k
Choose one session option						
High-Level Sessions (Keynote/Panellist)	✓					
Executive Sessions (Keynote)		✓				
Executive Sessions (Panellist)	✓		✓			
Global Smart Mobility Leadership Summit (Number of places)	2	1				
Choose one session option						
ITS Arena Session	✓	✓	✓	✓	✓	✓
Start-up & Innovation Stage Session	✓	✓	✓	✓	✓	✓

GET IN TOUCH

Onsite Branding

Benefit/Deliverable	P1 – £185k	P2 – £110k	P3 – £75k	P4 – £45k	P5 – £28.5k	P6 – £15k
Shared Branding At The Welcome Reception	✓					
Venue Signage	✓	✓	✓	✓	✓	✓
Choose One Exclusive Social Branding Option						
ITS Dinner	✓					
VIP Dinner	✓					
Start-up Party		✓				
Choose One Exclusive Onsite Branding Option						
Coffee Cart		✓				
Registration Area	✓					
VIP Lounge	✓					
Lanyards	✓					
Delegate Lounge	✓	✓				
Congress App	✓	✓				
Water Bottles		✓				
Speaker Room		✓				

Exhibition

Benefit/Deliverable	P1 – £185k	P2 – £110k	P3 – £75k	P4 – £45k	P5 – £28.5k	P6 – £15k
Exhibition Discount	15%	12%	7.5%	5%	5%	5%
Priority Stand Selection	✓	✓	✓	✓		
Enhanced Floorplan Visibility	✓	✓	✓	✓		

GET IN TOUCH

Networking, Hospitality & Congress Access

Benefit/Deliverable	P1 – £185k	P2 – £110k	P3 – £75k	P4 – £45k	P5 – £28.5k	P6 – £15k
VIP Dinner Invitations	4	2	1			
ITS Dinner Invitations	16	12	8	4	2	1
VIP Lounge Access	✓	✓	✓	✓	✓	✓
Executive Networking Access	✓	✓	✓	✓	✓	✓
Business Matchmaking Access	✓	✓	✓	✓	✓	✓
International Delegation Engagement	✓	✓	✓	✓	✓	✓
Delegate Registrations	12	10	7	4	3	1
Speaker Registrations	4	2	2	2	1	1
Visitor / Exhibitor Passes	6	4	4	2	2	1
Private Meeting Room Access	Full week	Full week	2 days	1 day	Half day	1 hour

Beyond the Congress

Opportunities	P1 – £185k	P2 – £110k	P3 – £75k	P4 – £45k	P5 – £28.5k	P6 – £15k
City Collaboration and Pilot Opportunities	✓	✓	✓	✓	✓	✓
ERTICO Ecosystem Access and Post-Event Visibility	✓	✓	✓	✓	✓	✓

Programme & Thematic Opportunities (Optional Add-ons)

Available as an add-on	
ITS Arena Headline Partner (session ownership/branding/activation)	£35,000 / 42,000 EUR
ITS Arena Track Partner (ownership of a specific thematic track within the ITS Arena)	£20,000 / 24,000 EUR
ITS Arena Session Slot (session only, no sponsorship ownership)	£5,000 / 6,000 EUR
Start-up & Innovation Partner (stage, ecosystem & start-up engagement)	£35,000 / 42,000 EUR
Demonstrations	Price on application
Future Mobility Talent & Education Partner	Price on application
Technical Visits	On application

Note: Add-on opportunities are available only to confirmed P1–P6 partners and exhibitors. Commercial Partnership ownership, branding rights and exclusivity (where applicable) are granted solely to the designated add-on partner.

General Conditions Applicable to Partnership Benefits

For avoidance of doubt, partnership benefits do not confer any automatic right or entitlement to any speaking slot, panel position, publication, award, committee role, programme participation, meeting, networking opportunity, media exposure, promotional activity, executive programme participation, hospitality benefit, exhibition benefit or any other opportunity referenced within this proposal.

All benefits are subject to applicable eligibility requirements, selection criteria, submission requirements, review processes and final approval by the organisers and/or relevant programme committees where applicable. Participation in the High Level Programme and Executive Programme is subject to the nominee holding a C-level or other appropriate senior leadership position, and any proposed contribution or content being deemed appropriate and relevant for the programme by the organisers.

Any opportunities described within this proposal are indicative and represent potential opportunities only. The availability, format, timing and scope of benefits may be subject to change and are dependent on programme development, capacity constraints, operational requirements and availability. The organisers reserve the right to amend, substitute, withdraw or reschedule benefits where reasonably necessary.

GET IN TOUCH

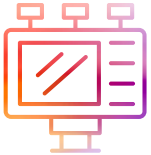
Ideal for Your Objectives



Choose the partnership level that aligns with your goals.

Maximise global visibility	P1-P2
Engage governments and policymakers	P1-P3
Demonstrate thought leadership	P1-P3
Launch products and innovations	P1-P4
Generate business leads	P1-P4
Enter new international markets	P1-P5
Strengthen brand credibility	P2-P5
Support the ITS community	P5-P6

Extend Your Reach



Maximise exposure before, during and after the Congress.

The Congress environment provides numerous opportunities to maximise visibility and audience engagement.

- Build awareness through website profiles, newsletters, social media, partner announcements, virtual thought leadership and podcasts
- Engage customers through app visibility, onsite branding, programme integration and media engagement
- Convert business through targeted meetings, qualified leads and follow-up opportunities
- Maintain relationships through legacy communications, post-event visibility, Congress reports and continued ecosystem engagement

GET IN TOUCH

Thought Leadership Opportunities

Shape the discussions driving the future of mobility.

Opportunities include:

High-Level Programme

Engage with ministers, policymakers and international organisations.

Executive Programme

Share industry perspectives with senior business leaders.

ITS Arena

Participate in interactive sessions, showcases and industry discussions about deployment.

Start-up & Innovation Stage

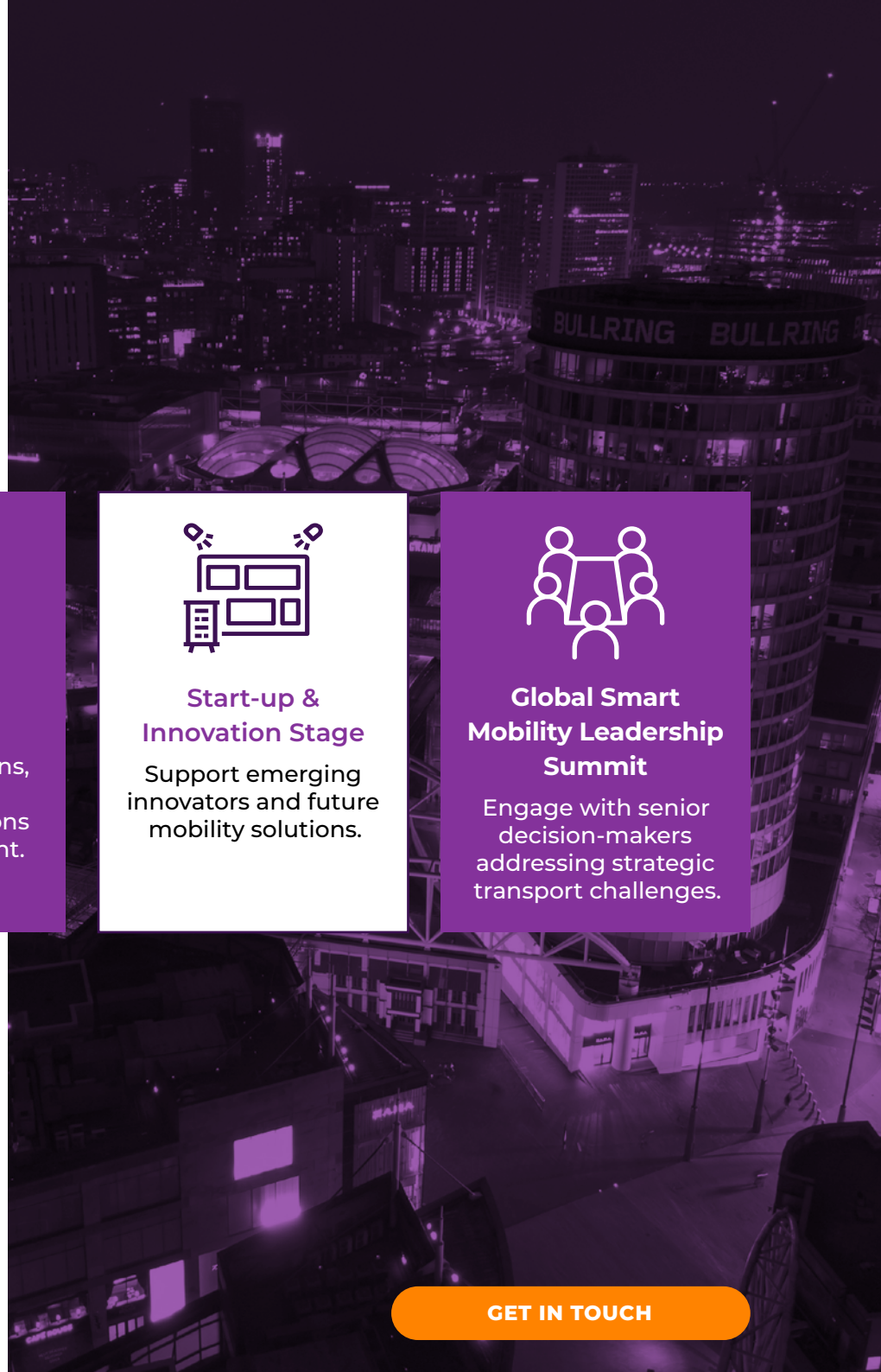
Support emerging innovators and future mobility solutions.

Global Smart Mobility Leadership Summit

Engage with senior decision-makers addressing strategic transport challenges.

Through these opportunities, Commercial Partners can position themselves as leaders in shaping the future of intelligent mobility.

Thought-leadership and programme participation are subject to selection, editorial approval and availability.



GET IN TOUCH

High-Level Programme

Shaping the future of mobility policy

The High-Level Programme provides a platform for government leaders, ministers, policymakers, regulators and international organisations to address the strategic challenges and opportunities facing transport systems worldwide.

Sessions will explore:

- National mobility strategies
- Future transport policy
- Infrastructure investment
- Decarbonisation and climate resilience
- Urban mobility transformation
- Connected and automated mobility regulation
- Digital infrastructure
- International collaboration

Executive Programme

Leadership for a changing mobility landscape

The Executive Programme brings together senior decision-makers from across the global mobility ecosystem.

Participants include:

- CEOs
- Senior executives
- Infrastructure operators
- Mobility providers
- Investors
- Technology leaders
- Public-sector executives

Sessions will focus on:

- Business strategy
- Market opportunities
- Investment trends
- Technology deployment
- Industry transformation
- Partnerships and collaboration

Global Smart Mobility Leadership Summit

Strategic dialogue for global transport leaders

The Global Mobility Leadership Summit is an invitation-only programme bringing together senior leaders from government, industry and investment communities.

Participants include:

- Ministers
- Mayors
- CEOs
- Infrastructure Leaders
- Investors
- Public Authorities

Key themes include:

- Mobility Transformation
- Infrastructure Investment
- Digitalisation
- Sustainability
- International Cooperation
- Future Growth

GET IN TOUCH

Technical Programme

Knowledge, research and deployment

The Technical Programme forms the foundation of the Congress knowledge exchange platform.

Featuring peer-reviewed content from global experts, researchers and practitioners, the programme showcases the latest developments in intelligent mobility.

Content includes:

- Technical papers
- Scientific/research papers
- Deployment experiences
- Standards development
- Innovation case studies
- Special interest sessions
- Strategic future sessions
- Research projects
- Academic contributions

Session formats



Special Interest Sessions (SIS)

Designed as curated, discussion-led sessions exploring timely challenges and emerging opportunities. Organisers are invited to propose sessions that bring diverse perspectives together around important topics, developments, policies and achievements.



Technical Papers

Focusing on practical, current work, including deployments, pilots, technologies, operational experience and business or institutional aspects, these sessions will share applicable solutions, evidence from real-world implementation, and lessons learned.



Research Papers

Presenting original, rigorous, peer-reviewed research, methodology, analysis and validated findings, contribute new knowledge and advance understanding of important ITS challenges.



Posters NEW

A new format offering researchers, start-ups, students, innovators and project teams the opportunity to share projects, pilots, early-stage results, emerging ideas and practical experiences in a visual and interactive way.

GET IN TOUCH

ARENA

Birmingham
ITS World Congress
25-29 October 2027

The live stage for mobility innovation

Located at the heart of the exhibition, the ITS Arena provides an open and interactive platform for engagement, demonstration and discussions about deployment.

Available as an add-on	
ITS Arena Headline Partner	£35k / €42k
ITS Arena Track Partner	£20k / €24k
ITS Arena Session Slot	£5k / €6k

The Arena will host:

- Executive Interviews
- Industry Discussions
- Technology Showcases
- Product Launches
- Live Demonstrations
- Partner Presentations
- Audience Engagement Sessions
- Mobility Debates

Designed to encourage interaction and visibility, the ITS Arena creates opportunities for organisations to showcase innovation and engage directly with delegates.

GET IN TOUCH

Technical Visits

Exploring the UK's future transport ecosystem

Technical Visits will provide delegates with opportunities to experience leading mobility, transport and smart infrastructure projects across Birmingham, the West Midlands and the wider United Kingdom. Examples include:

- Future Transport Zone Projects
- Connected Corridors
- Smart Infrastructure Deployments
- Rail Innovation Initiatives
- Electric Vehicle Infrastructure
- Urban Mobility Projects
- Logistics Innovation Programmes
- Integrated Transport Systems
- Automotive Manufacturers

In addition to visits hosted in Birmingham and the West Midlands during the Congress period, there may be opportunities for pre- and post-Congress technical visits in other locations across the United Kingdom, including London, Scotland and other regions, subject to partner participation and operational feasibility.

Demonstrations

Experiencing mobility in action

Demonstrations will provide opportunities to experience intelligent mobility solutions operating in real-world environments.

Demonstrations may include:

- Connected Vehicles
- Automated Mobility
- Smart Infrastructure
- Traffic Management Technologies
- Public Transport Innovation
- Mobility Services
- Freight & Logistics Solutions
- Digital Mobility Platforms

The programme enables organisations to move beyond presentations and showcase deployment in action.

Available as an add-on	
Technical Visits	Price on application
Demonstrations	Price on application

Participation in the demonstration programme is linked to an exhibition presence.

GET IN TOUCH

Future Mobility Talent & Education

Developing the next generation of mobility leaders

The future of mobility depends on attracting, developing and inspiring the next generation of talent.

Birmingham 2027 will support:

- Students
- Universities
- Researchers
- Early-Career Professionals
- Entrepreneurs
- Start-ups
- Future Mobility Innovators

Activities may include:

- Student Engagement Programmes
- Research Showcases
- University Partnerships
- Innovation Competitions
- Mentoring Opportunities
- Career Development Initiatives

The Congress will help connect emerging talent with industry leaders, researchers and policymakers shaping the future of transport.

Start-up & Innovation Stage

Showcasing the next generation of mobility

The Start-up & Innovation Stage will spotlight emerging companies, disruptive technologies and future mobility solutions.

Activities include:

- Start-up Pitch Sessions
- Innovation Challenges
- Investor Engagement
- University Innovation Showcases
- Scale-up Presentations
- Technology Demonstrations
- Future Mobility Competitions

The stage provides start-ups and innovators with a platform to gain visibility, build partnerships and engage with investors and industry leaders.

Future Mobility Talent & Education Partner	Price on application
Start-up & Innovation Partner – stage, Ecosystem & Start-up engagement	£35k / €42k

GET IN TOUCH

Where Business Relationships Begin

Networking and hospitality designed for meaningful connection.

The Congress networking programme is designed to facilitate meaningful connections and collaboration across the global mobility ecosystem.

Welcome Reception

The official opening reception bringing together delegates, exhibitors, Commercial Partners and speakers.

VIP Dinner

An invitation-only gathering for senior government representatives, industry leaders and Commercial Partners.

ITS Dinner

The flagship social event of the Congress, celebrating international collaboration and innovation.

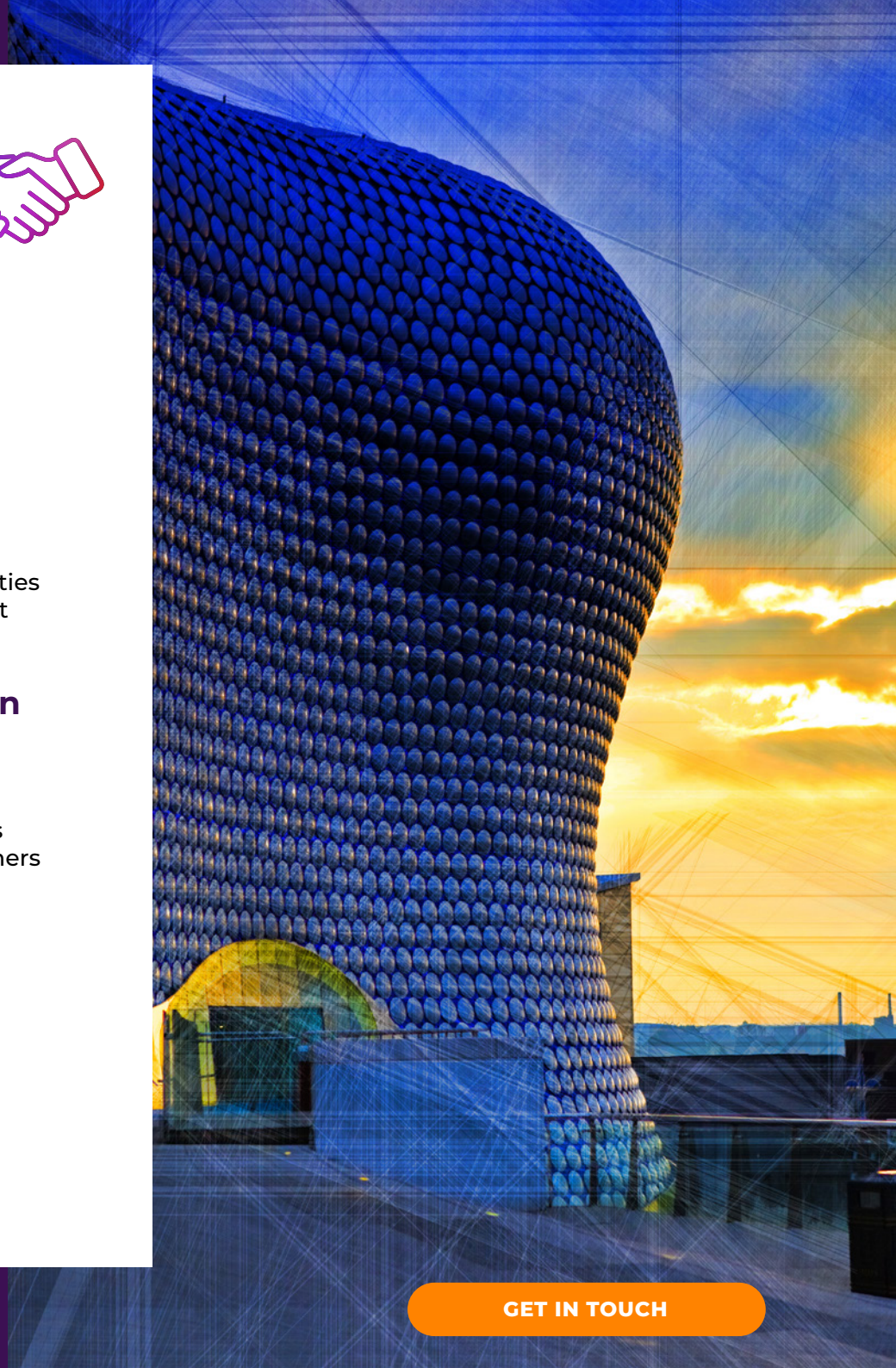
Business Matchmaking

Structured networking opportunities supporting business development and partnership creation.

International Delegation Engagement

Dedicated activities designed to connect international delegations with exhibitors, Commercial Partners and host organisations.

The networking programme ensures delegates maximise both professional connections and commercial opportunities throughout the Congress.



GET IN TOUCH

Global Media Reach

A world stage for mobility innovation

The ITS World Congress attracts significant international media attention, providing Commercial Partners and Exhibitors with opportunities to amplify visibility and extend engagement far beyond the Congress itself.

PREVIOUSLY FEATURED BY

Media participation includes:

- International trade media
- Transport and mobility publications
- Technology media
- Business media
- Broadcasters
- Digital content creators
- Industry analysts
- Podcasts and online channels

The Congress communications programme will deliver exposure through:

- News coverage
- Social media engagement
- Video content
- Podcast interviews
- Executive thought leadership
- Press briefings
- Industry publications
- Post-event reporting

For Commercial Partners and Exhibitors, the Congress offers a unique opportunity to engage a global audience and strengthen market visibility.

GET IN TOUCH

Value Beyond Birmingham

Long-term impact through the ERTICO ecosystem.

Participation in the ITS World Congress extends beyond a single week. Through ERTICO and its international network, opportunities continue long after the Congress concludes.

- **Before:** build awareness and prepare meetings
- **Congress week:** engage customers and demonstrate innovation
- **After:** follow up, convert leads and develop partnerships
- **ERTICO network:** continue collaboration through projects, platforms and communities
- **Future Congresses:** maintain visibility through the global ITS ecosystem

Commercial Partners and Exhibitors become part of a global community.

The Congress provides a gateway to long-term collaboration across the intelligent mobility sector.

Our ITS Community

A global network. Lasting impact.

The 33rd ITS World Congress is built on strong institutional collaboration and public-private partnership. Through the Congress, organisations join a trusted international community focused on advancing intelligent mobility.

ERTICO ITS EUROPE

- ERTICO and international ITS networks
- Projects and working groups
- Knowledge and best practice
- Events and webinars
- Innovation and collaboration
- Future Congress opportunities

Join a vibrant community driving the future of mobility.

Participation creates opportunities for relationship-building, collaboration and visibility beyond Congress week.

GET IN TOUCH

ITS World Congress Legacy

A global journey of innovation.

Vienna 2012
10,000

Detroit 2014
11,000

Melbourne 2016
13,000

Copenhagen 2018
11,000

Hamburg 2021
13,200

Suzhou 2023
12,000

Atlanta 2025
6,000

Tokyo 2013
10,000

Bordeaux 2015
12,000

Montreal 2017
10,500

Singapore 2019
14,000

Los Angeles 2022
6,500

Dubai 2024
14,700

Gangneung 2026

Birmingham
ITS World Congress
25-29 October 2027

Birmingham 2027
15,000+

For more than three decades, the ITS World Congress has served as the premier international platform for intelligent mobility.

Each Congress has contributed to the advancement of intelligent transport systems through innovation, collaboration and deployment. Birmingham 2027 represents the next chapter in this global journey.

- New partnerships formed
- Innovations deployed
- Knowledge shared
- Policy influenced
- Communities strengthened
- Business opportunities created



The global journey continues

Every ITS World Congress creates partnerships, deployments and business opportunities that continue long after the event concludes.

GET IN TOUCH

Trusted by the World's Leading Organisations

Global companies, governments and innovators choose the ITS World Congress to share, connect and lead.

Previous Congress partners and participants have included leading organisations across automotive, technology, infrastructure, public transport, connectivity, software and mobility services.

Birmingham
ITS World Congress
25-29 October 2027

PREVIOUS CONGRESS PARTNERS INCLUDE

auvetech
BOSCH
BRIDGESTONE
Continental
CRISALION MOBILITY
CTAG
DENSO
Flow analytics by AGC
Google Cloud
Hamburg Ministry of Transport and Mobility Transition
IRF INTERNATIONAL ROAD FEDERATION
Joby
kapsch
LSBG Landesbetrieb Straßen, Brücken und Gewässer Hamburg
Mercedes-Benz
Microsoft
MIOVISION
monotch
Panasonic
PARSONS
Q FREE
Qualcomm
RTA
SIEMENS
swarco
T··Systems·
tomtom
TRANSPORT TECHNOLOGY FORUM
VITRONIC
VOLKSWAGEN AKTIENGESELLSCHAFT
YUNEX TRAFFIC
ZF

GET IN TOUCH

Why Birmingham?

The UK's first future transport zone & transport sandbox

At the heart of a £117 billion regional economy, Birmingham and the West Midlands are helping shape the future of transport through large-scale deployment, innovation and collaboration.

Supported by strong collaboration between government, industry, academia and transport authorities, Birmingham provides a real-world environment for testing, demonstrating and scaling future mobility solutions.

The region offers a unique opportunity to experience intelligent transport deployment in action and engage directly with one of Europe's most dynamic mobility ecosystems.

The region is recognised internationally for leadership in:

- Connected & Automated Mobility
- Future Transport Zone Deployment
- Transport Sandbox Innovation
- Electric Vehicle Infrastructure
- Smart Roads and Digital Infrastructure
- Rail Innovation and Connectivity
- Mobility Data Platforms
- Integrated Transport Systems
- Urban Logistics Innovation



> ***We have been at the forefront of connected and automated mobility, mobility hubs, smart ticketing and digital traffic management – but importantly our approach is always focused on real-world delivery, not innovation for its own sake. The world will come to Birmingham and the West Midlands to see ideas – but more importantly it will come to see how those ideas can reimagine transport.***

Sandeep Shingadia,
Executive Director, Transport for West Midlands

Designed around the delegate journey

The NEC supports a seamless environment for Congress sessions, exhibitions, demonstrations, networking and business engagement.

GET IN TOUCH

Venue: National Exhibition Centre (NEC)

A world-class Congress venue

The NEC is one of Europe's premier event destinations and provides an ideal setting for the ITS World Congress.

Located at the heart of the UK transport network, the venue offers exceptional accessibility for international and domestic delegates alike.

Benefits Include:

- Direct connection to Birmingham Airport
- Integrated rail station
- Excellent motorway connectivity
- Extensive hotel accommodation
- Large-scale exhibition halls
- Flexible conference facilities
- Demonstration-ready infrastructure
- International accessibility

The NEC will provide a seamless environment for Congress sessions, exhibitions, demonstrations, networking and business engagement.





NEC > City centre:
11 minutes journey, one train every 10 minutes

NEC > Birmingham airport:
Free monorail transfer: two-minute transfer via continuous shuttle service (03:30–00:30)

GET IN TOUCH

The Congress Experience

One event. Every opportunity.

The Congress experience is built around a diverse programme designed to connect policy, technology, business and deployment.

- Learn from more than 200 expert-led sessions
- Discover innovations across the exhibition
- Meet buyers, policymakers and partners
- Demonstrate technology through the ITS Arena and demonstrations
- Partner with international organisations
- Grow through business development and market access

Together, these platforms create a comprehensive environment for learning, engagement, collaboration and business development.

Build a Combined Congress Presence

Create a participation package around your objectives.

Organisations can combine multiple elements to build a stronger and more connected Congress presence.

- Exhibition space
- Commercial Partnership
- Demonstration participation
- ITS Arena activation
- Technical visit involvement
- Hospitality and networking activation

Our commercial team can develop a coordinated proposal covering visibility, engagement, demonstration and business development.

Programme, speaking and technical visit involvement remain subject to selection, approval, operational feasibility and availability.

Become a Strategic Partner

Influence the future of mobility while achieving measurable commercial outcomes.

The 33rd ITS World Congress Birmingham 2027 offers Commercial Partnership opportunities designed to maximise visibility, thought leadership, stakeholder engagement and business development.

- Brand leadership
- Government influence
- Business growth
- Executive access
- International visibility
- Long-term ecosystem value

Designed to deliver measurable value

Commercial Partnership is built to deliver commercial, strategic and reputational value before, during and after Birmingham 2027.

GET IN TOUCH

Join the Organisations Defining Tomorrow's Mobility

Birmingham
ITS World Congress
25-29 October 2027

Your next step starts here.

Whether your objective is to grow market share, launch innovation, influence policy, strengthen customer relationships or expand internationally, Birmingham 2027 provides one of the most influential global platforms available to the intelligent mobility sector.

Secure your partnership or exhibition space early to maximise visibility, programme opportunities and premium exhibition locations.

- Showcase innovation
- Meet global buyers
- Influence governments
- Build partnerships
- Expand internationally
- Shape the future

Ready to start the conversation?

2027.itsworldcongress.com

How to Secure Your Participation

1. Select exhibition, partnership or combined participation.
2. Review the available locations and commercial opportunities with our team.
3. Confirm your package and submit the relevant booking form or agreement.
4. Begin activation and promotion with the Congress team.

Current exhibition rates apply until 2 November 2026. The next rate applies from 3 November 2026.

Contact the Commercial Partnerships and Exhibition Team to discuss the right route for your organisation.

Commercial Partnerships and Exhibition Team
salescongress@mail.ertico.com

Demonstrations & Technical Visits
ITSWorldCongress2027@wmca.org.uk

Programme Team
speakersITS@mail.ertico.com

Media & Communications Team
congresspr@mail.ertico.com

ORGANISED BY: ERTICO ITS EUROPE

CO-ORGANISED BY: ITS AMERICA, ITS ASIA-PACIFIC

IN COLLABORATION WITH: European Commission

IN PARTNERSHIP WITH: ITSNATIONALS

HOSTED BY: Transport for West Midlands, UK Government

SUPPORTED BY: lcrig, Intelligent Transport Systems UK