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VIENNA 2018  **TRA**
TRANSPORT RESEARCH ARENA
A digital era for transport

BECOME A PARTNER OF THE TRANSPORT RESEARCH ARENA 2018 VIENNA

16 - 19 April 2018
Reed Exhibition Messe, Vienna
#tra2018 | www.traconference.eu

Hosted and organised by



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Hosting the TRA 2018

As a key event for the latest research results and the development of future mobility visions, the Federal Ministry for Transport, Innovation and Technology is happy to host the TRA 2018 in Vienna. With more than 28,000 companies, 332,600 employees generating 20.8 billion Euros and 7.7% of the GDP, the transport industry is vital to Austria. Approximately 12% of overall annual expenditures in R&D are made by the transport sector. Mobility is a driving force for Austria's future economy. To address the great challenges of the future mobility system, the ministry regularly establishes specific national transport oriented research programmes and Austrian researchers participate successfully in several mobility related EU Framework Programs.

TRA 2018 will be hosted by

- Federal Ministry for Transport, Innovation and Technology as Chair of the Management Committee
- Austrian Institute for Technology as Chair of the Programme Committee
- AustriaTech as Chair of the Organising Committee



austriatech

MANAGEMENT COMMITTEE SECRETARIAT

Federal Ministry for Transport, Innovation and Technology
Andrea Dapra | andrea.dapra@bmvit.gv.at
www.traconference.eu

Supporting Organisations

The TRA is co-organised by the European Commission and supported by the European Technology Platforms ERTRAC (European Road Transport Research Advisory Council), ERRAC (European Rail Research Advisory Council), WATERBORNE as well as CEDR (Conference of European Directors of Roads) and ALICE (Alliance for Logistics Innovation through Collaboration), ETRA (European Transport Research Alliance), ECTP (European Construction Technology Platform) and ACARE (Advisory Council for Aviation Research and Innovation in Europe).

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TRA as Green Event

Due to the thematic orientation of the TRA and the general goals outlined by the Federal Ministry for Transport, Innovation and Technology (bmvit) and AustriaTech, it is obviously sensible to set up this event as a Green Event. Therefore the TRA will give an important contribution to Corporate Social Responsibility regarding such a big international event. The TRA 2018 would be one of the first green events of this size and the Green Event Guidelines can be found at the website www.traconference.eu



GREENING ASSIGNEES

AustriaTech GmbH
Katharina Schüller | katharina.schueller@austriatech.at and
Sarah Bimingstorfer | sarah.bimingstorfer@austriatech.at

PROGRAMME

A broad spectrum of research and innovation activities will range from basic research to application-oriented engineering, social, technical and economic aspects, as well as policies and standards. The presentations will be embedded in various formats:

- plenary sessions
- strategic sessions
- scientific sessions
- technical sessions
- poster sessions
- special sessions

The topics for TRA 2018 are:

- Environment and Energy Efficiency
- Vehicles & Vessels – Design, Development and Production
- Advanced Propulsion Systems
- Smart Urban Mobility & Logistics
- People Mobility – Systems and Services
- Freight Transport and Logistics
- Transport Infrastructure
- Connected and Automated Transport
- Digital Technologies for Transport
- Safe, Secure and Resilient Transport Systems
- Human Dimension in Transport
- Socio-Economics, Innovation and Policy

All paper topics can refer to the modes of transport:

- Road
- Rail
- Waterborne
- Aviation
- Cross-modal
- Not mode-specific



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CONTACT FOR PROGRAMME DETAILS

Austrian Institute of Technology

Veronika Prändl-Zika | programme@travie2018.at

www.traconference.eu

EXHIBITION

Embedded between the entrance hall and the conference center, Hall A of the Reed Messe Wien offers more than 6,000 m² for exhibition. The hall has two entrances, a direct exit to outdoor demonstrations and is connected to the congress center. The exhibition hall combines the exhibition area, the new interactive zone as well as lunch & meeting areas. Booths are available from min. 9 m² and will be sold on a first come first serve basis.

Exhibition Fee Details (price per m²)

Types	Early Bird (Dez.16-Jul.17)	Large quantity* [-5%]	Normal Price (Aug.17-Jan.18)	Large quantity* [-5%]
Space only	370 EUR	350 EUR	400 EUR	380 EUR
System booth	430 EUR	410 EUR	450 EUR	430 EUR

* more than 100 m²



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EXHIBITION CONTACT

AustriaTech GmbH, Christine Kosar
 exhibition@travie2018.at | Tel. +43 1 26 33 444-15
 www.traconference.eu

INTERACTIVE ZONE

The TRA 2018 conference and exhibition will be enhanced by an Interactive Zone which will provide a unique experience in different dimensions (speech, visual, hands-on, interactive) for attendees and make TRA 2018 attractive to the technical press and wider public. This zone aims to present complex subjects, in particular research projects, in an interactive and comprehensive way. Key elements of this interactive zone are:

- **Research reach out** – new ways of presenting current research results, with a focus on relevance and impact
- **Showcase** state of the art research and technology
- **Experiment** at TRA in a lab – interactions based on digital infrastructures and connected participants
- **Transform** mobility – get in touch with the role of new stakeholders and new key elements of our future transport system

The **research reach out** area is about demonstrating relevance (“research is proof”) and impact (“research matters”) of current research activities.

Within the **state of the art research and technology** area, the latest research and development results will be showcased. A quick and easy access to the different topics will be offered, which will enable an exchange between visitors and researchers.

TRA as a lab will make attendees part of research activities and increase their involvement in TRA 2018. The two following kinds of lab environments will be provided:

1. **Digital infrastructure** in and around Vienna, which can be used by participating organisations to show both prototypes and interaction with the digital infrastructure (including showcases in live traffic).

2. As a second option, **participants** of TRA 2018 can **be part of a lab**, e.g. by an application providing mobility as a service to TRA participants in Vienna (followed by an evaluation of the user-behaviour and live data visualisation).

These activities aim to contribute to a transformation of the mobility system by using digitalisation, which can only be achieved by a common effort of the different stakeholders. This interactive zone will bring together research institutes, industry, transport providers, infrastructure operators and start-ups. The current barriers shall be made visible to the high-level attendees to accelerate the necessary discussion and transformation processes (amongst others in the organizational and legal areas), which in turn will improve the sustainability of research activities.

Timetable

Date	Action
December 2016	First call opens
28 February 2017	First call closes
April 2017	Information to applicants individual coordination
June 2017	Second call for expression of interest opens
13 October 2017	Second call closes
November 2017	Final information to applicants about accepted showcases / demonstrations
January 2018	Online publication of preliminary demonstration programme

Start-up & Networking Zone

An essential element of the interactive zone will be a large area that features start-ups who are transforming the mobility system with innovative developments that correspond to TRA 2018's overall theme of "a digital era for transport". The combination of start-ups with research organisations, industry and public authorities will advance discussions and trigger new activities. Specific networking events and pitches will be organised within the Interactive Zone in a designated networking area.

Interactive Zone Packages

Projects and organisations participating in the Interactive Zone will be supported up front by the organising team, in order to guarantee a perfect integration into the overall concept.

Parties interested in becoming part of the Interactive Zone with their projects or products will be presented with packages, which will include:

- Area and booth at the interactive zone
- Central booking and reservation for participants
- Information desk
- Inclusion in promotion activities and material
- Integration of activities into overall concept, clustering with similar topics to reach a wide audience
- Inclusion in networking events
- Support in set-up of interactive elements at TRA 2018

All participating organisations and projects will be advertised to visitors in an Interactive Zone handbook, published prior to the conference and added to the conference bag. The activities in the interactive zone will also be included on the website to make it easy for visitors to find out how to participate.



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CONTACT INTERACTIVE ZONE

AustriaTech GmbH

Martin Dirnwöber and Lena Reiser

demonstration@travie2018.at | Tel. +43 1 26 33 444-49

www.traconference.eu

SPONSORING

Platinum Sponsor Package

EUR 50,000 excl. VAT
(EXCLUSIVE)

- ◇ Promotion in the Gala Dinner in the Vienna City Hall offering:
 - 10 minutes speech at the opening of the Gala Dinner
 - the sponsor`s logo on the signage and communication material of the dinner
 - 10 invitations to the dinner (1 exclusive/reserved table)
 - 45m² indoor exhibition space including
 - 45m² space only
 - Entry passes to the exhibition for 6 people (no access to conference)
 - Free full registrations to the conference for 4 persons
 - The sponsor`s logo as a Platinum Sponsor Partner displayed on
 - Conference website with a hyperlink to your website
 - Preliminary programme
 - Final programme
 - Insertion of company information in the congress bag
 - Insertion of one full page advertisement in the final programme (excl. 2nd and back cover)
 - Opportunity to put a text-picture component in the newsletter which is linked to the company`s webpage (limit 500 characters)

Gold Sponsor Package

EUR 30,000 excl. VAT
(EXCLUSIVE)

Gold Sponsors can choose one of the following exclusive packages:

- ◇ Exclusive sponsoring of the Welcome Reception
- ◇ Exclusive sponsoring of the delegates bags
- ◇ Exclusive sponsoring of the Lanyards
- ◇ Exclusive sponsoring of the VIP Lounge
- ◇ Exclusive sponsoring of the water station plus water bottle
- ◇ Exclusive sponsoring of the lunches
- ◇ Exclusive sponsoring of the coffee breaks
- ◇ Exclusive sponsoring of the Pocket Agenda

Additional benefits for the Gold Sponsors:

- 27m² indoor exhibition space including
 - 27m² space only
 - Entry passes to the exhibition for 3 people (no access to conference)
- Free full registrations to the conference for 2 persons
- The sponsor`s logo as a Gold Sponsor Partner displayed on
 - Conference website with a hyperlink to your website
 - Preliminary programme
 - final programme
- Insertion of company information in the congress bag
- Insertion of half page advertisement in the final programme (excl. 2nd and back cover)
- Opportunity to put a text-picture component in the newsletter which is linked to the company`s webpage (limit 500 characters)

Silver Sponsor Package

EUR 15,000 excl. VAT

Silver Sponsors can choose one of the following exclusive packages:

- ◇ Sponsoring partner of the press kit + press center (8x available)
- ◇ Sponsoring partner of internet access zone (4x available)
- ◇ Sponsoring partner of the demonstration – breakfast (4x available)

Additional benefits for the Silver Sponsors:

- 18m² indoor exhibition space including
 - 18m² space only
 - Entry passes to the exhibition for 2 people (no access to conference)
- Free full registrations to the conference for 1 person
- The sponsor`s logo as a Silver Sponsor Partner displayed on
 - Conference website with a hyperlink to your website
 - Preliminary programme
 - Final programme

Bronze Sponsor Package

EUR 10,000 excl. VAT

Bronze Sponsors can choose one of the following exclusive packages:

- ◇ Sponsoring partner of the notebooks and pens (3x available)
- ◇ Sponsoring partner of the preview room / speaker readiness room (3x available)
- ◇ Sponsoring partner of the USB stick boxes (3x available)

Additional benefits for the Bronze Sponsors:

- 9m² indoor exhibition space including
 - 9m² space only
 - Entry passes to the exhibition for 2 people (no access to conference)
- The sponsor`s logo as a Bronze Sponsor Partner displayed on
 - Conference website with a hyperlink to your website
 - Preliminary programme
 - Final programme

OTHER SPONSORSHIP OPPORTUNITIES

- Insertion of company information or CD in the delegates bag EUR 1,600 excl. VAT
- Banner on the TRA2018 newsletter (for exhibitors/ partners) EUR 1,600 excl. VAT

FINAL PROGRAMME ADVERTISING

- Back cover page EUR 4,000 excl. VAT
- 2nd and 3rd cover page EUR 3,000 excl. VAT
- Full inside page EUR 2,000 excl. VAT
- Half page EUR 1,000 excl. VAT

SPONSORSHIP APPLICATION FORM

IMPORTANT: Your package will be confirmed in writing and will become effective once agreed payment has been received.

Contact Details			
Title	First Name	Surname	
Organisation name (for invoicing purposes)			
Organisation name (for marketing purposes)			
Address			
State	Country	Postcode/zip	
Telephone	Mobile	VAT No.	
Email	Website		
Sponsorship Packages			
<input type="checkbox"/> Bronze Sponsor Package, EUR 10,000 excl. VAT	Please add the chosen Bronze Package:		
<input type="checkbox"/> Silver Sponsor Package, EUR 15,000 excl. VAT	Please add the chosen Silver Package:		
<input type="checkbox"/> Gold Sponsor Package, EUR 30,000 excl. VAT	Please add the chosen Gold Package:		
<input type="checkbox"/> Platinum Sponsor Package, EUR 50,000 excl. VAT	<input type="checkbox"/> Insertion of company information or CD in the delegates bag, EUR 1,600 excl. VAT	<input type="checkbox"/> Banner on the TRA2018 newsletter (for exhibitors/partners), EUR 1,600 excl. VAT	
<input type="checkbox"/> Final Programme, Back cover page, EUR 4,000 excl. VAT	<input type="checkbox"/> Final Programme, 2nd and 3rd cover page, EUR 3,000 excl. VAT	<input type="checkbox"/> Final Programme, Full inside page, EUR 2,000 excl. VAT	
<input type="checkbox"/> Final Programme, Half page, EUR 1,000 excl. VAT			
Banking Information			
Payment should be made following written confirmation and receipt of the invoice to:			
Bank UniCredit Bank Austria AG	Account Name AustriaTech	IBAN AT14 1200 0100 1938 6001	BIC BKAUATWW
Please ensure the amount transferred is equal to the total due INCLUDING any bank charges.			
Declaration			
<input type="checkbox"/> Please tick if you do not wish to receive TRA 2018 updates via email			
My signature below denotes that I accept the terms & conditions listed in the declaration, agree to be invoiced for the total amount payable, and I am authorised to make the commitment on behalf of my organisation. I understand and accept the details of the sponsorship package I am purchasing, and agree to abide by terms & conditions of participation in this event.			
Signature:			Date

SPONSORING TERMS & CONDITIONS

Art. 1 – General Terms and Conditions: These General Terms and Conditions shall apply to Sponsors participating in the Transport Research Arena 2018 – 7th European Transport Research Conference organised by the Federal Ministry for Transport, Innovation and Technology (bmvit). These General Terms and Conditions constitute an integral part of the agreement between the Organiser and the Sponsor.

Art. 2 – Definitions: For the purpose hereof the terms listed below shall have the following wording:

- a) TRA2018 Conference Transport Research Arena 2018 – 7th European Transport Research Conference to be held in Vienna, Austria, from 16 until 19 April 2018.
- b) Organiser – AustriaTech – Gesellschaft des Bundes für technologiepolitische Maßnahmen GmbH, entered into the entrepreneurs register of the National Court Register under FN 92873d.
- c) Sponsor – legal person or organisation conducting business or research activity, which acquired at least one sponsor package. The Sponsor is entitled to participate in the TRA2018 Conference on the terms and conditions indicated in the information available on the website www.travie2018.at;
- d) Stand – an exhibition space for the exclusive use of the Sponsor, the list of available Stands and their size as well as exhibition plan may be found on the website www.travie2018.at.

Art. 3 – Sponsors Admissions: Any Sponsor, who acquired a sponsor package, is entitled to reserve the Stand according to the sponsor package and select a particular stand among those available for reservation, corresponding to the stand size granted in the purchased sponsor package. The reservation request shall be drawn up on the official reservation form available on the website www.travie2018.at, signed by authorised person(s). The Sponsor shall accept these General Terms and Conditions and submit the signed reservation form to the Organiser by post or by e-mail to Daniela.Kraft@travie2018.at. The Organiser shall confirm the reservation of the indicated stand or inform the sponsor, that the selected stand is not available. In such a case the sponsor shall select other stand within those available and inform the organiser within 5 days in writing. The sponsor has a priority in selecting the stand among those available.

Art. 4 – Conclusion of Agreement: Filling in and signing the reservation form by authorised representative, acceptance of these General Terms and Conditions and submission of the reservation form by the sponsor to the organiser as well as confirmation of the reservation by the organiser shall be deemed as a conclusion of the agreement for one or more stands during the TRA2018 conference.

Art. 5 – Payment: Terms for payment by sponsors are determined in the sponsorship agreement. The organiser shall issue a VAT invoice and send it to the sponsor within 5 working days after confirmation of the reservation by the organiser. The total remuneration shall be paid within 14 days after the receipt of the relevant invoice from the

organiser. The payment is deemed to be made on the day the amount is credited to the organiser's bank account. The full remuneration is due even if the Sponsor has not used the stand or has used it in a shorter period. In case of delay in payment the organiser is entitled to charge due interest for delay in the statutory rate. In case the sponsor is in delay with the payment of the remuneration or its part for more than 14 days, the organiser may terminate the agreement without notice (with immediate effect).

Art. 6 – Registration: In case the sponsor resigns from participation in the TRA2018 conference until October 1st 2017, the organiser will retain 50% of the total amount of the remuneration. In case the sponsor resigns from participation in the TRA2018 conference from October 2nd 2017 until December 31st 2017, the organiser will retain 80% of the total amount of the remuneration. In case the sponsor resigns from the participation in the TRA2018 conference from January 1st 2017 the organiser will retain 100% of the total amount of the remuneration. The above-mentioned amounts will be retained by the organiser as contractual penalty for resignation by the sponsor from the participation in the TRA2018 conference. The resignation shall be prepared in writing, signed by a person authorised to represent the sponsor and delivered to the organiser in writing by letter, sent by mail and/or by e-mail to Daniela.Kraft@travie2018.at.

Art. 7 – Preparation of the Stand: The services, which may be provided to the sponsors are described in detail in the information and exhibitors guidelines which will be available for review on the website www.travie2018.at at a later date.

Art. 8 – Green Event: Due to the thematic orientation of the TRA2018 and the general goals outlined by the Federal Ministry for Transport, Innovation and Technology the organiser will carry out this event according to the Guideline of the Austrian Ecolabel for Green Meetings and Green Events. In this context the organiser tries to save resources, avoid waste, and act in an environmentally conscious way in all fields. Exhibitors and booth builders will be informed about the requirement and will receive general information about environmentally-friendly behaviour. Moreover, an agreement on certain requirements will be integrated into the general exhibitor documents/contracts.

Art. 9 – Dismantling of the stand: The sponsors shall dismantle and remove the stand's equipment immediately after the end of the TRA2018 Conference. The detailed deadline for dismantling of the stand will be communicated to the sponsor until June 1st 2017. Any and all objects brought by the sponsor shall be removed from the TRA2018 conference site on April 19th 2018 until 11:00 p.m. at the very latest. In case this obligation is breached by the sponsor, the organiser may remove such objects and store them at the cost and risk of the sponsor. All costs related to the dismantling of the stand shall be borne by the sponsor.

Art. 10 – Rules and safety instructions: A technical file for the sponsor shall be distributed at a later date. The file will also be available for review on the website www.travie2018.at; the file will include the stands layout and furniture renting rules as well as the safety regulations and information on all necessary services (telephone, maintenance, storage, customs clearance, etc.). The sponsors, their employees and subcontractors shall observe any and all rules of the TRa2018 conference including binding legal provisions, the Messe Wien functioning principles and rules (available for review on the website www.travie2018.at), other regulations and safety instructions, as well as instructions specified in the technical file. The Sponsors are liable for the materials they exhibit as well as the one they will rent or set up at their stand. The sponsor is obligated to conclude relevant insurance agreements regarding participation in the TRA2018 conference (i.e. civil liability insurance, property insurance).

Art. 11 – Exclusivity: The reservation of the stand compels the sponsor not to organize or privilege any meetings or gathering on the TRA2018 conference topics that had not been declared or authorised by the organiser in advance in writing. The sponsor declares that he/she was informed that the TRA2018 conference is accessible only for registered participants.

Art. 12 – Use of the stand, distribution of materials: The stand is appropriated for sole use of the sponsor indicated in the reservation form, and may not be rendered for use against payment and/or gratuitously, to any third party. Distribution of promotion, advertisement, marketing materials and/or similar materials is permitted only to the stand.

Art. 13 – Rights and liabilities of the organiser: The organiser is entitled to decide on all unforeseen matters in the general terms and conditions. All its decisions will be taken with no possible recourse and shall be immediately implemented. A breach of any clause hereof shall give rise to immediate, temporary or definitive exclusion of the sponsor from the TRA2018 conference with no possibility for the latter to claim any refund or compensation. The organiser shall be free to decide accordingly. The organiser shall not be held liable for a small number of registered delegates or any lack of interests for the whole TRA2018 conference. The organiser shall bear no liability for things left on the stand, which have been destroyed or damaged, elements of the stand that have been destroyed or damaged and damages caused to the sponsor by other exhibitors, sponsors, participants and/or any other third party. The organiser shall only be liable for damages caused to the sponsor wilfully by the organiser or its representative. The organisers liability is limited to the amount actual damages sustained by the sponsor.

Art. 14 – Cancellation of the event: In case of force majeure, the dates of the TRA2018 conference and the exhibition could be changed or simply cancelled. In this case the available amounts after payment of the expenses incurred will be shared between the sponsors on a pro rata basis with no possibility of recourse against the organiser.

Art. 15 – Disputes: Any dispute arising from these General Terms and Conditions shall be settled by the common court competent for the Organisers registered office.

Art. 16 – Applicable Law: In all matters not regulated herein Austrian law shall apply.



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SPONSORING CONTACT

AustriaTech GmbH

Daniela Kraft

sponsoring@travie2018.at | Tel. +43 1 26 33 444-44

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