VIENNA 2018
A digital era for transport

TRA
TRANSPORT RESEARCH ARENA

TRAFFIC MANAGEMENT

DIGITAL INFRASTRUCTURE

LOGO

THEMENBEREICHS
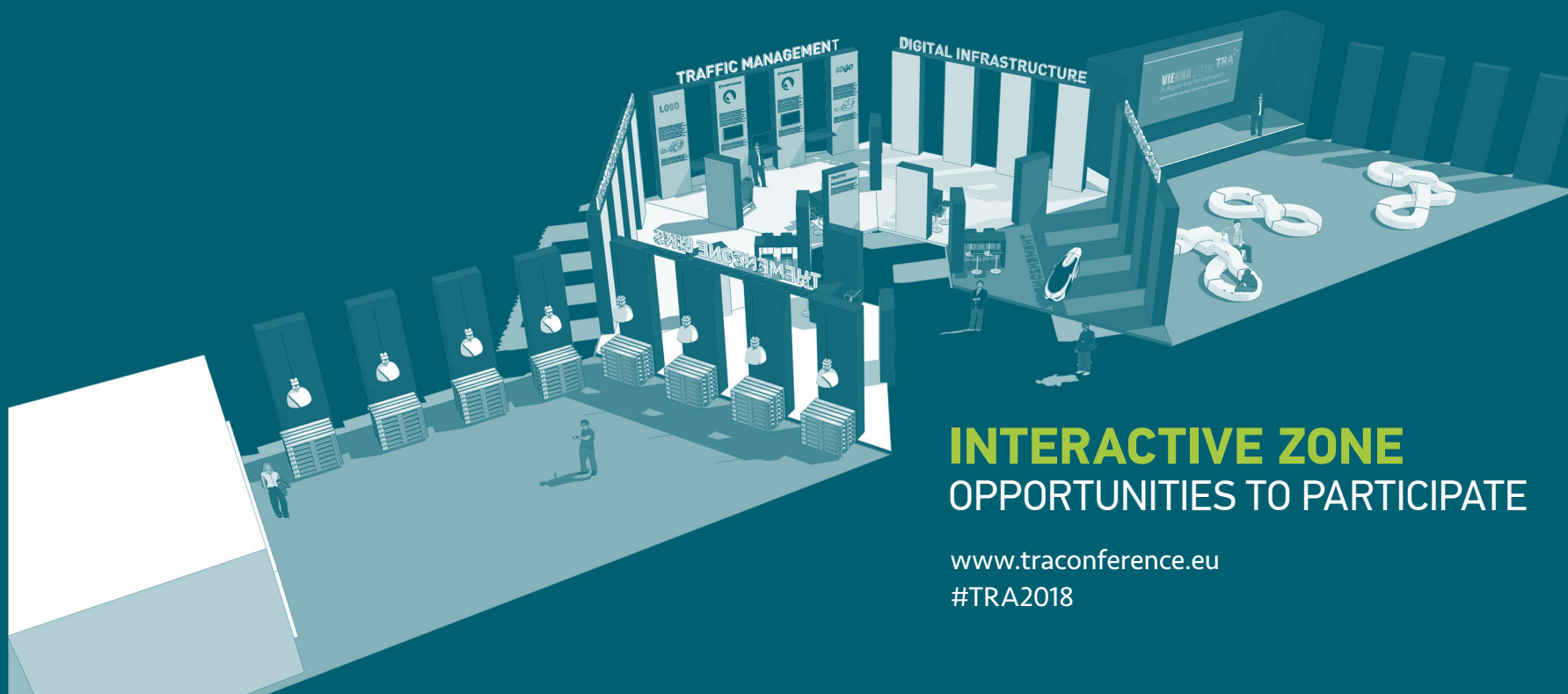
INTERACTIVE ZONE
OPPORTUNITIES TO PARTICIPATE

www.traconference.eu
#TRA2018

Hosted and organised by

bmvit
Federal Ministry
for Transport,
Innovation and Technology

AIT AUSTRIAN INSTITUTE
OF TECHNOLOGY
TOMORROW TODAY

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Co-organised by

European
Commission

together with

ACARE

alice | Alliance for
Logistics Innovation
through Collaboration
in Europe

CEDR
Conférence Européenne
des Directeurs des Routes
Conference of European
Directors of Roads

ECTP
INNOVATIVE BUILT
ENVIRONMENT

ERRAC
The European Rail
Research Advisory
Council

ERTRAC
European Road Transport
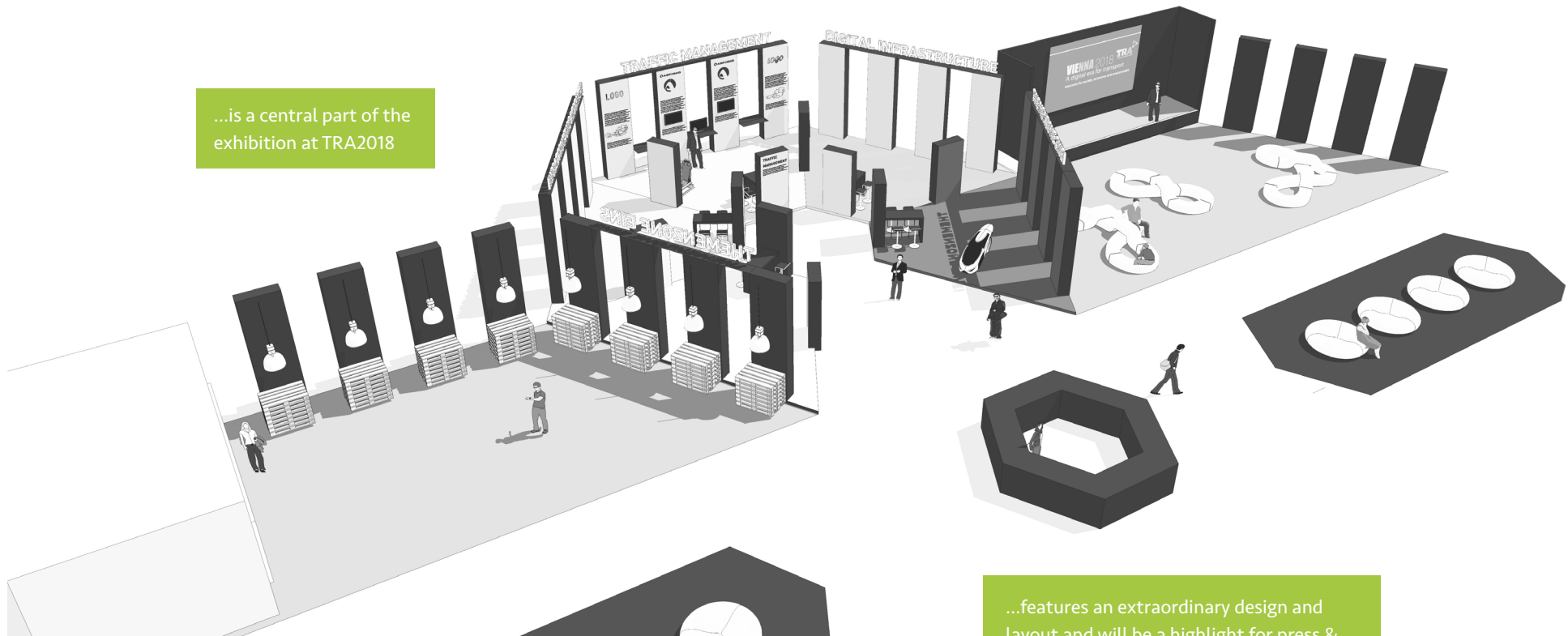Research Advisory Council

ETRA

WATERBORNE

THE INTERACTIVE ZONE...

TRA

...presents digital strategies, solutions and visions of international key players for future mobility, transport and logistics

...is a central part of the exhibition at TRA2018

...features an extraordinary design and layout and will be a highlight for press & media at TRA2018

...is the meeting point and arena for all visitors
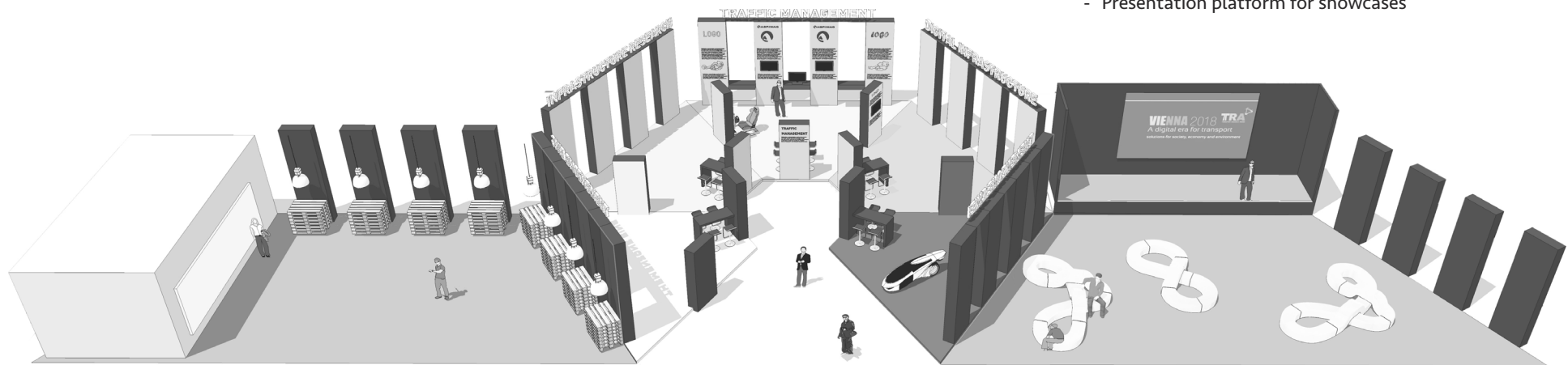
INTERACTIVE ZONE AREAS

TRA

Start-Up Zone

- Showcases of international Start-Ups
- Discussion of new ideas and promising solutions

Networking Zone

- Meeting & networking point
- Panel discussions, matchmaking events, receptions & pitching contests
- Moderated tours for press & VIPs (industry, EC, ..)
- Presentation platform for showcases

Demonstration & Showcases Zone

- Interactive presentations of showcases
- Clustered in four to five thematic areas
- International participation

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DEMONSTRATION & SHOWCASES ZONE
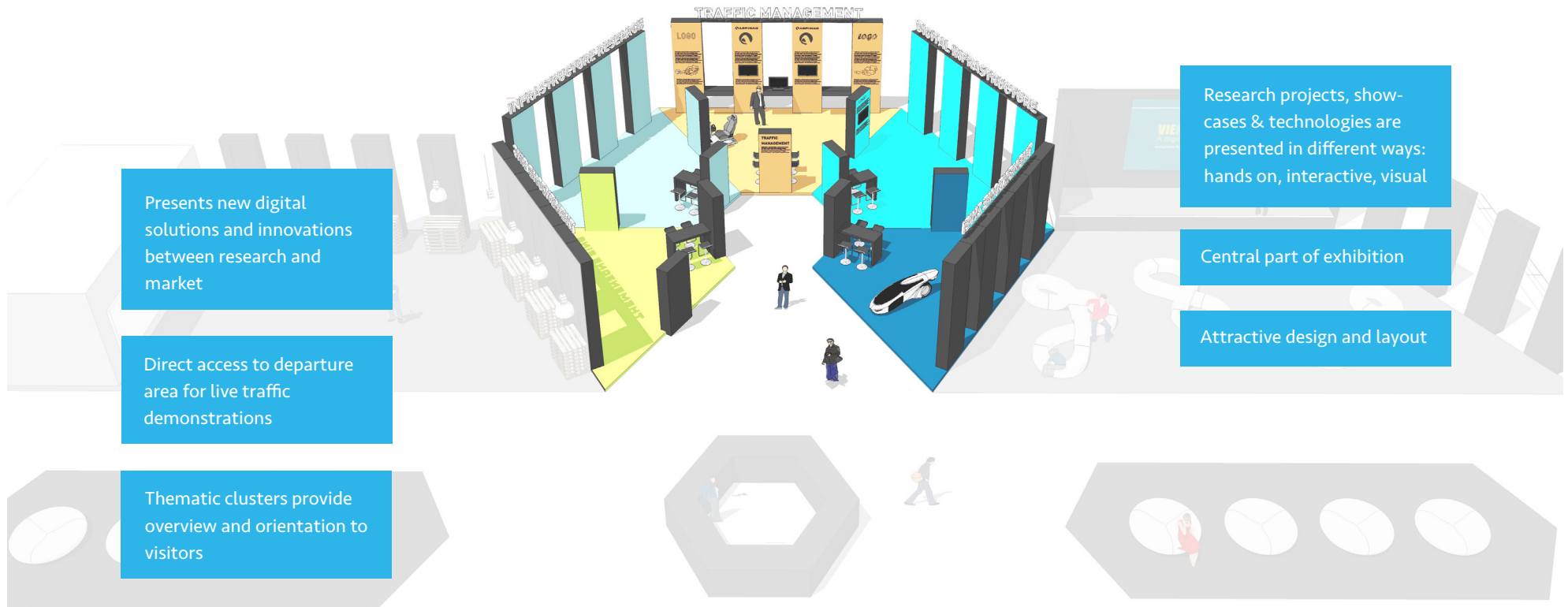
Presents new digital solutions and innovations between research and market

Direct access to departure area for live traffic demonstrations

Thematic clusters provide overview and orientation to visitors

Research projects, show-cases & technologies are presented in different ways: hands on, interactive, visual

Central part of exhibition
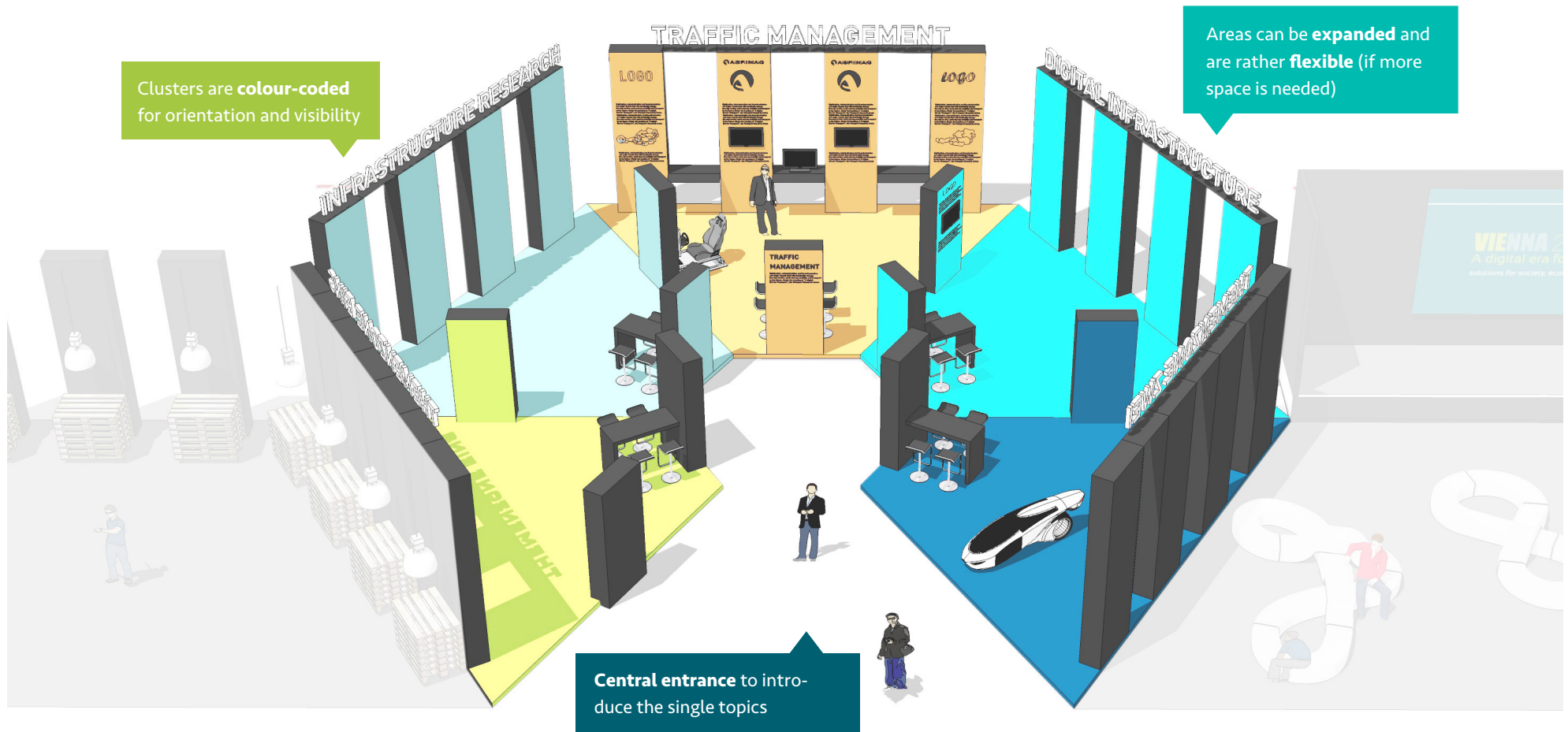
Attractive design and layout

CLUSTERS IN THE DEMONSTRATION ZONE

Showcases highlight the mobility of people and goods and are based on all modes (air, rail, road, waterborne and multimodal) and clustered into thematic areas.

There will be four to five areas in total. The actual selection depends on the submissions subsequent to the second call, the following thematic areas are now possible:

Topics

- Decarbonisation
- Traffic management
- Smart materials & sensors
- Digital infrastructure
- Human factors & user interaction
- Automated and connected transport
- Testing and simulation
- Mulitmodal mobility
- Maintenance & asset management
- Economic impacts & assesments

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DESIGN AND LAYOUT

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TRAFFIC MANAGEMENT

INFRASTRUCTURE RESEARCH

DIGITAL INFRASTRUCTURE

Clusters are **colour-coded** for orientation and visibility

Areas can be **expanded** and are rather **flexible** (if more space is needed)

LOGO

LOGO

TRAFFIC MANAGEMENT

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A digital era f

Central entrance to introduce the single topics

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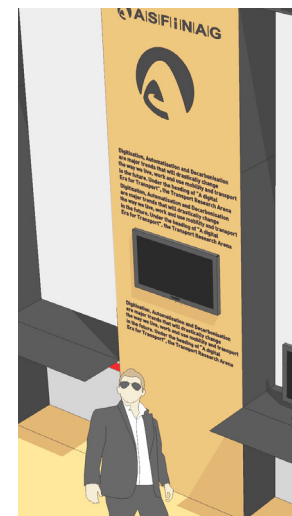for Transport
Innovation and Technology

SHOWCASES

Each cluster consists of **three to five** showcases

Each showcase is **created individually** based on the requirements of the participating organisations
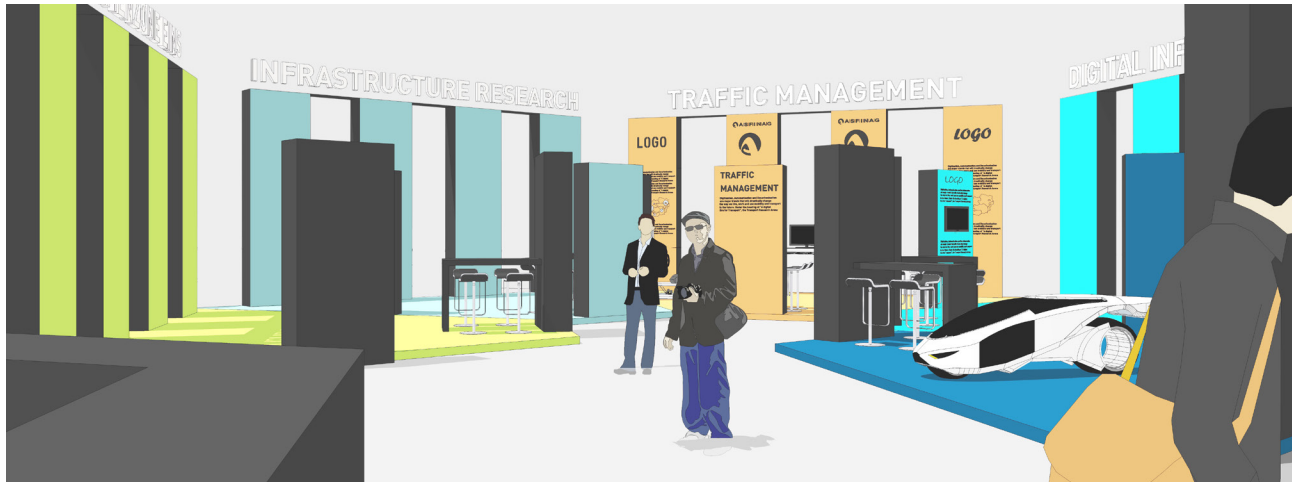

Each showcase is embedded into the overall concept based on **illuminated columns & integrated screens**

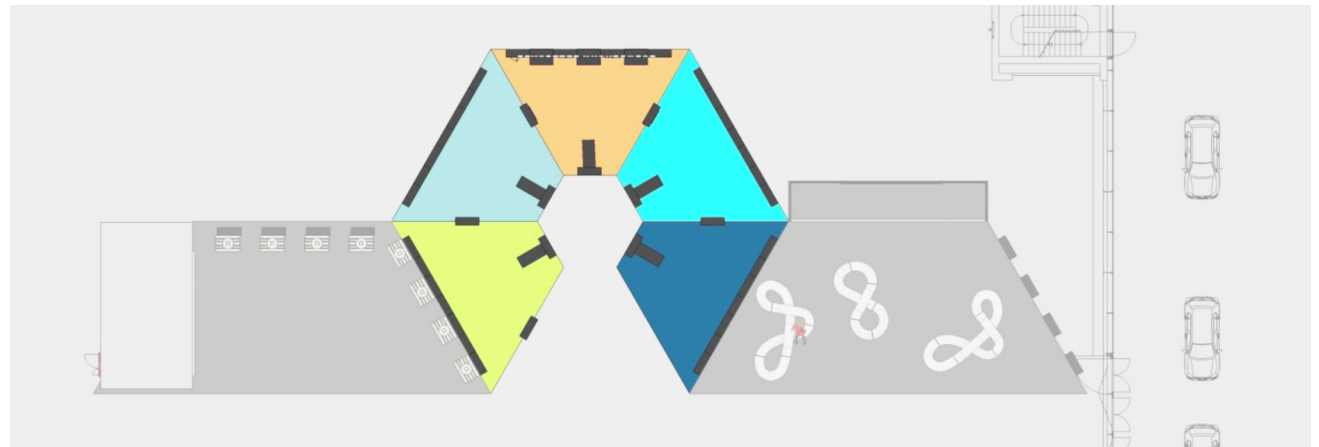Any **demonstration object, model, simulator, VR application** or similar can be integrated

SHOWCASES

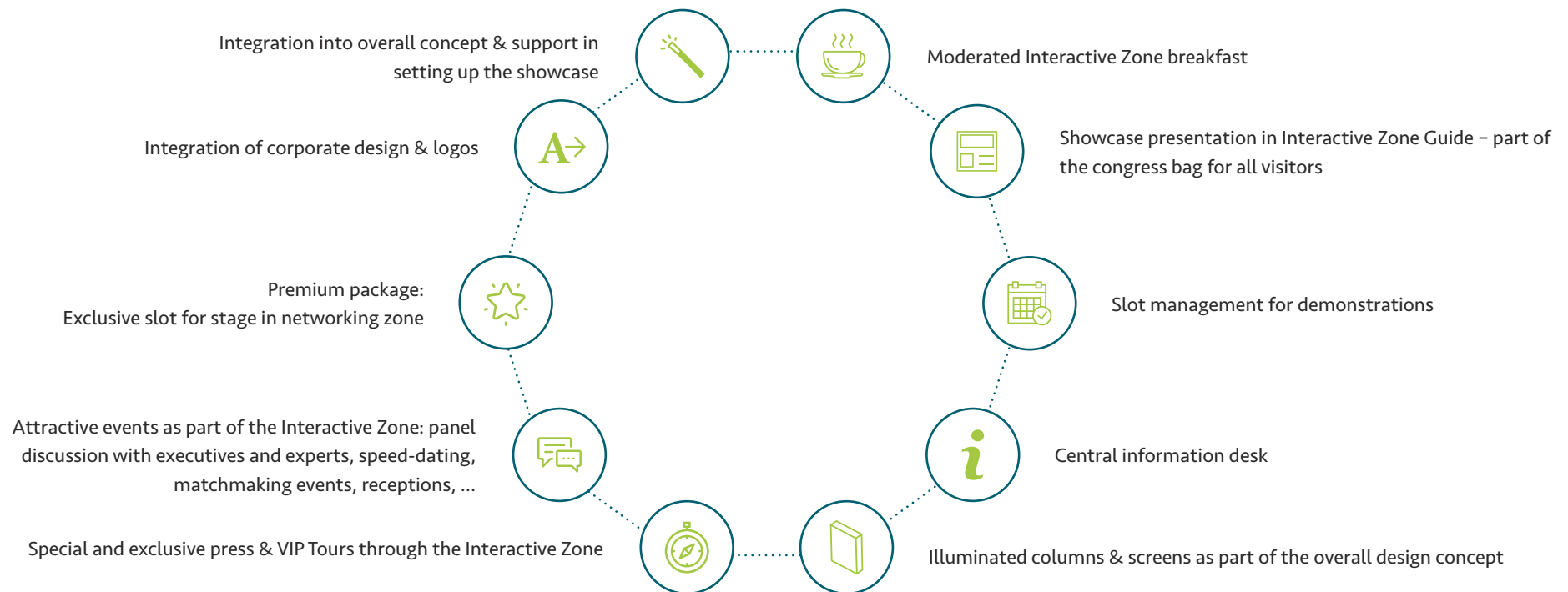**Presentation area** covers around **5 to 10m²** (expandable)

Organisations can present **different projects** and showcases and **extend** their **presentation area**

The **corporate design** of participating organisations will be **integrated**

ADDITIONAL SERVICES

Integration into overall concept & support in setting up the showcase

Integration of corporate design & logos

Premium package:
Exclusive slot for stage in networking zone

Attractive events as part of the Interactive Zone: panel discussion with executives and experts, speed-dating, matchmaking events, receptions, …

Special and exclusive press & VIP Tours through the Interactive Zone

Moderated Interactive Zone breakfast

Showcase presentation in Interactive Zone Guide – part of the congress bag for all visitors

Slot management for demonstrations

Central information desk

Illuminated columns & screens as part of the overall design concept

INTERACTIVE ZONE PACKAGES

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Basic (limited number available)
6,950 €

- Small illuminated column & integrated screen
- Limited possibilities for individualisation
- Half page in the Interactive Zone guide

Standard
8,800 €

- Extended space & more visibility
- Big illuminated column & two integrated screens
- Individual design possible
- One page in the Interactive Zone guide

Premium / Customised
15,000 – 20,000€

- Central visibility
- Two big illuminated columns including a large space & three integrated screens
- Exclusive slot for the Networking Zone
- Double page in the Interactive Zone guide
- Booth layout will be customised

Optional: departure area

Usage of the departure area for demos and showcases in real traffic (includes space and infrastructure) will be calculated individually

Optional: parking deck

for demos and showcases in the secure area: total costs 74,000 EUR – will be divided up between the participating organisations in the area

* Complex additional requirements are not included in the price

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CONTACT & FURTHER INFORMATION

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TRA 2018
Interactive Zone, Demonstrations, Start-Up Zone

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NEXT STEPS

June 2017
Second Call for expression of interest opens

Sept 2017
Second Call closes

Nov 2017
Final information to all participants

Jan 2018
Online publication of Interactive Zone guide

TRA Interactive Zone
16. - 19.4. 8:00am - 7:30pm

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Exhibition architecture & design: Trecolore Architects
Concept & graphic design: Science Communications