



PRAGUE '09

INTERNATIONAL CONGRESS ABOUT TRANSPORT TELEMATICS

ITS&S – „Fresh Cocktail“ for Transportation
to Support Prosperity in EU countries

30. 3. – 1. 4. 2009

Prague Congress
Centre

ITS IN EUROPE

ITS FOR MOBILITY PROGRESS

STRATEGY IN TRANSPORT AND **ITS**

ITS FOR SAFE, ECONOMICAL AND
ECOLOGICAL TRANSPORT

INFORMATION, CONTROL AND
MANAGEMENT SYSTEMS

OVERLAY APPLICATIONS OF
EL. PAYMENT SYSTEMS

WWW.ITSPRAGUE.CZ



ORGANIZERS



T&P TECHNOLOGIES
& PROSPERITY

Prague, 12. 1. 2009

Ladies and Gentlemen,

Let us invite you to the 6th ITS Prague '09 – a prestigious undertaking of our association, held this year in the format of an international congress from 30 March to 1 April 2009 in the Prague Congress Centre.

The main motto of ITS Prague '09 is **Intelligent Transport Systems and Services – "Fresh Cocktail" for Transportation to Support Prosperity in EU countries.**

Besides traditional objectives, consisting mainly in information exchange, mutual inspiration and **business negotiations of delegates from industrial, governmental and public sectors, universities and user public**, we intend to use the congress, with its timing in the period of the Czech Republic presiding the EU, also for **presentation of departmental potential of the Czech Republic abroad.** That's why we have invited representatives of nearly thirty departmental associations, cooperating within the framework of the Network of National ITS Associations, to take part in preparation and to participate in the congress.

In connection with the above-mentioned, we have also invited to active **cooperation representatives of the Czech legislative and executive power**, both at national and international level. We are going to continue thereby the successful cooperation of our association with the Transport Ministry, Parliament of the Czech Republic and regional governments from 2008, a.o. within the framework of the project of the conferences NAVAGE/EISC.

We believe that ITS Prague '09 constitutes an effective platform for **efficient discussion on topical issues in the field of transport and related branches**, such as efficient transport infrastructure, traffic attendance, development of public transport, sustainable growth, hightech, exploitation of exports potential of the Czech Republic, ecology, road safety, space infrastructure, education, science and research.

The congress will include, besides technical sessions, also an accompanying exhibition and technical excursions, a programme for foreign delegates and a social evening.

We look forward to meeting you during ITS Prague '09.

Yours faithfully,

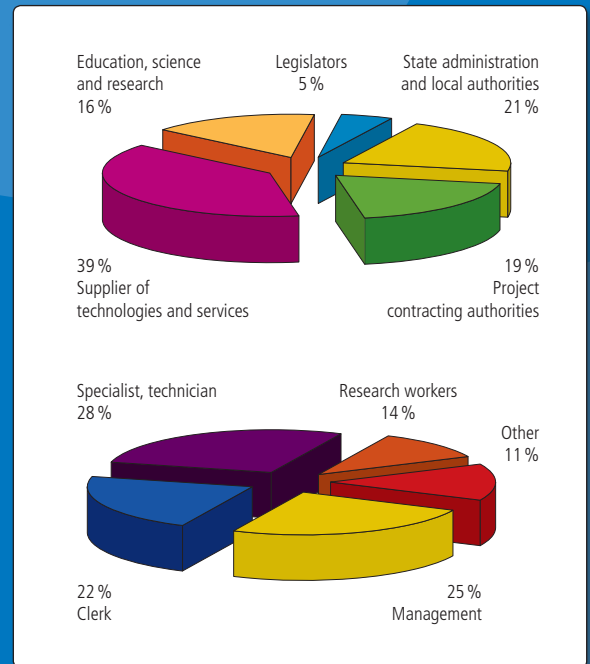
prof. Dr. Ing. Miroslav Svítek President of SDT / ITS&S Vice-dean of the Faculty of Transportation Sciences	Ing. Roman Srp Vice-president of SDT / ITS&S ITS Prague '09 Organizer
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PaedDr. Vratislav Pavlík
ITS Prague '09 Executive
TECHNOLOGIES & PROSPERITY



E XPECTED STRUCTURE OF PARTICIPANTS

Expected audience: 200



P ROFESSIONAL BOARD

prof. Ivan Bošnjak, ITS Croatia
Karel Dobeš, Czech Space Office
Andrea Gavulová, University of Žilina
prof. Jozef Gnap, University of Žilina
Pavel Hruběš, CTU in Prague
prof. Alica Kalašová, University of Žilina
Mehmet Kaynak, ITS Turkey
prof. Dušan Kevický, University of Žilina
Ágnes Lindenbach, ITS Hungary
Filip Linhart, SDT / ITS&S
doc. Jaroslav Machan, ŠKODA AUTO
François Malbrunot, ITS France
prof. Jerzy Mikulski, Polish Association of Transport Telematics
Reinhard Pfliegl, ITS Austria
Ladislav Pivec, TSK hl. m. Prahy
prof. Pavel Příbyl, CTU in Prague
Ondřej Příbyl, ITS Network Germany
Paul Riley, SDT / ITS&S
doc. Juraj Spalek, University of Žilina
Roman Srp, SDT / ITS&S
prof. Miroslav Svítek, SDT / ITS&S
Jose Viteri, TIL-ITS Euskadi

T OPICS OF THE CONGRESS

1 STRATEGY IN TRANSPORT AND ITS

European transport policy and instruments of transport regulation
Sustainable development of transport infrastructure
Strategies of further development of ITS in the CZ and EU
Financing of transport telematic projects
Interoperability and standardization

2 ITS IN EUROPE

Methodology & assessment of ITS projects and services
Remarkable national and international ITS projects
Co-operation in international projects
Experience from ITS implementation in different transportation modes
Development of various integrated applications and systems

3 ITS FOR MOBILITY PROGRESS

Future development of intelligent vehicles
Human-machine interaction
Chances of intelligent infrastructure
Potential of electronic communications (V2V, V2I/car2x)
Safety for mobility (e-Call, automatic identification etc.)

4 INFORMATION, CONTROL AND MANAGEMENT SYSTEMS

Optimization of fleets, congestion reductions and traffic management in cities and regions
Advanced systems for traffic management on highways and express ways
Modern approach to security in tunnels
Traffic data collection, processing and provision
Production and distribution of traffic and travel information
Role of enforcement in traffic management
Identification and management of transport excesses

5 OVERLAY APPLICATIONS OF ELECTRONIC PAYMENT SYSTEMS

Technology platforms for payment systems
Tolling systems in Europe, trends and experience
Using tolling systems for traffic management
Future of electronic vignettes
Transport regulation and servicing in regions and cities

6 ITS FOR SAFE, ECONOMICAL AND ECOLOGICAL TRANSPORT

Systems for ecological impacts reduction of transport and haulage
Corporate applications for efficiency and competitiveness
Using ITS in haulage and long distance transportation
Role of ITS in intermodal transport
Role of ITS in maintenance of transport infrastructure

C ONTACTS

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P ROVISIONAL CONCEPT OF THE CONGRESS

	Congress agenda	Special events
30. 3. 2009	1 st meeting day Professional part	Congress opening Discussion forum Exhibition
31. 3. 2009	2 nd meeting day Professional part	Discussion forum Exhibition Social evening, party
1. 4. 2009	3 rd meeting day Thematic workshops	Professional technical excursions Cultural programme for foreign delegates Exhibition

Professional part

compiled by the professional congress board, from the contributions received upon public call, at morning and afternoon meeting sections. The lecturers are leading experts from universities, public and private sector.

Moderated discussion forums

held on the main topics of the congress in participation of top representatives of companies and institutions.

Thematic workshops

will offer a deeper insight in selected fields of ITS implementation in transport and outcomes of science and research.

Exhibition

during which the present companies present their products and services, in the form of exhibition stands and information posters.

Excursions

visits of selected structures with applied modern transport telematic technologies, meant for domestic and foreign delegates.

ITS Café

offering to the partners of the congress and sponsors a pleasant and undisturbed environment for individual meetings with business partners.

Party

a social evening with live music dedicated to mutual encounters of the congress participants in an informal friendly atmosphere.

Sponsoring

of selected parts of the programme is another opportunity of how the representatives of industry can increase their profile at the congress ITS Prague '09.

Cultural programme

meant mainly for foreign delegates of the congress.

C ONGRESS LANGUAGE

Czech, Slovak, English

with a simultaneous interpretation into/from English.

GENERAL PARTNER

GOLD PARTNER

SILVER PARTNER

BRONZE PARTNER

SPONSOR | EXHIBITOR

A AUDITORIUM REGISTRATION FEES

Registration type / fee	Price excl. VAT 19 %	Price incl. VAT 19 %
Commercial sphere	8 400 CZK	9 996 CZK
Commercial sphere – ITS&S member	4 900 CZK	5 831 CZK
Education, state administration, local authorities	2 900 CZK	3 451 CZK
Education, state administration, local authorities – workshops only (3 rd meeting day)	0 CZK	0 CZK

S SERVICES PROVIDED VS. PARTNERSHIP TYPE & FEE

Services provided / type of the partnership	General partner	Gold partner	Silver partner	Bronze partner	Exhibitor
Free tickets	10	5	3	1	1
Listing in congress programme	✓	✓	✓	✓	✓
Logo at congress www site	✓	✓	✓	✓	✓
Logo in lecture hall	✓	✓	✓	✓	
Company professional lecture ¹	✓	✓	✓	✓	
Lecture in Congress Papers	✓	✓	✓	✓	
30 % registration fee discount for partner's customers	✓	✓	✓		
Exhibition area ²	✓	✓	✓		✓
Distribution of company materials at registration	✓	✓	✓		
Table reservation in ITS Café	✓	✓	✓		
Open account in ITS Café	✓	✓			
T&P: 2 pages PR article or 1 page advertisement	✓	✓			
T&P Personality article	✓				
Guarantee of exclusivity	✓				
Partnership fee (VAT 19 % excluded)	450 000 CZK	240 000 CZK	180 000 CZK	60 000 CZK	45 000 CZK

¹ Lecturer can participate in the whole congress programme free of charge.

² Booth staff (1 person) can participate in the whole congress programme free of charge.

1 EUR ÷ APPROX. 27 CZK

S SERVICES PROVIDED VS. SPONSORSHIP TYPE & FEE

Services provided / type of the sponsorship	Evening party Banquet	Evening party Cultural Event	Lunch, Cocktail	Coffee Break
Listing in congress programme	✓	✓	✓	✓
Logo at congress www site	✓	✓	✓	✓
Logo in sponsoring area	✓	✓	✓	✓
30 % registration fee discount for partner's customers	✓	✓	✓	
Free tickets	6	4	2	1
Distribution of company materials at registration	✓	✓	✓	✓
Sponsorship fee (VAT 19 % excluded)	90 000 CZK	60 000 CZK	35 000 CZK	25 000 CZK