International Forum and Exhibition

Intelligent Transport Systems of Russia

27-28 September 2018

itsrussiaforum.ru
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.
Forum atmosphere

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

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 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 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
- experience in developing an actual project within a short span of time
- an opportunity of getting job offers (both individual offers and those for the team)
- networking

Development of technologies and solutions aimed at creating safe, comfortable and convenient infrastructure for road traffic players
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

### Fee for participation in the Forum

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<th>Before 01.07.2018</th>
<th>Before 01.09.2018</th>
<th>After 01.09.2018</th>
<th>in the Exhibition</th>
<th>in the Hackathon</th>
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<td><strong>RUB 40 000</strong></td>
<td><strong>RUB 50 000</strong></td>
<td><strong>RUB 60 000</strong></td>
<td><strong>RUB 125 000</strong></td>
<td><strong>Free of charge</strong></td>
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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.

- 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.

- 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.

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.

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 website 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.

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.
Opportunities for partners

You can familiarize yourself with partners’ proposals at the Forum’s website at www.itsrussiaforum.ru

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

**GENERAL PARTNER**

RUB 3 000 000

Participation in the business programme:

- General Partner Package – Chief Executive of the company speaking at the plenary session.
- Company’s representatives participating in one of the roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- Company’s representatives participating in drawing up the agenda.
- 9 company representatives participating in the Forum.
- 9 VIP invitations to the evening reception on behalf of the organizers.
- Hiring a diploma to the company

Range of advertising and PR services:

- Publishing company information in the official industry magazine.
- Company logo.
- Company advertising module (2 pages).
- Company advertising module (2 pages).
- Company’s representatives participating in roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- Company’s representatives participating in the Forum.
- Company’s representatives participating in drawing up the agenda.
- Hiring a diploma to the company

**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 two roundtable discussions.
- 6 company representatives participating in the Forum.
- 6 VIP invitations to the evening reception on behalf of the organizers.
- Hiring a diploma to the company

Range of advertising and PR services:

- Publishing company information in the official industry magazine.
- Company advertising module (2 pages).
- Company advertising module (2 pages).
- Company’s representatives participating in roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- Company’s representatives participating in the Forum.
- Company’s representatives participating in drawing up the agenda.
- Hiring a diploma to the company

**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 participating in roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- 3 company representatives participating in the Forum.
- 3 VIP invitations to the evening reception on behalf of the organizers.
- Hiring a diploma to the company

Range of advertising and PR services:

- Publishing company information in the official industry magazine.
- Company advertising module (2 pages).
- Company advertising module (2 pages).
- Company’s representatives participating in roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- Company’s representatives participating in the Forum.
- Company’s representatives participating in drawing up the agenda.
- Hiring a diploma to the company

**ROUNDTABLE PARTNER**

RUB 1 200 000

Participation in the business programme:

- Rountable Partner Package – Chief Executive of the company speaking at the forum.
- Company’s representatives participating in the Forum.
- 2 company representatives participating in the Forum.
- 2 VIP invitations to the evening reception on behalf of the organizers.
- Hiring a diploma to the company

Range of advertising and PR services:

- Publishing company information in the official industry magazine.
- Company advertising module (2 pages).
- Company advertising module (2 pages).
- Company’s representatives participating in roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- Company’s representatives participating in the Forum.
- Company’s representatives participating in drawing up the agenda.
- Hiring a diploma to the company

**SPONSOR**

RUB 1 000 000

Participation in the business programme:

- Sponsor package – Company’s representatives speaking in a roundtable discussion.
- 3 company representatives participating in the Forum.
- 2 VIP invitations to the evening reception on behalf of the organizers.
- Hiring a diploma to the company

Range of advertising and PR services:

- Publishing company information in the official industry magazine.
- Company advertising module (2 pages).
- Company advertising module (2 pages).
- Company’s representatives participating in roundtable discussions.
- Company’s representatives participating in three roundtable discussions.
- Company’s representatives participating in the Forum.
- Company’s representatives participating in drawing up the agenda.
- Hiring a diploma to the company
Additional opportunities for partners

**SPONSOR EVENING RECEPTION**

- 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

**RUB 950 000**

**SPONSOR OF THE EXHIBITION**

- Participation in the business programme:
  - Sponsor package
  - Participation by the Company CEO as part of the official delegation on the first of the exhibition
  - 2 company representatives participating in the event
  - Awarding a diploma to the company

**RUB 700 000**

**SPONSOR OF COFFEE BREAKS**

- Participation in the business programme:
  - Package of coffee break sponsorship
  - A company representative participating in the Forum
  - Awarding a diploma to the company

**RUB 550 000**

**BRAND PARTNER**

- Participation in the business programme:
  - Partner package
  - A company representative participating in the Forum
  - Awarding a diploma to the company

**RUB 350 000**

**BUSINESS PARTNER**

- Participation in the business programme:
  - Partner package
  - A company representative participating in the Forum
  - Awarding a diploma to the company

**RUB 300 000**

You can familiarize yourself with partners’ proposals at the Forum’s website at [www.itsrussiaforuiru](http://www.itsrussiaforuiru). 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@itsrussiaforuiru
“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 (ROSSAVTODOR), 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
dolkhovikov@itsrussiaforum.ru
office@jcomm.ru

The “Intelligent Transport Systems of Russia” Magazine has been published since September 2016, coming out once every quarter.
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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

2 advertising strip
RUB 130,000

Article/Interview
6 pages 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 по почте: info@itsrussiaforum.ru

Association for Development of Digital Transport Technologies