

SPEED
UP
YOUR
START
UP

IITSUP
POWERED BY **swarco**
The Better Way. Every Day.

16 - 19 APR 2024
INTERTRAFFIC
RAI AMSTERDAM

THE IDEAL PLATFORM FOR MOBILITY STARTUPS

IITSUP

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

**Then the IITSUP 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 35,000+ industry
professionals from all around the globe.**

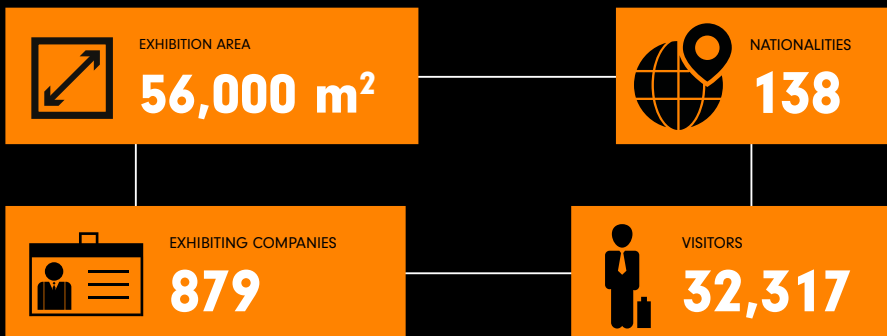
**IITSUP will be staged at RAI Amsterdam,
The Netherlands.**

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



(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.

All participating startups can take part in the pitch competition and challenge contest, with significant benefits for the winners such as future expert coaching and a complimentary stand at Intertraffic Amsterdam 2026.

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

Participation fee

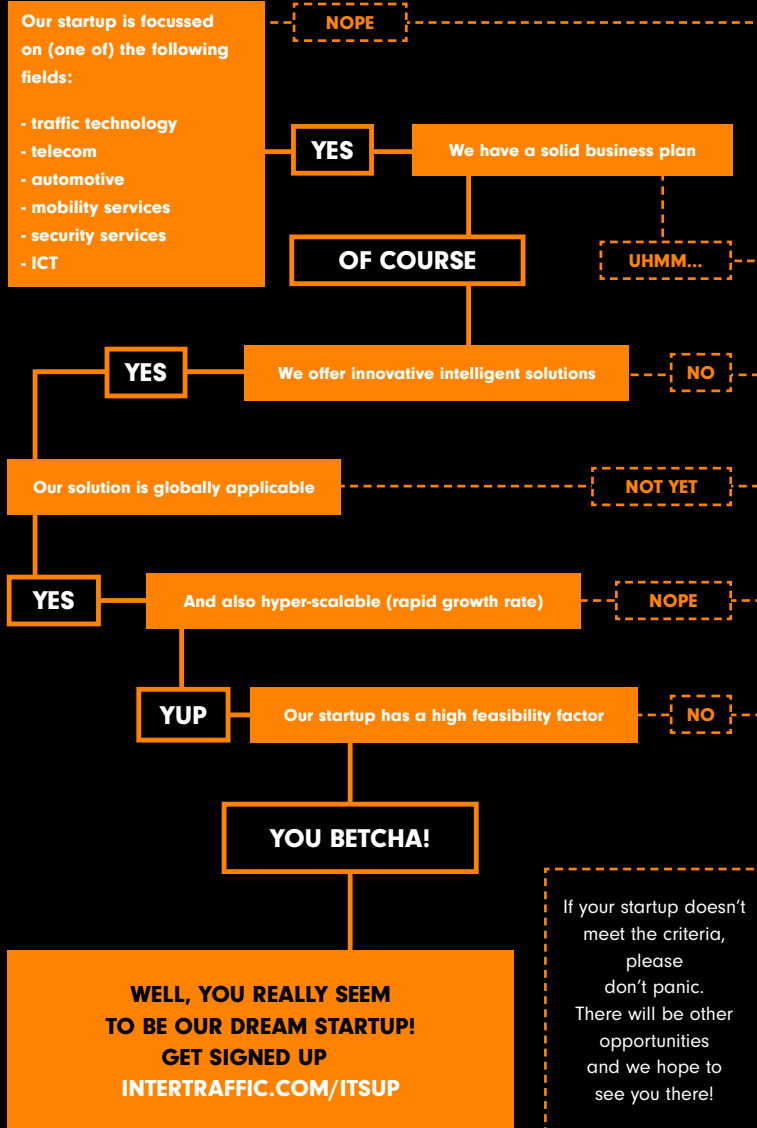
Startups only pay a nominal participation fee of € 995. Remaining costs are covered by sponsors, partners and Intertraffic.

Interested in joining ITSUP or curious to find out more?

Email intertraffic@rai.nl or check out the details and sign up directly on www.intertraffic.com/amsterdam/programme/itsup

ITSUP FOR YOU?

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



ITSUP

POWERED BY:

swarco 

The Better Way. Every Day.

IS INITIATED BY:

rai
AMSTERDAM

 **INTERTRAFFIC**

GO THERE. GO FAST.
INTERTRAFFIC.COM/ITSUP