SPEED UP YOUR START UP
Are you a startup in the field of smart mobility? Do you want to get in contact with business leaders, stakeholders, potential partners and investors?

Then the ITSUP event during Intertraffic 2024 in Amsterdam is the ideal platform for you!

From 16 to 19 April 2024 you can present your smart solution to 30,000+ industry professionals from all around the globe.

ITSUP will be staged at RAI Amsterdam, The Netherlands.
Startups are significant contributors to the innovative strength of the traffic technology and smart mobility scene. Commercial businesses, cities and government authorities are keen to cooperate with these young visionaries. To facilitate a flying start for potential game changers, Intertraffic created IITSUP, a platform for startups to pitch innovative solutions and connect with investors and corporate partners.

Under the wings of Intertraffic, IITSUP gives promising startups unrivalled exposure to an international audience of traffic technology professionals. So let’s accelerate connections for today’s and tomorrow’s mobility challenges!

Intertraffic, the largest and most comprehensive event for the traffic technology and smart mobility industry, connects professionals from around the world. With a global event portfolio and a far stretching international reach, Intertraffic provides the ideal stepping stone for startups.

INTERTRAFFIC IN NUMBERS

- **Exhibition Area**: 56,000 m²
- **Exhibiting Companies**: 879
- **Visitors**: 32,317
- **Nationalities**: 138

(Figures Intertraffic 2018 - Amsterdam)
ITSUP takes place in a dedicated hall during Intertraffic 2024 in Amsterdam. Each startup will have its own exhibit area and open stages facilitate pitches and presentations. The ITSUP hospitality lounge is home to networking and matchmaking activities.

**STARTUPS IN THE FOLLOWING FIELDS ARE CALLED TO APPLY**
- traffic technology
- telecom
- automotive
- mobility services
- security services
- ICT

**STARTUP QUALIFICATION CRITERIA**
- solid business plan
- innovative intelligent solution
- globally applicable
- hyper-scalable
- high feasibility factor
- less than 5 years in business

Startups only pay a nominal participation fee of €995. Remaining costs are covered by sponsors, partners and Intertraffic.

Email intertraffic@rai.nl or call Lars Kloppenburg on M +31618891281 or T +31.20.549 12 12.
WELL, YOU REALLY SEEM TO BE OUR DREAM STARTUP!
GET SIGNED UP
INTERTRAFFIC.COM/ITSUP

CHECK THESE QUESTIONS TO SEE IF YOUR STARTUP MATCHES THE CRITERIA!

- Our startup is focussed on (one of) the following fields:
  - traffic technology
  - telecom
  - automotive
  - mobility services
  - security services
  - ICT

- We have a solid business plan

- We offer innovative intelligent solutions

- Our solution is globally applicable

- And also hyper-scalable (rapid growth rate)

- Our startup has a high feasibility factor

YOU BETCHA!

If your startup doesn’t meet the criteria, please don’t panic. There will be other opportunities and we hope to see you there!