

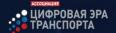
International Forum and Exhibition

27-28 '18 september

Intelligent Transport Systems of Russia









J Comm communication agency in cooperation with Digital Age of Transport Association invites you to take part in the 3rd International Forum and Exhibition "Intelligent Transport Systems of Russia". The event will take place on September 27-28, 2018, at Holiday Inn Moscow Sokolniki hotel in Moscow

The main focus of the Forum is future of ITS in Russia. Today the level of interest in ITS related issues and digital technologies in transport is unprecedentedly high. To appreciate the importance of digital transformation of motorways as fundamental and central to health and life safety, social and economic development of the country is not only becoming just another trend relevant to specialists only, but also a pan-industry issue

Therefore the transport sector has come to a uniform understanding of how the government should pursue clear regulatory policy aimed at establishing an intelligent digital supporting infrastructure of motorways and creating an innovative set of rules for its development, including issues of technical, legal and financial regulation, and principles of public private partnership. However this cooperation must imply providing fundamental support to domestic enterprises by the government and creating conditions for development and introduction of solutions proposed by businesses, their harmonization with issues of strategic development of the country.

Within the business program of the Forum a whole range of digital technologies in transport issues will be addressed. These include evaluation of the current state and development trends of info-communication infrastructure, a role of such programs as "Digital Economy of the Russian Federation" and "Safe and Proper Roads" in ITS development, introduction of Security Strategy for Road Traffic, and the ITS Regional Policy rating for constituent regions of Russia. Besides, testing results of autonomous vehicles, application features of telematics, smart insurance, use of intelligent transport systems at the FIFA World Cup 2018, and a level of passenger services in transport and auto-tourism will be discussed at the event. Employment issue will be one of essential topics of the Forum.





портные системы Рос

Forum atmosphere ystems ussia



State vs Business.
Spheres of influence and Interaction



Human Resources are required and sufficient prerequisites for progress



Lucrative digitization: how can everyone benefit by it?



Breakthrough of conscience!
New horizons of smart
transport - breakthrough
in ITS is already a fact of life



New paradigm - from competition to partnership



«Места для пассажиров»: безопасность, комфорт, качество!



Forum Agenda

Download the programme

September 27 (Thursday)

08:30 - 10:00	Registration of participants. Welcome coffee. Opening of the Exhibition
09:00 - 09:45	Tour of the exhibition display by official delegation
09:45 - 10:00	Opening of the Hackathon "Intelligent Transport Systems"
10:00 - 10:20	Opening of the Forum. Words of welcome
10:20 - 11:45	Plenary Session
	Future of ITS in Russia: Strategic Partnership between Government and Business.
11:45 - 12:15	Coffee break
11:15 - 12:15	Media-scrum, Signing of Agreements
12:15 - 13:30	Session
	Digital Technologies in Transport
13:30 - 14:15	Lunch
14:15 - 15:30	Session
	Let's Network Together. Car - Road - Human
	(Cooperative ITS, v2x, v2i, v2v)
15:30 - 16:15	Open discussion
	Autonomous Transport: Mindset, Barriers, Technologies.
	Where Are We in the System of Autonomous Coordinates?
16:15 - 16:30	Coffee break
16:30 - 18:30	Roundtable discussion 1
	Development and Application of Telematic Services
	Roundtable discussion 2
	Digital Platforms and Solutions in Multimodal Logistics
	Roundtable discussion 3
	Telecommunications on Roads
18:30 - 19:30	Dry run of projects of Hackathon participants
18:30 - 20:00	Informal Communication

September 28 (Friday)

08:30 – 10:00 Registration of participants. Welcome coffee.

09:00	Opening of the Exhibition
10:00 - 11:30	Roundtable discussion 1
	Digital Daily Life of the Federal Roads:
	Safety, Protection, Control
	Roundtable discussion 2
	"Smart City" and Urban Agglomerations: Introduction of ITS in Cities
11:30 - 12:00	Coffee break
12:00 - 13:30	Roundtable discussion 3
	On-line Motoring. Service Platforms for Those Who Are Willing to Get
	from A to B with Pleasure and Comfort
	Roundtable discussion 4
	Introduction of MaaS Platform
	and Future Payment Solutions in Transport
13:30 - 14:00	Coffee break
14:00 - 16:00	Dry run of projects of Hackathon participants
	"Intelligent Transport Systems"
16:00 - 17:00	Awarding Hackathon winners
	"Intelligent Transport Systems"
17:00 - 18:30	Informal Communication

Plenary Session

Future of ITS in Russia: Strategic Partnership between Government and Business

Further implementation of digital technologies in transport is impossible without effective interaction of government and business. The state regulatory policy, as well as regional regulations, must create conditions for introduction of ITS within the framework of a unified interconnected system.

At the same time, cutting-edge technology solutions proposed by businesses should not only meet the today's highest requirements, but also be able to satisfy rapidly growing demand and needs.

The discussion will be held in the context of the program "Digital Economy of the Russian Federation", a priority initiative "Safe and Proper Roads" and the Strategy for Safer Traffic and STI among other things

Session

Let's Network Together. Car - Road - Human (Cooperative ITS, v2x, v2i, v2v)

It's proven by experts that a triple alliance is essential: infrastructure – vehicle – human. Such an ecosystem doesn't radically increase safety of road traffic only, but also creates a massive market of services. When are we going to move from theoretical concepts of "cooperative ITS, v2x, v2i, v2v" to practice? Overview of current solutions

Session

Digital Technologies in Transport

Within the framework of the session, leading companies will present their vision of ITS industry development and speak about their solutions and services





Roundtable Discussion

Development and Application of Telematic Services

The roundtable discussion is devoted to telematics-based solutions. Focus of discussion: Regional navigation informational systems (RNIS), future "smart" insurance, platform solutions

Roundtable Discussion

Digital Platforms and Solutions in Multimodal Logistics

Today logistics, whether railway, automotive, sea or aviation logistics, is a highly intelligent, "smart" multimodal process. Development of international transport corridors is ensured by completeness of services and convenience of control over goods' transit. The focus is on the unified digital transport and logistic space, telematics in logistics, centers of train management

Roundtable Discussion

TeleCOM On Roads

It is impossible to ensure development of any digital technologies in transport without extensive telecommunication infrastructure. Roundtable discussion will be proceeding along the lines of telecommunication technologies, kinds and network

telecommunication technologies, kinds and network standards, computational technologies, connected DPCs, targeted functionality and services, providing reliability and information security



Roundtable Discussion

Digital Daily Life of Federal Roads: Safety, Protection, Control

It is already impossible to imagine the road sector without "smart" technologies in engineering, monitoring and control of construction and operational processes. Introduced software and integrated subsystems are key tools in interaction of the Client and a contracting organization within the state Contract.

In the framework of a roundtable discussion operators will sum up intermediate results of using corresponding digital technologies, while businesses will present updated versions of their products for the road sector

Roundtable Discussion

"Smart City" and Urban Agglomerations: Introduction of ITS in Cities

The concept of a "smart city" has strengthened its positions. This area of focus is included in the program "Digital Economy of Russia", and the Moscow Government has announced formulation of its own program.

Within the framework of the session, it is planned to take a fresh look at introduction of modern technological solutions in urban agglomerations

Roundtable Discussion

On-line Motoring. Service Platforms for Those Who Are Willing to Get from A to B with Pleasure and Comfort

How can a trip be turned into an adventure? How and at what cost can the road network be made more attractive to motorists? What to do to make a smartphone not only a navigator from A to B, but also a guide en route?

Roundtable Discussion

Introduction of MaaS Platform and Future Payment Solutions in Transport

Mobility as a Service or MaaS is currently becoming one of the most relevant platforms in the entire transport agenda of cities of the world. The MaaS concept in its practical use through mobile applications and other modern IT tools is considered to become a powerful integrator of all kinds of mobility oriented at both traditional public transport and the most advanced services inspired by digital transformation





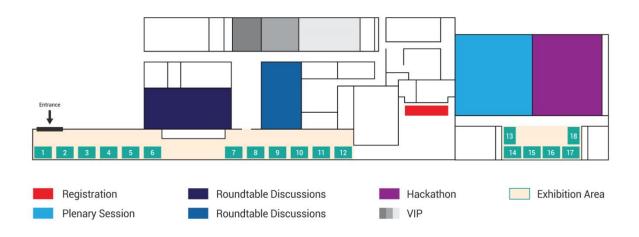
Exhibition

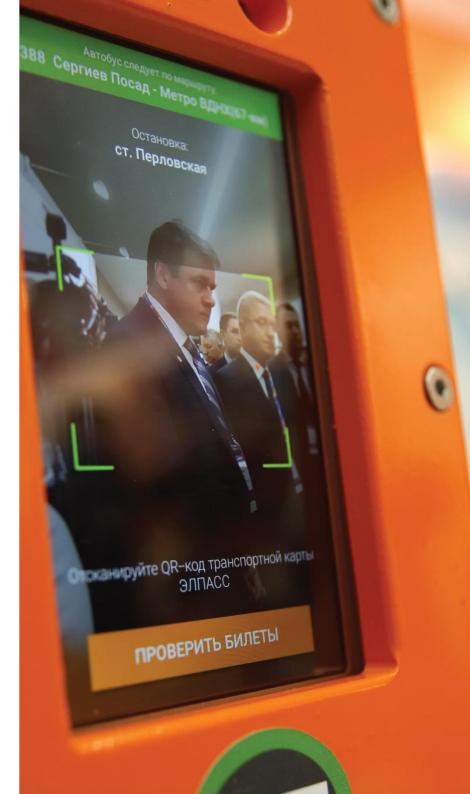
Exhibition of the newest developments in the area of intelligent transport systems

Apart from the business formats of the Forum, the program of the events features an exhibition of innovative solutions and products in the area of ITS.

A salient feature of the exhibition to be held within the framework of the business forum, is organization of a tour by official delegation of the exhibitor companies. Also, unlike many events featuring an extensive business agenda, the exhibitors are fully pledged participants in the whole forum and are admitted to all the formats including the plenary meeting, roundtable discussions, sessions, lunch and evening reception.

This year, the exhibition area will be housing 18 stands of standard construction floor space from 6 sq.m.







Hackathon

An important ingredient of the Forum will be the holding of the second IT Hackathon devoted to development of technologies and solutions aimed at creating safe, comfortable and convenient infrastructure for road traffic players. At the event, as case studies, topical problems and tasks will be aired which the partner companies have been tackling recently. Teams of participants will be tasked to select one case study out of those offered and present its solution.

The first Hackathon was held within the framework of the ITS For Regions Conference which took place in March 2018 in Ryazan. The level of interest generated by the Hackathon exceeded all expectations and the Conference participants voiced their desire to hold similar events on a regular basis. Success of the Hackathon is attributable to the fact that this is not just a new form of social mobility for specific professional in the ITS area but also generation of new ideas in the area of specific technical solutions for intelligent transport system.

Hackathon for Participants:



an opportunity of trying out in practice your professional skills



new knowledge



of time

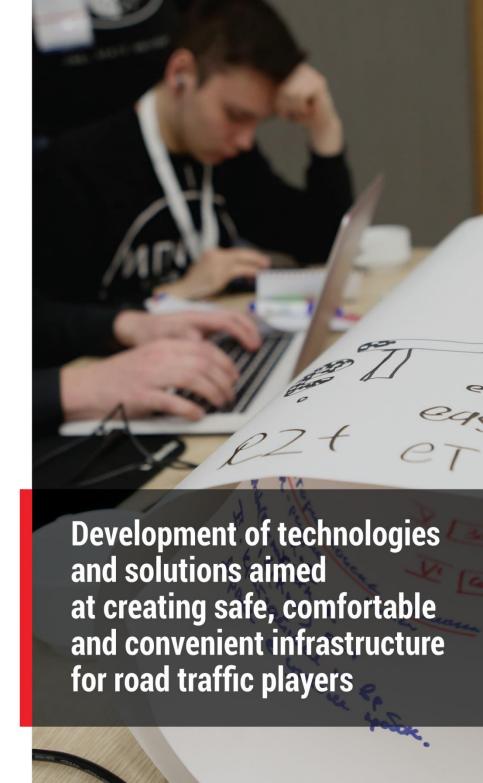
experience in developing an actual project within a short span



an opportunity of getting job offers (both individual offers and those for the team)



networking





Our Participants

Our audience includes heads of transportation industry of the country and government officials (Ministry of Transport of the Russian Federation, Rosavtodor Federal Road Agency, Avtodor state-owned company, Ministry of Communications of the Russian Federation, the State Duma of the Russian Federation), top managers of state-owned companies, regional leaders and leaders of Russian and international businesses, experts in field of transport and transport policy, urbanists.



















































Media support

Customarily, the Forum and Exhibition "Intelligent Transport Systems of Russia" are supported by representatives of the Federal and industry media. Within the framework of the event, for accredited journalists, a press center is to be organized which will be the venue of media scrums and agreement signings at the Forum. Based on the results of the event, an official press release will be posted in printed and Internet media as well as forum updates will be featured on the country's foremost TV channels.





















































Participation conditions

To participate, please complete the application for participation at the Forum's website and send it to the following address: info@itsrussiaforum.ru If you have any questions about participation, partner interaction as well as about participation in the exhibition, please contact the event organizing committee on the following phone Nos.: +7 (495) 766-51-65

Fee for participation in the Forum before 01.07.2018

RUB 40 000

The fee for participation includes attendance of all the meetings and discussion formats of the Forum, participation in coffee breaks, lunches and evening functions

If two participants are entered from a company, the fee for participation will amount to

RUB 35 000

per each participant

If three participants are entered from a company, the fee for participation will amount to

RUB 20 000

per each participant

Fee for participation in the Forum before 01.09.2018

RUB 50 000

The fee for participation includes attendance of all the meetings and discussion formats of the Forum, participation in coffee breaks, lunches and evening functions

If two participants are entered from a company, the fee for participation will amount to

RUB 45 000

per each participant

If three participants are entered from a company, the fee for participation will amount to

RUB 25 000

per each participant

Fee for participation in the Forum after 01.09.2018

RUB 60 000

The fee for participation includes attendance of all the meetings and discussion formats of the Forum, participation in coffee breaks, lunches and evening functions

If two participants are entered from a company, the fee for participation will amount to

RUB 50 000

per each participant

If three participants are entered from a company, the fee for participation will amount to

RUB 30 000

per each participant

Fee for participation in the Exhibition

RUB 125 000

The fee for participation in the exhibition includes an exhibition area of 6 sq.m., with standard built-up facilities as well as participation of 1 exhibitor from the company, attendance of all the sessions, the Forum's discussion formats, coffee breaks, lunches and evening functions, technical tours

If more than one exhibitor participates in the company's stand, the fee for participation for the 2-nd and subsequent participant will amount to

RUB 20 000

per each participant

Fee for participation in the Hackathon

Free of charge

Admitted to participate are students of higher educational institutions (University students) no younger than 18 years of age as part of teams (from 3 to 5 persons) from a higher educational institution

To participate, the teams are required to undergo online registration at the web site before 24.09.2018

Recommendations for participants: please have your notebook with you to work through a project (Internet access via WiFi will be provided): to set up a cross - functional team



Opportunities for partners

GENERAL PARTNER

RUB 3 000 000

Participation in the business programme:

- · General Partner Package
- · Chief Executive of the company speaking at the plenary session:
- · Participating as co-moderator in one of the roundtable discussions;
- . Company's representatives participating in 3
- (three) roundtable discussions;
- Participating in drawing up the agenda; · 9 company representatives participating in the
- · 9 VIP invitations to the evening reception on
- behalf of the organizers;

 Awarding a diploma to the company

Range of advertising and PR services:

- · Publishing company information in the official industry magazine:
- Company advertising module (2 pages) A4+A4 format (double page spread) (inner cover); article by the Company CEO (8 pages);
- · Posting at the Forum's official web site

- Company logo
 Company information in the Partners section;
 A message of welcome by the company CEO
- Displaying the Company logo in the Forum's advertising modules published in the mass media; · Displaying the Company logo at web banners in the Internet media:
- · Displaying the Company logo in the interior
- advertising located in the Forum's site; · Displaying the Company logo in the exterior
- advertising located in the Forum's site: · Displaying the Company logo in the Forum's electronic signature page in the registration area
- and business formats; · Placing the Company's advertising materials in the Forum delegate folder;
- Placing the Company's materials on the counters during the event proceedings;
- Providing an exhibition stand, 12 sq.m in area;
 Broadcasting the Company advertising video on
- the plasma panel in the registration area; Featuring the Company logo in the pack shot of the official video for the opening of the Forum;
- · Featuring the Company logo in the partners' video (rotation of the partners' logos in the main
- Mention of the Company in the final press release and the Forum's resolution.

STRATEGIC PARTNER

RUB 2 000 000

Participation in the business programme:

- · Strategic Partner package -
- · Chief Executive of the company speaking at the plenary session:
- · Company's representatives participating in 2
- (two) roundtable discussions · 6 company representatives participating in the
- · 6 VIP invitations to the evening reception on
- behalf of the organizers Awarding a diploma to the company

Range of advertising and PR services:

- · Publishing company information in the official
- Company advertising module (2 pages) A4+A4 format (double page spread);
 - article by the Company CEO (6 pages);
- · Posting at the Forum's official web site
- Company logo
- Company information in the Partners section;
- A message of welcome by the company CEO
- Displaying the Company logo in the Forum's advertising modules published in the mass media;
 Displaying the Company logo in the interior
- advertising located in the Forum's site;
- Displaying the Company logo in the exterior advertising located in the Forum's site;
- · Displaying the Company logo in the Forum's
- electronic signature page in the registration area and business formats:
- Placing the Company's advertising materials in the Forum delegate folder;
 Placing the Company's materials on the counters during the event proceedings;
- Providing an exhibition stand, 9 sq.m in area;
 Broadcasting the Company advertising video on
- the plasma panel in the registration area
- Featuring the Company logo in the pack shot of the official video for the opening of the Forum; · Featuring the Company logo in the partners' video (rotation of the partners' logos in the main
- · Mention of the Company in the final press release and the Forum's resolution

OFFICIAL PARTNER

RUB 1 500 000

Participation in the business programme:

- · Official Partner Package
- · Chief Executive of the company speaking at the plenary session;
- · Company's representatives speaking in a
- roundtable discussion of their choice
- 3 company representatives participating in the
- · 3 VIP invitations to the evening reception on behalf of the organizers;

 • Awarding a diploma to the company

Range of advertising and PR services:

- · Publishing company information in the official
- Company advertising module (1 pages) A4
- article by the Company CEO (6 pages);
- · Posting at the Forum's official web site:
- Company logo
- Company information in the Partners section;
- A message of welcome by the company CEO
- · Displaying the Company logo in the Forum's
- advertising modules published in the mass media;
 Displaying the Company logo in the interior
- advertising located in the Forum's site
- Displaying the Company logo in the exterior advertising located in the Forum's site;
- · Displaying the Company logo in the Forum's
- electronic signature page in the registration area and business formats; · Placing the Company's advertising materials in
- the Forum delegate folder;
 Placing the Company's materials on the counters
- during the event proceedings; · Providing an exhibition stand, 6 sq.m in area;
- Broadcasting the Company advertising video on the plasma panel in the registration area, Featuring the Company logo in the pack shot of the official video for the opening of the Forum;
- · Featuring the Company logo in the partners' video (rotation of the partners' logos in the main
- · Mention of the Company in the final press release and the Forum's resolution

ROUNDTABLE PARTNER

web site at www.itsrussiaforum.ru

RUB 1 200 000

Participation in the business programme:

- · Roundtable Partner package
- Participating as co-moderator in one of the roundtable discussions;
- · Company's representatives speaking in a roundtable discussion
- 2 company representatives participating in the
- · 2 VIP invitations to the evening reception on
- behalf of the organizers;
 Awarding a diploma to the company

Range of advertising and PR services:

- · Publishing company information in the official
- industry magazine: - Company advertising module (1 pages) A4
- article by the Company CEO (6 pages)
- · Posting at the Forum's official web site:
- Company logo
- Company information in the Partners section;
- A message of welcome by the company CEO
- Displaying the Company logo in the Forum's advertising modules published in the mass media;
 Displaying the Company logo in the interior
- advertising located in the Forum's site;
- Displaying the Company logo in the Forum's electronic signature page in the registration area
- Displaying the Company's advertising materials in the venue of a roundtable discussion;
- · Placing a roll-up in the Forum's business area as well as in the hall where a roundtable discussion is to be held:
- · Featuring the Company logo in the pack shot of the official video for the opening of the Forum;
 • Featuring the Company logo in the partners' video (rotation of the partners' logos in the main

SPONSOR

RUB 1 000 000

Participation in the business programme:

· Sponsor package-

You can familiarize yourself with partners' proposals at the Forum's

If you have any questions about partner interaction, please contact the event organizing committee on the following phone No.: +7 (495) 766-51-65 or e-mail: info@itsrussiaforum.ru

- Company's representatives speaking in a roundtable discussion;
- · 2 company representatives participating in the
- Forum
 2 VIP invitations to the evening reception on
- behalf of the organizers; · Awarding a diploma to the company

Range of advertising and PR services:

- · Publishing company information in the official
- Company advertising module (1 pages) A4
- · Posting at the Forum's official web site:
- Company logo Company information in the Partners section; - A message of welcome by the company CEO
- Displaying the Company logo in the Forum's advertising modules published in the mass media;

 Displaying the Company logo in the interior
- advertising located in the Forum's site;
- Displaying the Company logo in the exterior advertising located in the Forum's site; · Displaying the Company logo in the Forum's electronic signature page in the registration area and business formats;
- Placing the Company's advertising materials in the Forum delegate folder;
- Providing an exhibition stand, 6 sg.m in area; · Featuring the Company logo in the pack shot of the official video for the opening of the Forum,
 • Featuring the Company logo in the partners' video (rotation of the partners' logos in the main



Additional opportunities for partners

SPONSOR EVENING RECEPTION

RUB 950 000

Participation in the business programme:

- · Sponsor package:
- · 2 company representatives participating in the Forum;
 • 2 VIP invitations to the evening reception on
- behalf of the organizers
- · Awarding a diploma to the company

Range of advertising and PR services:

- · Posting at the Forum's official web site:
- Company information in the Partners section;
- Displaying the Company logo in the Forum's advertising modules published in the mass media:
- · Displaying the Company logo in the interior banner of the stage in the venue of the evening
- · Placing the logo on the flags on the tables in the
- venue of the evening reception;

 Displaying the Company logo in the video signature images in the venue of the evening reception

SPONSOR OF THE EXHIBITION

RUB 700 000

Participation in the business programme:

- · Sponsor package-
- · Participation by the Company CEO as part of the
- official delegation on the tour of the exhibition; 2 Company representatives participating in the
- · Awarding a diploma to the company

Range of advertising and PR services:

- · Posting at the Forum's official web site:
- Company information in the Partners section;
- Placing the Company logo on each stand of the exhibition area on the stand fascia;
 Displaying the Company logo in the Forum's advertising modules published in the mass
- Placing the Company roll-up in the area where the exhibition is being held;
- · Featuring the Company logo in the partners' video (rotation of the partners' logos in the main

SPONSOR OF COFFEE BREAKS

RUB 550 000

Participation in the business programme:

- · Package of coffee break sponsor-
- · A company representative participating in the
- · Awarding a diploma to the company

Range of advertising and PR services:

- · Posting at the Forum's official web site: - Company logo - Company information in the Partners section;
- Placing the Company logo on the flags in the area where coffee breaks are to take place;
 Displaying advertising materials in the area where
- coffee breaks are to take place;

BRAND PARTNER

web site at www.itsrussiaforum.ru

RUB 350 000

Participation in the business programme:

- · Partner package:
- · A company representative participating in the
- · Awarding a diploma to the company

Range of advertising and PR services:

- · Posting at the Forum's official web site:
- Company logo
 Company information in the Partners section;
- Displaying the Company logo on the official souvenir products of the Company's choice:
- on badge tapes;Forum and exhibition navigation

BUSINESS PARTNER

RUB 300 000

Participation in the business programme:

· Partner package

You can familiarize yourself with partners' proposals at the Forum's

If you have any questions about partner interaction, please contact the event organizing committee on the following phone No.: +7 (495) 766-51-65 or e-mail: info@itsrussiaforum.ru

- · A company representative participating in the
- · Awarding a diploma to the company

Range of advertising and PR services:

- · Posting at the Forum's official web site:
- Company logo
 Company information in the Partners section;
- Placing the Company logo in the agenda of the event in printed version as well as in the Agenda section at the event's web site (to be chosen)
- Placing the Company's materials in the participant portfolio (to be chosen);



"Intelligent Transport Systems of Russia" Magazine

"Intelligent Transport Systems of Russia" Magazine is the key periodical on ITS featuring interviews with industry executives, experts' opinions and those of the key players in the market of intelligent transport system, overviews of the newest developments and solutions in the area of ITS, current news and results of the past events.

The target audiences of the "Intelligent Transport Systems of Russia" Magazine are representatives of the authorities and business, professionals and experts in the transport sector, IT industry and ITS.

The "Intelligent Transport Systems of Russia" Magazine is distributed among agencies and companies in the transport sector based on the "put it on the CEO's desk" principle (Ministry of Transport of the Russian Federation, Federal Road Agency (ROSAVTODOR), Russian Automobile Roads State Corporation, Committee on Transport and Construction of the State Duma of the Russian Federation, GLONASS JSC, etc.) as well as at the Transport of Russia Forum and Exhibition, the international Forum "Intelligent Transport Systems in Russia" as well as other specialist events.

With regard to such matters as placement of advertisements or publishing an article in the magazine, please contact the editorial board on the following phone Nos.:

+7 (495) 766-51-65

+7 (916) 604-03-34

or by e-mail:

info@itsrussiaforum.ru d.olkhovikov@itsrussiaforum.ru office@jcomm.ru

The "Intelligent Transport Systems of Russia" Magazine has been published since September 2016, coming out once every quarter.
Circulation 500 copies. Magazine format: 210 x 297 mm (A4). Full color publication.

Certificate of registration of a mass media vehicle PI No.FS 77-71288 dated October 10-th 2017 issued by the Federal Service for Supervision in the Sphere of Communications, Information Technologies and Mass Communications (Roscomnadzor). Territory of distribution: Russian Federation.











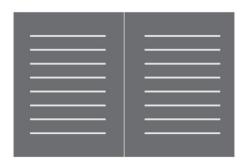


"Intelligent Transport Systems on Russia" Magazine

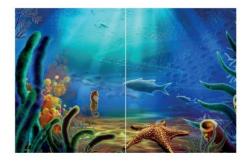
We are offering an opportunity of publishing image promoting advertising about your Company as well as publishing articles, interviews, analytical materials.



1 advertising strip RUB 70 000



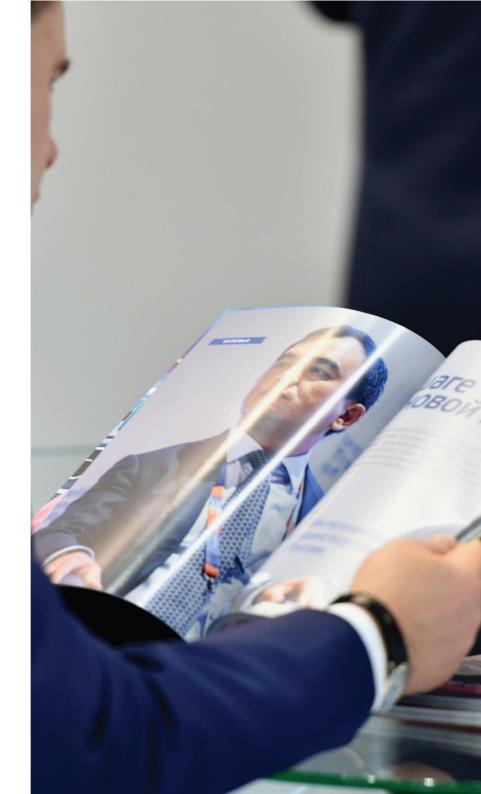
Article/Interview 6 pages RUB 130 000



2 advertising strip RUB 130 000



Cover (inner block) RUB 150 000





Organizers



J Comm Communication Agency - Agency organizing events of various format and level.

Development of the event's creative concept, program design, technical organization, PR and marketing, media relations, design and production of souvenirs and printed matter, organization of exhibition space - these are just some of the things that we offer the client. Among the events that we produce are international forums, business breakfasts, industry conferences, learning seminars, entertainment and social projects for foremost international and Russian companies.

Our team incorporates professionals with vast experience in working in the area of holding events of any scale.

J Comm events are the events of the highest caliber

If you have any questions about participation, partner interaction as well as about participation in the exhibition, please contact the event organizing committee on the following phone No.:

+7 (495) 766-51-65 или почте: **info@itsrussiaforum.ru**



Association for Development of Digital Transport Technologies

