THE 7TH INTERNATIONAL CONFERENCE ON
TRAFFIC AND TRANSPORT PSYCHOLOGY: ICTTP

Sponsor invitation

Theme: Taking the Vision Zero Initiative into a New Era

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Welcome to the 7th International Conference on Traffic and Transport Psychology; 25-27 August 2020, Gothenburg, Sweden! The ICTTP Theme: Taking the Vision Zero Initiative into a New Era.

ICTTP is the premiere international event on this topic, attracting delegates from close to 40 countries. It is designed to bring participants – from government, industry and academia – up-to-date on current and recent developments and trends in the field of Traffic and Transport Psychology.

Topics include: Methods for Traffic and Transport Psychology; Prediction of Road User Behaviour, Cognition and Behaviour, Decision Making, Driver Performance, Driver State and Impaired Driving, Road Safety Education and Campaigns, Enforcement, Driver Training and Rehabilitation, Sustainable Mobility, Human and Environmental Interaction, Autonomous Vehicles and new Roles for the Driver, Human Factors, Policy, Road Safety Research and Injury Prevention.
The conference features keynote speakers, plenary and parallel sessions and panel dialogue – focusing on topical issues and designed to cater for the practical needs and interests of government, industry and academic delegates. All abstracts are peer-reviewed.

ICTTP is hosted and co-organised by VTI (Swedish National Road and Transport Research Institute) and SAFER - Vehicle and Traffic Safety Centre at Chalmers in Sweden.

We are very pleased to welcome you to this important International Traffic and Transport Psychology event!
DELEGATE PROFILE

The International Conference on Traffic and Transport Psychology is the premiere international event on this topic bringing together all stakeholders – researchers, policy makers, vehicle manufacturers and many others.

Since the inception of this event in 1996, delegates have attended from all around the world, for instance: Australia, Austria, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Greece, Indonesia, Ireland, Israel, Italy, Japan, Latvia, the Netherlands, New Zealand, Nigeria, Norway, Poland, Russian Federation, Spain, Sweden, Switzerland, Turkey, United Kingdom and United States of America.

Last time ICTTP was hosted in Europe was in 2012 when the conference was held in Groningen in the Netherlands. That time 400 delegates from 39 countries attended the conference.
Benefits to sponsors and exhibitors

THE CONFERENCE CAN PROVIDE

• MAXIMIZE EXPOSURE AT A LEADING RESEARCH EVENT
• PRESENT THE LATEST INNOVATIONS AND NEW PRODUCTS OR SERVICES
• SHOWCASE YOUR EXPERTISE AND CAPABILITIES
• BUILD BRAND AWARENESS
• EDUCATE THE RESEARCH COMMUNITY
• BUILD AND ENHANCE RELATIONSHIPS
• INCREASE MARKETING OPPORTUNITIES INCLUDING VISIBILITY ON THE CONFERENCE WEBSITE AND ASSOCIATED MARKETING MATERIALS
• AFFILIATE WITH A STRONG AND UNIQUE CONFERENCE

You will also contribute to the development and reputation of ICTTP, which are a key mechanism for globally addressing road safety and mobility.

CATEGORIES OF SPONSORSHIP

The conference offers the 3 categories of sponsorship shown below. All sponsorship packages can be altered if you have other suggestions. In that case don’t hesitate to discuss this with us.

• GOLD SPONSOR
• SILVER SPONSOR
• BRONZE SPONSOR
Sponsorship packages

(All rates excluding VAT)

GOLD SPONSORSHIP
SEK 75 000
EXCLUSIVE TO 1 SPONSOR

• This is a unique possibility to create advertising solutions based on the Gold Sponsor’s needs. Please contact the ICTTP organiser to develop your ideas.
• An exhibition area of 8 m² (4x2). Priority choice of stand location.
• For Gold sponsors it is also possible to apply for a car display exhibition space.
• Possibility to buy extra exhibition space at reduced cost, 2000 SEK/m².
• 3 full conference delegate registrations.
• One full page, four colour advertisement in the final program.
• Acknowledgement as Gold Sponsor with name, logo and hyperlink on website.
• Possibility to publish 200 words and an image on the website.

SILVER SPONSORSHIP
SEK 30 000

• An exhibition area of 6 m² (3x2).
• Possibility to buy extra exhibition space at reduced cost, 2000 SEK/m².
• 2 full conference delegate registrations.
• One half page, four colour advertisement in the final program.
• Acknowledgement as Silver Sponsor with name, logo and hyperlink on website.
• Possibility to publish 100 words and an image on the website.

ICTTP2020.SE
BRONZE SPONSORSHIP
SEK 20 000

• AN EXHIBITION AREA OF 4 m² (2X2)
• POSSIBILITY TO BUY EXTRA EXHIBITION SPACE AT REDUCED COST, 2000 SEK/m²
• 1 FULL CONFERENCE DELEGATE REGISTRATIONS
• ONE QUARTER OF A PAGE, FOUR COLOUR ADVERTISEMENT IN THE FINAL PROGRAM
• ACKNOWLEDGEMENT AS BRONZE SPONSOR WITH NAME, LOGO AND HYPERLINK ON WEBSITE
Other Sponsorship items

It is also possible to sponsor specific items during the conference. All rates below are excluding VAT.

**EXHIBITION SPACE** min 4 sqm

| SEK 2 500/m² |

- INCLUDES TABLE, CHAIR, ELECTRICITY AND ONE EXHIBITOR BADGE

The exhibitor will be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.

**ONE-PAGE ADVERTISEMENT IN THE ICTTP2020 FINAL PROGRAM**

| SEK 5 000 |

Artwork supplied by company.

The advertiser will be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.

**HALF PAGE ADVERTISEMENT IN THE ICTTP2020 FINAL PROGRAM**

| SEK 3 000 |

Artwork supplied by company.

The advertiser will be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.
LANYARDS
SEK 10 000

- PROVIDED BY SPONSOR.
- APPROX. 400 ATTENDEES.
- SPONSOR THE LANYARDS AT ICTTP AND BE WITH OUR DELEGATES EVERY STEP OF THE WAY!

The sponsor will also be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.

COFFEE BREAKS
SEK 10 000 /BREAK

- 6 COFFEE BREAKS IN TOTAL, DURING 3 DAYS.
- SPONSOR THE COFFEE BREAKS IN THE MORNING OR AFTERNOON.
- SPONSOR WILL BE ACKNOWLEDGED WITH SIGNS ON THE TABLES AND THE POSSIBILITY TO DISPLAY TWO ROLE-UPS IN THE AREA.

The sponsor will also be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.

These moments are the ideal opportunity for attendees to mingle and for you to be remembered for the much-needed refreshments.

POSTER SESSIONS
SEK 15 000

- 2 POSTER SESSIONS IN TOTAL, DURING 2 DAYS.
- SPONSOR THE SNACKS AT THE POSTER SESSIONS.
- SPONSOR WILL BE ACKNOWLEDGED WITH SIGNS AND THE POSSIBILITY TO DISPLAY TWO ROLE-UPS IN THE AREA.

The sponsor will also be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.
## LUNCH BREAKS

**SEK 30 000 /BREAK**

- 3 LUNCHES IN TOTAL, DURING 3 DAYS.
- SPONSOR THE LUNCHES.
- SPONSOR WILL BE ACKNOWLEDGED WITH SIGNS ON THE TABLES AND THE POSSIBILITY TO DISPLAY TWO ROLE-UPS IN THE AREA.

The sponsor will also be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.

These moments are the ideal opportunity for attendees to mingle and for you to be remembered for the much-needed lunch.

## CONFERENCE DINNER

**SEK 50 000**

- 1 DINNER DURING 1 EVENING.
- SPONSOR THE CONFERENCE DINNER.
- SPONSOR WILL BE ACKNOWLEDGED WITH SIGNS ON THE TABLES AND THE POSSIBILITY TO DISPLAY TWO ROLE-UPS IN THE AREA.

The sponsor will also be acknowledged with name, logo and hyperlink on the website as well as in the Final Program.

These moments are the ideal opportunity for attendees to mingle and for you to be remembered for the highly appreciated conference dinner.

## CONTACT

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Exhibition information

EXHIBITION OPENING HOURS

Tuesday 25/8 08.30 – 17.30
Wednesday 26/8 08.30 – 17.30
Thursday 27/8 08.30 – 17.30

MOVING IN

Monday 24/8 15.00 – 19.00

MOVING OUT

Thursday 27/8 17.30 – 19.00

EQUIPMENT/EXHIBITION SPACE

1 standing table and standard electricity are included in the exhibition space.
No walls or carpet on the floor. Standing table can be switched to a low table with a chair on-site.

ADDITIONAL ORDERS

For additional orders of furniture etc, please contact the conference venue directly and place your orders before July 1st 2020 by contacting:

Malin Johnsson
Project Manager
+46 (0) 31-772 39 38
malin.johnsson@chalmerskonferens.se
CONFERENCE VENUE: LINDHOLMEN CONFERENCE CENTRE
www.chalmerskonferens.se/en/konferensevent/lindholmen-conference-centre/

SHIPMENT TO THE CONFERENCE VENUE
Deliveries of stand material are possible on:
Monday 24th August at 15.00 - 19.00

SHIPMENT FROM THE CONFERENCE VENUE
Deliveries from the venue are possible on
Thursday 27th August at 17.30 – 19.00.

SHIPPING ADDRESS
Lindholmen Science Park
Lindholmens Conference centre
Lindholmspiren 5
417 56 Göteborg
Sweden

CONTACT
Ewa Bråthe
+46 (0) 31 708 84 38
or +46 (0) 31 708 86 90

MARK THE GOODS CLEARLY WITH:
ICTTP + YOUR COMPANY NAME
KEY CONTACTS

www.icttp.se

CONFERENCE SECRETARIAT

Sweden Meetx AB has been appointed the official organizer for the ICTTP. Please contact Meetx directly for all information regarding registration and hotel accommodation.

MEETX

For questions and further information please contact:
Conference Secretariat
Sweden Meetx AB
Attn: ICTTP
Måssans gata 20
SE-412 94 Göteborg Sweden

CONTACT PERSON

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