

Forget Teams.

The best stories are born in  
**Los Angeles.**





Be part of the next story:

# Nordic+ goes

# LA

**ITS World Congress**

18. – 22.9.  
2022

**Nordic+**  
Pavilion



**18 – 22**

September



LA Convention  
Center



**15 000**

Visitors from  
100+ Countries



**3 500**

International  
Delegates



**300+**

Exhibitors



**1**

Nordic+ Joint Stand  
and Delegation

# Congress Topics

- Digital Infrastructure
- Equitable and Seamless Mobility
- Intelligent, Connected, and Automated Vehicles
- Organizing for Successful Policy and Governance, Business Models, International Cooperation
- Path to Vision Zero
- Sustainability & Resiliency
- Technology from Entry to the Last Mile
- Read more on the congress [web page](#)



# Congress Schedule

SUNDAY, SEPTEMBER 18			MONDAY, SEPTEMBER 19			TUESDAY, SEPTEMBER 20			WEDNESDAY, SEPTEMBER 21			THURSDAY, SEPTEMBER 22		
8:00 AM - 12:00 PM	AASHTO INTERNATIONAL DAY		8:00 AM - 9:30 AM	CONGRESS SESSIONS		EMERGENCY RESPONSE DAY			8:00 AM - 9:30 AM	CONGRESS SESSIONS		8:00 AM - 9:30 AM	CONGRESS SESSIONS	
9:00 AM - 10:30 AM	CONGRESS SESSIONS		9:45 AM - 11:00 AM	OPENING CEREMONY		8:00 AM - 9:30 AM	CONGRESS SESSIONS		EXHIBIT HALL HOURS 9:00 AM - 6:00 PM			EXHIBIT HALL HOURS 9:00 AM - 2:30 PM		
11:00 AM - 12:30 PM	CONGRESS SESSIONS		EXHIBIT HALL HOURS 11:00 AM - 7:00 PM			EXHIBIT HALL HOURS 9:00 AM - 6:00 PM			DEMONSTRATIONS & TECH TOURS 9:00 AM - 6:00 PM			DEMONSTRATIONS & TECH TOURS 9:00 AM - 2:30 PM		
12:30 PM - 1:30 PM	LUNCH		DEMONSTRATIONS & TECH TOURS 11:00 AM - 7:00 PM			DEMONSTRATIONS & TECH TOURS 9:00 AM - 6:00 PM			10:00 AM - 11:30 AM	PLENARY SESSION	CONGRESS SESSIONS	10:00 AM - 11:30 AM	PLENARY SESSION	CONGRESS SESSIONS
1:00 PM - 4:00 PM	GLOBAL MOD/MAAS FORUM		11:30 AM - 1:00 PM	LUNCH & EXCLUSIVE EXHIBIT HALL HOURS		10:00 AM - 11:30 AM	PLENARY SESSION	CONGRESS SESSIONS	11:30 AM - 1:00 PM	LUNCH & EXCLUSIVE EXHIBIT HALL HOURS		11:30 AM - 1:00 PM	LUNCH & EXCLUSIVE EXHIBIT HALL HOURS	
1:30 PM - 3:00 PM	CONGRESS SESSIONS		1:00 PM - 2:30 PM	CONGRESS SESSIONS		11:30 AM - 1:00 PM	LUNCH & EXCLUSIVE EXHIBIT HALL HOURS		11:30 AM - 4:30 PM	GENDER EQUITY & TRANSPORT WORKSHOP		1:00 PM - 2:30 PM	CONGRESS SESSIONS	
3:30 PM - 5:00 PM	CONGRESS SESSIONS	STATE DOT CEO ROUNDTABLE	3:00 PM - 4:30 PM	CONGRESS SESSIONS	NORTH AMERICAN GOVERNORS ROUNDTABLE	11:30 AM - 4:30 PM	HIGH LEVEL POLICY ROUNDTABLE		1:00 PM - 2:30 PM	CONGRESS SESSIONS		3:00 PM - 4:00 PM	CLOSING CEREMONY	
			4:30 PM - 7:00 PM	EXHIBIT HALL RECEPTION & EXCLUSIVE HOURS		1:00 PM - 2:30 PM	CONGRESS SESSIONS		3:30 PM - 4:30 PM	CONGRESS SESSIONS				
			7:00 PM - 9:00 PM	VIP DINNER		3:30 PM - 4:30 PM	CONGRESS SESSIONS		4:30 PM - 6:30 PM	EXHIBIT HALL EXCLUSIVE HOURS				
						4:30 PM - 6:30 PM	EXHIBIT HALL EXCLUSIVE HOURS							



nordic+

# Nordic+ Pavilion connects

## The Pavilion

30+ organizations from  
Denmark, Estonia, Finland,  
Iceland, Norway, Sweden

## Matchmaking

With our connections to other  
ITS organizations we help you  
reach any specific targets

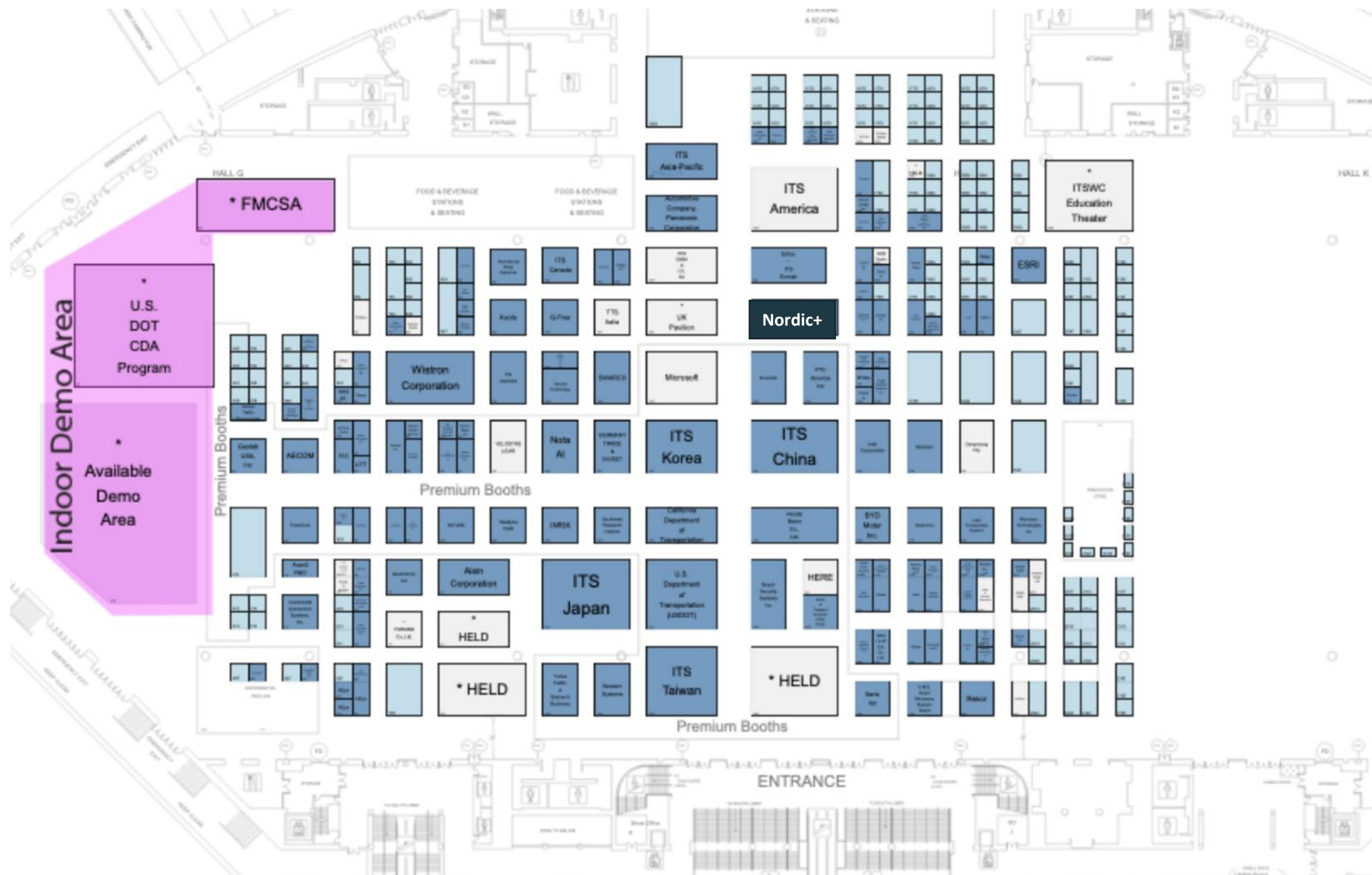
## Group visits

Delegations and meetings  
where you will be able to  
pitch your story



# Introducing Nordic+ Pavilion







# Nordic+ Pavilion Partners (Finland - tbd)



Helsinki  
Partners



SITOWISE



 Kolumbus

 tenix

 hyke

 **VIKEN**  
FYLKESKOMMUNE



 Innovation  
Norway

**Statens vegvesen**

KYSTVERKET



 Aventi

 APPLIED AUTONOMY

Nordic+  
Pavilion  
Partners  
(Norway -  
tbd)

 nordic+

# Discount for congress pass registration

ITS Finland and ITS Norway has negotiated a 20% discount for Nordic participants. Kindly follow the link to register with the discount price. Also note, that the deadline for early bird registration prices is by June 18th.

- Discount Registration Link: <http://itsamericaevents2022.com/finland>
- Discount Code: **FIN**



# Pavilion Pitching Schedule

**One overall theme throughout the congress:  
Nordic+ Mobility -connected and sustainable**

The pitching topics this year will evolve around the sustainable mobility megatrends in which the Nordic+ region is a forerunner:

- Maritime ITS
- Electrification
- New mobility services for people
- Sustainable logistics transformation
- Data sharing and cooperation
- Automated and connected mobility
- Security of mobility services

Pitching days will be Monday, Tuesday and Wednesday

# Partnership packages

	Product+	Classic	Support
1. National side events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. Nordic+ events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Pavilion membership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Marketing kit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
+ Bring your <b>product</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	6000 €* <div></div>	5000 € <div></div>	500 €** <div></div>

\* Product+ package includes a place for your product at the Pavilion. Any additional costs concerning shipping/product weight will be added to the cost.

\*\* Support package includes participation in your National membership organization's side events and dinners, if arranged.

# 1

## National side events

- Events and dinners hosted by your local ITS organization
- Nordic+ invite only event

+ Ask your local contact for more information

# 2

## Nordic+ events

- Nordic+ Pavilion receptions
- Events and delegations with other countries based on participants' interests set up by Nordic+ ITS organizations
- Possible: Nordic Innovation House visit in Silicon Valley

+ more

# 3

## Pavilion membership

- Invite clients and guests to meet at the Pavilion
- Logo visibility on Pavilion walls and material on screens
- Pitching in Pavilion auditorium
- Demo and launch products and services
- One exhibition pass

+ more

# 4

## Marketing kit

- Social media marketing in Nordic+ channels
- Web page to publish your contents
- Marketing leaflet and distribution to other congress participants

+ more

# +

## Bring your product

- Product display on the Pavilion
- Product presentation at pavilion auditorium

+ Ask your local contact for possibilities to build your Nordic+ experience around the product



# Discussion Points

- Networking and cocktail at the Pavilion – **Tuesday/Wednesday**
- Nordic+ reception or similar networking event – **Wednesday ( if not gala dinner?)**
- Nordic+ Pavilion Flyer? Needed?
- Delegation visit at the pavillion during the congress
- Hotel recommendation for Nordic+ partners – **Jenny is finalizing one wihtin walking distance**
- Whatsapp group for communication? Finland uses that.
- Marketing and company one pagers – **Nordic+ Webpage to be launched this summer**
- VIP guests? ITSN will invite the transport minister with the updated program and attendee list



ITS Norway

## Come discuss with us

- 1 Industrialisation
- 2 Norwegian Mobility Expertise
- 3 NORDIC+ Cooperation

Meet us at :

**Nordic+ Pavilion no. 1447**



# ITS Norway

Schedule 18-22



## Sunday 18<sup>th</sup>

- Arrival
- Sessions
- Norsk Aften @19 o'clock

## • Monday 19<sup>th</sup>- Thursday 22<sup>nd</sup>

- Pavillion
- Possible joint dinners
- Wednesday Nordic+ network event

## • Thursday 22<sup>nd</sup>

- MXSOCAL – surveillance of the port
- Port of Long Beach
- DOT for Maritime sector
- Fly to Phoenix

## • Friday 23<sup>rd</sup>

- Meeting with Arizona DOT
- TuSimple – AV logisitc
- Driving Waymos AV taxis – possible meeting with Waymo – very difficult



# To Do for Pavillion Partners

- **DL 25.5** Decide if you join the pavillon
- **DL 31.5.** Send your logo to Jenny [jenny.simonsen@its-norway.no](mailto:jenny.simonsen@its-norway.no) in png & pdf formats
- **DL 17.6.** Pick your pitching theme, subject and speaker (separate link will be sent by email)
- **DL 18.6.** Register with early bird price for the delegation pass (20% discount code and link included in this material)
- **DL 30.6.** Inform Jenny who will take the exhibitor pass included in your stand paggage (name, title, organization)
- **DL 12.8.** Fill in your company one-pager
- **DL 31.8.** Finalizing the Pavilion auditorium schedule
- **DL 31.8 .** If you want to say something at the Nordic + side event/ Norsk Aften

# Contact



Nordic+ Connected  
and Sustainable

## ITS Norway Jenny Simonsen

Director for Operations and New  
Mobility

+47 95845055

[Jenny.simonsen@its-norway.no](mailto:Jenny.simonsen@its-norway.no)

[www.its-norway.no](http://www.its-norway.no)