



INTERTRAFFIC

**Accelerating connections for today's
and tomorrow's mobility challenges**

Worldwide engagement - 365 days a year

Intertraffic ON AIR & Online - Prospectus



Reaching mobility professionals around the globe

Intertraffic is the trusted global engagement accelerator for the mobility and traffic technology sector.

Collaboration, innovation, and sharing knowledge are all essential factors in addressing mobility challenges worldwide.

Since 1972 we connect public and private parties across the entire value chain to tackle pressing issues, seize current opportunities and spotlight future ones.

With our trade events around the world, our new ON AIR series and year round relevant and engaging content on our platform and news channels, we provide mobility professionals easy access to insights, future proof solutions, business opportunities and a global peer network.



Connect & engage

Our digital platform provides highly engaging industry content . We use AI-based networking, matchmaking and leadgen functionalities.Our reach is global and extends to 100,000+ professionals in over 140 countries.

Making headlines

We produce thought provoking and engaging content, going full circle on people, challenges, technology, solutions and use experiences.

We share stories from vision to practical application, helping mobility professionals stay ahead of the game.

Widespread & year round

We offer 24/7 industry interaction across the globe:

- year round online platform
- ON AIR episodes
- international newsletter
- social media channels
- documentaries
- trend reports
- in-person trade events

Multi format solutions

For solution providers, technology vendors and institutions we have various solutions to accelerate marketing or business development initiatives, source new partners and generate leads.

Besides various content formats we have an array of straight forward advertising and sponsored content opportunities.

visitor profile - Intertraffic Amsterdam



Interests



Top five organisation types in attendance

- **Manufacturer**
- **Government**
- **IT company / system integrator**
- **Contractor / construction company**
- **Distributor / wholesaler**

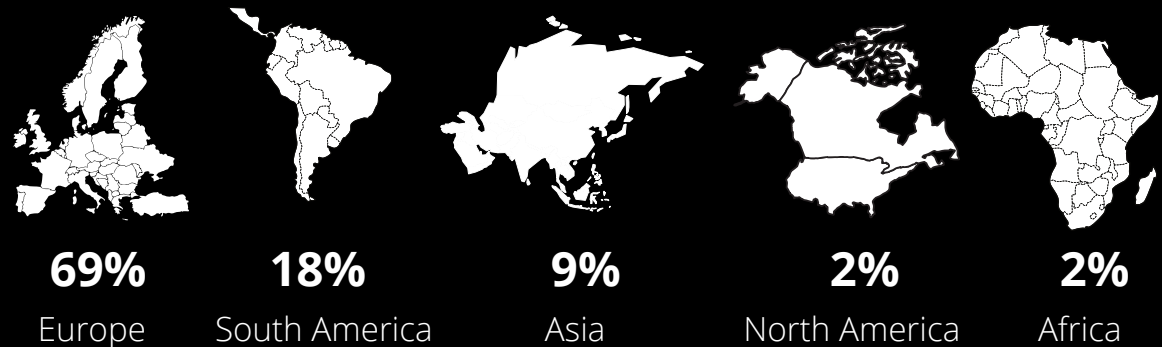
Socia media channels



E-newsletter subscribers

47,000

Geographical spread: 140+ countries



Website statistics

265,000+ visitors a year

Database volume

100,000+ contacts

Our tools to **accelerate connections** for today's and tomorrow's mobility challenges



Our ON AIR series provide multiple involvement opportunities for solution providers, technology vendors and institutions. We have programmed eight episodes for 2021. ON AIR participation is offered as a stand alone package or in combination with other content and promotion formats to give you spotlight exposure throughout the year. **ON AIR will be streamed from our Intertraffic studio @ RAI in Amsterdam.**

Intertraffic ON AIR episode outline

ON AIR episode [sample set-up]

approx. duration 1,5 - 2 hrs

Welcome by Intertraffic host (3 min)**60 minute talkshow/debate****10 minute break outs****3-5 minute solution spotlights****5 minute audience polls****15 minute interactive content session****Wrap up from studio @ RAI Amsterdam (2 min)****Talkshow/webinar [60 min]**

Interactive session, 3 professionals sharing views, chaired by host and audience interaction via live chat

**Opinion poll [5 min]**

Audience views survey on pre-determined topics co-defined with partners

Break out rooms [10 min]

Opportunity for audience to continue conversation with speaker of choice via live chat

Content session [15 min]

Pre-recorded* sponsored session - use case based with audience interaction via live chat

Solution spotlights [3-5 min]

Pre-recorded* sponsored solution, demonstration or company focussed video

**client deliverable*

Intertraffic ON AIR series - editorial calendar 2021 - *subject to change*

20 APRIL	22 JUNE	28 SEPTEMBER	14 DECEMBER
<p data-bbox="255 485 416 517">EPISODE 1</p> <p data-bbox="120 539 555 576">Intelligent infrastructure</p> <p data-bbox="120 655 546 874">Innovations in road construction and maintenance, smart and sustainable materials, smart roadside technologies and data solutions.</p>	<p data-bbox="779 485 940 517">EPISODE 3</p> <p data-bbox="631 539 976 576">Parking as a service</p> <p data-bbox="631 655 1070 836">Parking as an integral part of the seamless travelling experience, new innovations in gathering parking data and find, book & pay services.</p>	<p data-bbox="1294 485 1456 517">EPISODE 5</p> <p data-bbox="1160 539 1585 619">Accelerating sustainable mobility</p> <p data-bbox="1160 655 1599 916">Micro mobility, Mobility as a Service, one-stop-shop integrated platforms, multimodal travel planners, shared mobility, multiple use of public space, sustainable urban mobility plans.</p>	<p data-bbox="1809 485 1971 517">EPISODE 7</p> <p data-bbox="1675 539 2056 619">Smart dynamic traffic management</p> <p data-bbox="1675 655 2136 916">Traffic information services, innovative monitoring systems, traffic data collection, innovations to optimize traffic flows, reduce traffic emissions and prioritize specific road users.</p>
<p data-bbox="255 963 416 995">EPISODE 2</p> <p data-bbox="120 1027 479 1059">Smart traffic control</p> <p data-bbox="120 1139 524 1326">Data collection, innovative traffic detectors, AI applications and advanced technologies for incident detection.</p>	<p data-bbox="779 963 940 995">EPISODE 4</p> <p data-bbox="631 1027 1016 1059">Improving road safety</p> <p data-bbox="631 1139 1070 1289">Steps towards vision zero: innovative tools and roadside equipment to improve road safety and reduce casualties.</p>	<p data-bbox="1294 963 1456 995">EPISODE 6</p> <p data-bbox="1146 1027 1599 1107">Connected, cooperative & automated driving</p> <p data-bbox="1146 1139 1585 1369">C-ITS developments, innovative (in-car) services, connected roadside equipment, vehicle technology, machine learning and required infrastructure.</p>	<p data-bbox="1809 963 1971 995">EPISODE 8</p> <p data-bbox="1675 1027 2069 1107">Restoring the mobility system</p> <p data-bbox="1675 1139 2101 1401">Ideas on how to make the mobility sector and industry players more resilient, data sharing, picking up on innovative strength, creative and flexible solutions and political choices.</p>

Our packages - convenient continuity

Are you aiming for regular presence and visibility? For your convenience and purpose we have created a number of packages with special rates. Tailor made solutions are also available. We are keen to consult you to discuss your challenges, define your objectives and match it with the most suitable solution.

Year round partner packages

MULTI PURPOSE MARKETING

Our year round partner packages combine involvement in one (1) **ON AIR** episode combined with **branding & exposure** in the course of the year plus some items specifically geared to the **Intertraffic Amsterdam 2022** event. These multi disciplinary packages are also best value for money and will stretch until April 2022.

ON AIR packages

THOUGHT LEADERSHIP

Our ON AIR packages give you a chance to feature in one (1) **ON AIR** episode to share your views and expertise with the Intertraffic community and expand your network through direct interaction with attendees.

Branding & exposure packages

BRANDING & EXPOSURE

Our **Branding & Exposure** packages are dedicated to provide you an online spot in the limelight at various moments in the year with featured articles, interviews and brand visibility in our newsletter, website and social channels.

Year round packages		Principal	Front runner	Engagement
ON AIR	Principal partner of one (1) ON AIR episode - branding	V	-	-
	Participation in one (1) episode - speaker in talkshow/webinar, digital hand-out and leadgen opportunity, post episode summary article, on demand replay availability, company branding in ON AIR campaign, incl. website and landing page	V	V	V
	Dedicated break out room (10 min) for audience interaction	V	V	V
	Exclusive 15-min interactive content session/ front leader views (pre-recorded)	V	-	-
	Input for audience poll	V	V	-
	Solution spotlight (3-5 min video advertorial/supplied by client)	V	V	-
B&E	Newsletter banner advertisement / advertorial	1	1	1
	Featured article/video published/distributed in Intertraffic channels	3	2	-
	Thought leadership showcase article	1	-	-
	Trend article interview inclusion	1	1	1
	Company profile plus upgrade	1	1	1
	White paper promotion	1	1	1
AMSTERDAM	30 minute speaker time slot at Intertraffic Amsterdam 2022 summit	2	1	1
	Close eye on Intertraffic Amsterdam 2022 - social post promotion	2	1	1
	Banner on Intertraffic Amsterdam website (starting January 2022)	100.000 views	50.000 views	-
	Social post arrivals format - promoting your stand at Intertraffic Amsterdam 2022	1	1	1
	Logo on hand-out floorplan and large floorplan displays in entrance	1	1	1
	Logo in online exhibitor list	1	1	1
	Passes for VIP lounge Intertraffic Amsterdam	3	2	1

ON AIR packages

		A	B	C
ON AIR	Principal partner - one (1) ON AIR episode - branding	V	-	-
	Participation in one (1) episode - speaker in talkshow/webinar, digital hand-out and leadgen opportunity, post episode summary article, on demand replay availability, company branding in ON AIR campaign, incl. website and landing page	V	V	V
	Dedicated break out room (10 min) for audience interaction	V	V	V
	Exclusive 15-min interactive content session/ front leader views (pre-recorded)	V	-	-
	Input for audience poll	V	V	-
	Solution spotlight (3-5 min video advertorial/supplied by client)	V	V	-

Branding & Exposure packages

		A	B	C
B&E	Newsletter banner advertisement / advertorial [choice of 1]	1	1	1
	Featured article/video	3	2	-
	Thought leadership showcase article	1	-	-
	Trend article inclusion - mini interview	1	1	1
	Company profile plus (upgrade)	1	1	1
	White paper promotion	1	1	1

Website/Newsletter/Social Media - content & advertising opportunities

Knowledge is there to be spread! Our online Intertraffic platform is there to share know how whilst learning from others. Our newsletter with 47,000 subscribers covers all aspects of the mobility industry in transition. We have various branding and advertising opportunities.. Some are available as package component only, other can be purchased individually as well. See item specifications on following pages.

	Intertraffic production	Website publication	Newsletter coverage	Social media promotion
Thought leadership / front leader interview - your chance to present yourself to the mobility community	YES*	YES	YES	YES
Trend article coverage - inclusion of your company views/solutions in one of our industry trend articles	YES*	YES	YES	YES
Featured article [text / video] - sponsored content	NO	YES	YES	YES
White paper promotion	NO	YES	NO	YES
Newsletter banner	NO	NO	YES	NO
Newsletter advertorial	NO	NO	YES	NO

**Co-creation of content is conditional. We are happy to consult you on the possibilities in line with Intertraffic's brand values.*

THOUGHT LEADERSHIP INTERVIEW SHOWCASE ARTICLE

Co-creation

A strategic interview article (1500-2000 words) featuring thought leadership in the mobility spectrum, touching on market and company developments and opportunities.

Publicity & Promotion

Published on Intertraffic website news page for minimum of one (1) year, featured in one (1) newsletter (47,000 subscribers) and posted in Intertraffic social media channels (LinkedIn, Facebook, Instagram, Twitter) and part of content repurposing campaign.



**"WE PROVIDE MAPS FOR
AVS TO USE AND
AUTOMATICALLY PICK
ROUTES THEMSELVES"**

THOUGHT LEADER: TOMTOM
Nick Cohn, Sr. Product Manager

Deliverables

Interview creation [including preparation, conducting, writing and editing], publicity and promotion. Client to provide photo material if desired.

TREND ARTICLE

Co-creation

Inclusion in trend article with mini interview (approx. 200 words) on views/solutions to be incorporated in a larger topic related trend article.

Publicity & Promotion

Published on Intertraffic website news page for minimum of one (1) year, incorporated in one (1) newsletter (47,000 subscribers) and promoted in Intertraffic social media channels (LinkedIn, Facebook, Instagram, Twitter) and part of content repurposing campaign.

Big data

MaaS

Smart mobility

Real-time traffic data | A trending topic

17 February 2021

Deliverables

Mini interview, trend article production, publicity and promotion. Client to provide photo material where relevant. Timing of publication subject to Intertraffic content calendar.

Package component only

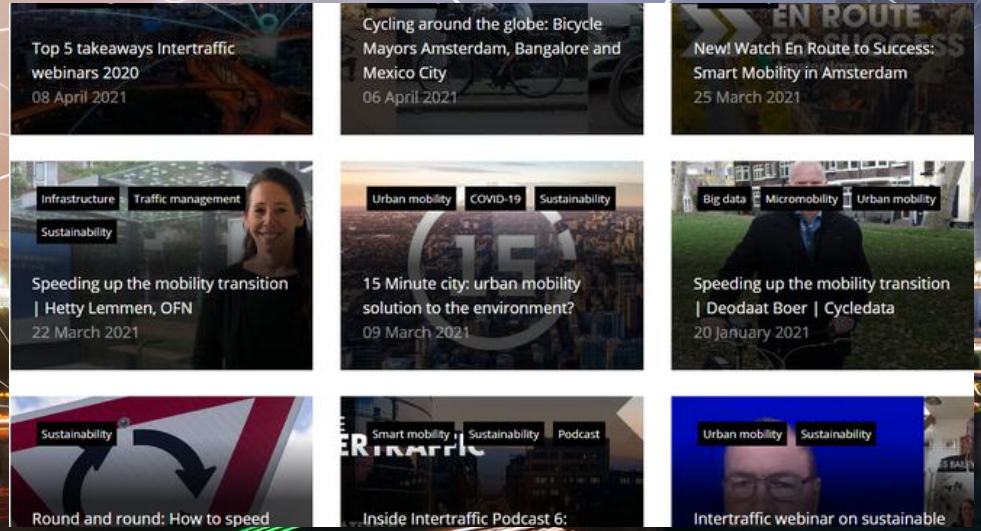
SPONSORED CONTENT / FEATURE ARTICLE

Sponsored content

Original, engaging content that can benefit the mobility industry directly supplied by client [text/video] and shared with a wider audience via Intertraffic's platform and channels.

Publicity & Promotion

Published on Intertraffic website news page as sponsored content for minimum of one (1) year, incorporated in one (1) newsletter (47,000 subscribers) and highlighted in Intertraffic social media channels (Facebook, Instagram, Twitter).



Deliverables

Client to supply article* title max 30 characters (incl spaces) text min. 1000 characters, read more url option at closing section of article header image for website (1100x400 px), image for social media use [1200x628 px]. *article is subject to criteria.

NEWSLETTER ADVERTORIAL

Feature

Item combining branding and content in the Intertraffic newsletter for awareness, product launch and promotion purposes.



Publicity & Promotion

Advertorial in one (1) newsletter (47,000 subscribers) with link to advertiser's website.

Deliverables

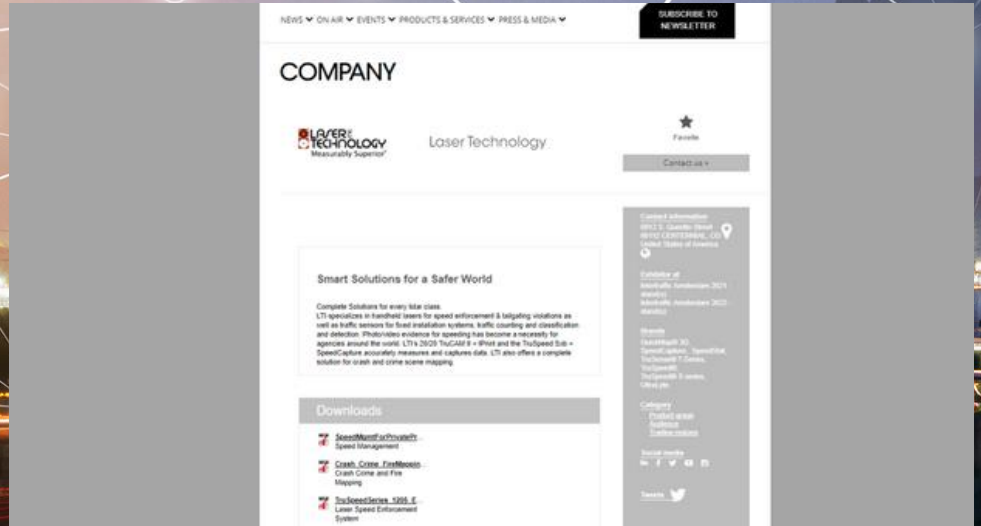
Client to supply advertorial:

- visual (290x183 px)
- title max 65 characters incl spaces
- body text max 200 characters incl spaces
- link to external url

COMPANY PROFILE / PROFILE PLUS

Marketplace index

Your company profile page in the Intertraffic marketplace index on Intertraffic.com. Companies listed in this online industry directory can update their information 24/7 with their latest news on products and services. The index is browseable and searchable and offers a comprehensive overview of the market.



Basic features [standard company profile]

- Company name, description, address, website
- Contact form on company page
- Logo on company page
- Stand number on company page
- Uploading press documents, products, photos, innovations
- Uploading social media channels

A basic company profile is inclusive for all Intertraffic exhibitors.

Profile Plus - premium features

- Uploading brochures and white papers
- Newsletter sign up functionality
- Crawler (search results of your website)
- Logo in digital exhibitor list
- Looking for distributors functionality
- Appointment module

Upgrade to profile plus

For further details, rates and availability, please send your enquiry to intertraffic@rai.nl or contact me directly:

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For contact details of our worldwide offices and agents, we kindly refer you to our website.