

The best stories and greatest connections  
form in **exciting environments.**

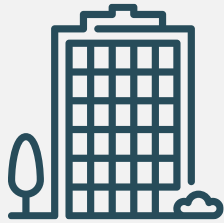
Be part of the next story:

**Nordic+ goes Birmingham**

# ITS World Congress 2027



**25 – 29**  
October



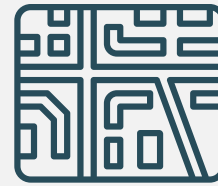
**NEC**  
Birmingham, UK



**15 k**  
Attendees



**100+**  
Countries



**530+**  
Exhibitors



**1**  
Nordic+ Pavilion

# Nordic+ Pavilion

- ✓ 88 m<sup>2</sup> shared space
- ✓ Premium location



# Who's going to be there?

The last Nordic+ Pavilion at [Intertraffic 2026](#), featured 20+ public and private organizations through the Nordics and Baltics - many of whom have already reserved their place at the next Nordic+ Pavilion:



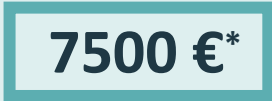
# At Nordic+ Pavilion you will

Create connections  
that last  
**beyond the event**

Meet with funders  
and projects to find  
**opportunities for  
growth**

Find new partners  
and new angles to  
**develop your  
business**

# Partnership packages

|                                | Product+                                                                                         | Classic                                                                                         |
|--------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1. Pavilion networking         | ✓                                                                                                | ✓                                                                                               |
| 2. Pavilion content            | ✓                                                                                                | ✓                                                                                               |
| 3. Marketing & visibility      | ✓                                                                                                | ✓                                                                                               |
| 4. The legendary Nordic+ Night | ✓                                                                                                | ✓                                                                                               |
| + Bring your <b>product</b>    | ✓                                                                                                | ✗                                                                                               |
|                                | 7500 €*<br> | 5000 €<br> |

\* Product+ package includes a place for either your product or one screen at the Pavilion. A combination of a screen and product will come with additional cost. Any additional costs from especially large product sizes or other additions will be added to the package price.

VAT not included in the price.



# 1

## Pavilion networking

- Nordic+ Pavilion receptions
- Invite clients and guests to meet at the Pavilion
- Logo visibility
- Export market advice
- Lunch and refreshments

+ more

# 2

## Pavilion content

- Pitching and presentations at the Pavilion scene
- Demo and launch products and services
- Events and delegations with other countries based on participants' interests
- **Nordic+ brokerage event for EU Horizon calls**

+ more

# 3

## Marketing & visibility

- Nordic+ webinars and pitching coaching
- Social media marketing in Nordic+ channels
- Nordic+ Web page to publish your contents
- Nordic+ Newsletter coverage

+ more

# 4

## Nordic+ Night & side events

- Nordic+ Night tickets
- Events and dinners hosted by your local ITS organisation
- Invite guests to invite-only side events

+ Ask your local contact for more information

# +

## Bring your product

- Product display or one screen dedicated for your use only at the Pavilion
- Product presentation at the Pavilion scene

+ Ask your local contact for more information

# Nordic+ Pavilion connects

## Networking



Showcase latest innovations from  
the Nordics and Baltics together  
with 25+ Partners

## Matching



Joint efforts for matching with  
local stakeholders and Nordic+  
side-events

## Visibility



Logo visibility  
Visibility through social media  
Joint press releases



# Book your place now



**Nordic+  
Connected &  
Sustainable**

## **Sanni Remonen**

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