



TRA

TRANSPORT RESEARCH ARENA

DUBLIN 2024

10th CONFERENCE • 15-18 April

 traconference.eu



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101056931



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Transport Transitions:

Advancing Sustainable and Inclusive Mobility

TRA2024 Sub-Themes

1

Safe and Inclusive Transport

- Transport safety
- Future workforce and skills
- People-centred & inclusive transport
- Transport policy

2

Sustainable Mobility of People & Goods

- Urban, regional and rural transport
- Zero emissions transport
- Impact on health and the environment
- Logistics and sustainable transport

3

Efficient and Resilient Systems

- Resilient infrastructure
- Resilient networks and operations
- Circular economy and life cycle assessments
- Transport energy transition

4

Collaborative Digitalisation

- Digital transition
- Transport data sharing
- Connected, cooperative & automated mobility
- Digital transport infrastructure

Attendee Profile



TRA is a combination of a policy/strategy event and a scientific conference, with a competitive “Call for Abstracts.” It provides a forum to strengthen the links between the wider European community and beyond.

Who is TRA aimed at?



Expected Delegate Profile at TRA2024



TRA is a research and technology conference that brings together scientists, researchers and mobility professionals and acts as a bridge between science and transport and mobility in Europe.

Reasons to partner with TRA

- Connect directly with **hard-to-reach influencers & decision makers** within the transport and mobility community
- Network with some of the best **engineers, researchers and specialists** in this field.
- Enhance your **credibility, expand your loyalty, and build opportunities with new and existing clients.**
- **Lead Generation** - Develop a database of new contact within our community so you can collect data and gain insights
- Reinforce and **strengthen your brand positioning within the transport and mobility community.**
- Generate new ideas and gather new insights from potential customers.
- **Alignment with innovative current- and next- generation thinkers**
- Capitalise on an ideal opportunity to inform and update delegates on new initiatives and developments in your own organisation
- An **opportunity for your staff to connect face to face with our most influential attendees, bodies and organisations.**
- Network with researchers, policy makers and industry professionals so you can demonstrate (exhibit and demonstrate) your products and services
- **Meet talented candidates for employment** and enhance your corporate citizenship

About the Venue

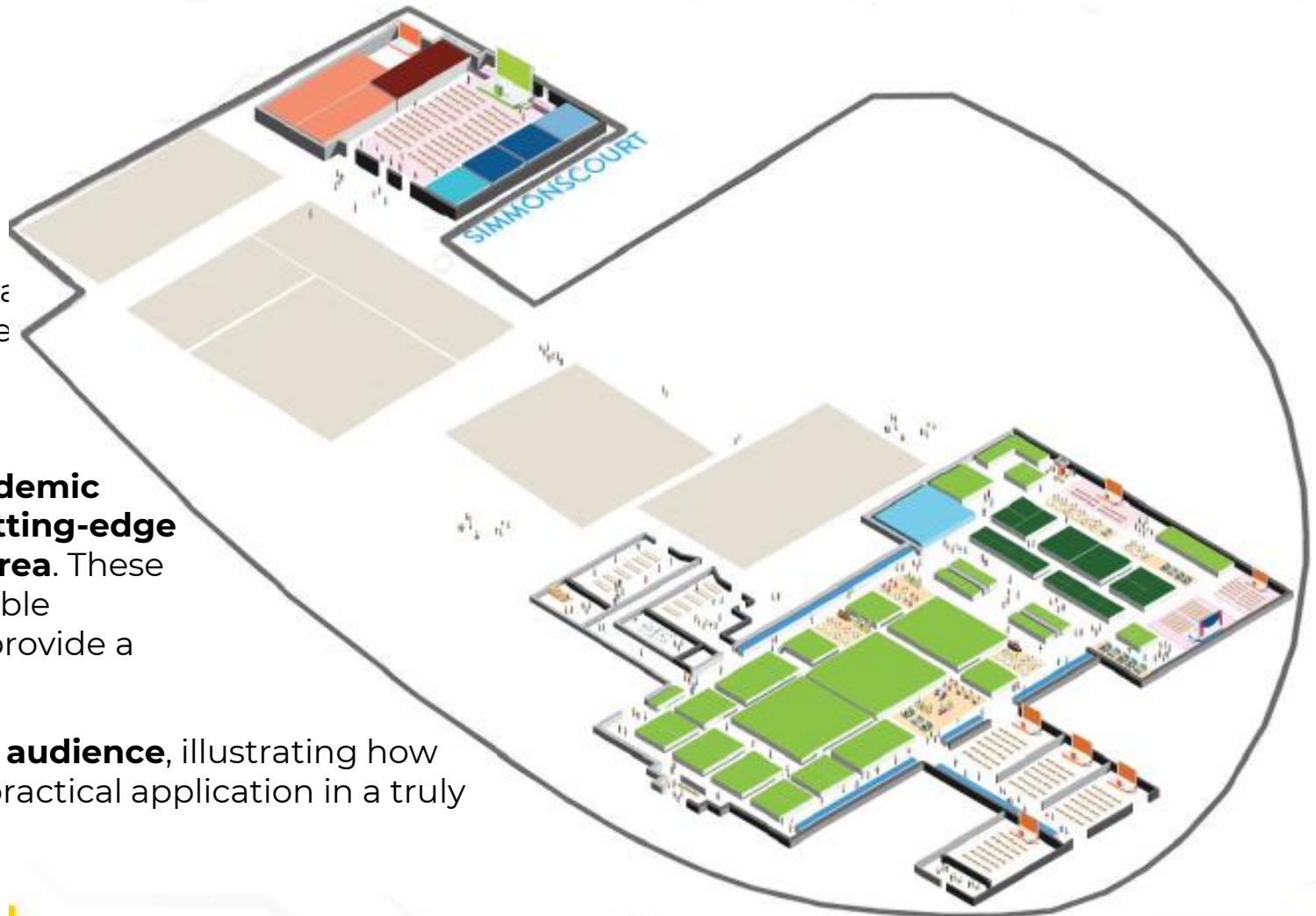


Your TRA2024 Campus

Our vision is to create an extraordinary and dynamic exhibition arena that showcases ground-breaking solutions within the transport sector. We are thrilled to have secured this impressive space within the prestigious RDS Campus, offering an exceptional platform for **over 130 exhibition stands** and the flexibility to host vibrant demonstrations both indoors and outdoors.

At TRA2024, we actively seek **industry and academic partners who are eager to showcase their cutting-edge solutions in our interactive demonstrations area.** These demonstrations will not only highlight remarkable technological and research advances but also provide a scintillating experience for our attendees.

Our ultimate goal is to **inspire and engage the audience**, illustrating how we can bridge the gap between research and practical application in a truly captivating manner.

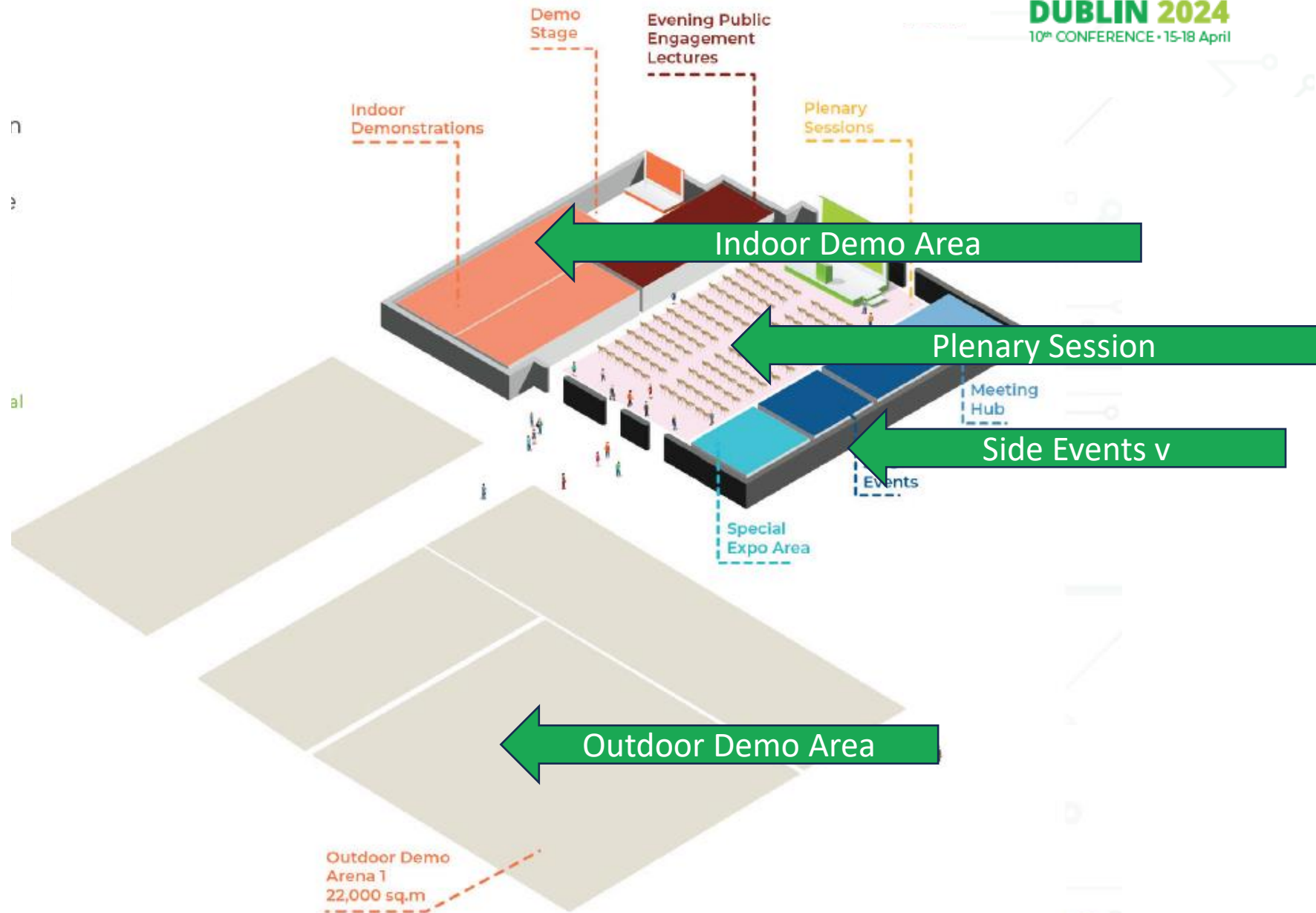


Floorplans - Simmonscourt Campus

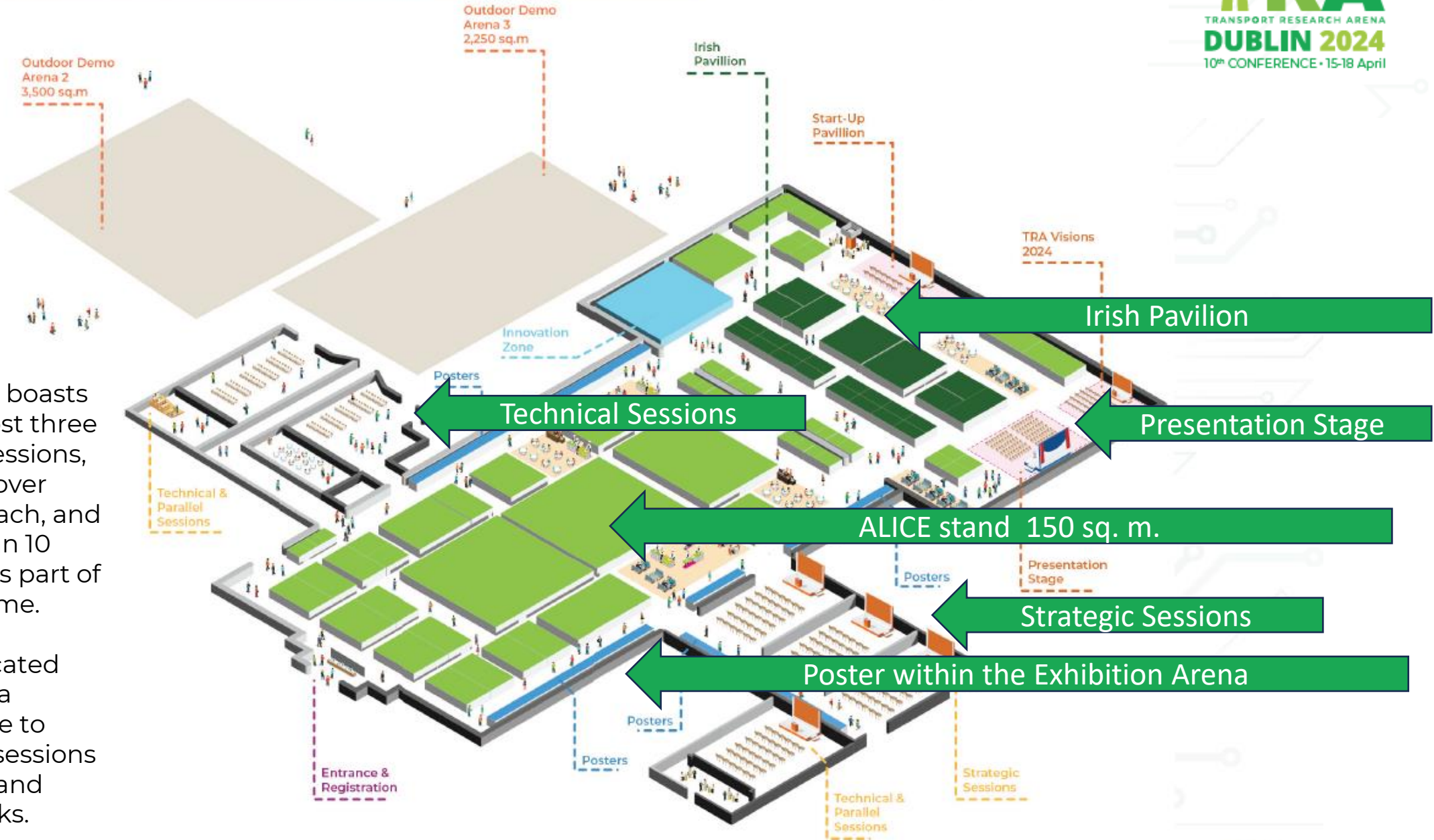
The **heart of our event lies in the main plenary session, where we can accommodate over 5,500 individuals.**

Additionally, the Simmonscourt Hall within the RDS Campus offers ample space for various side events, public lectures, and captivating installations that will stimulate and inspire our attendees.

We have one of the largest outdoor demo areas of all TRAs with a capacity of 22,000 sq. m. within the Simmonscourt campus itself.



Venue Floorplans - RDS



The **RDS Campus** boasts the capacity to host three of our technical sessions, accommodating over 1,000 attendees each, and will host more than 10 parallel sessions as part of the TRA programme.

We'll have a dedicated Irish Pavilion and a presentation stage to host educational sessions during our lunch and refreshment breaks.

Technical Sessions

Irish Pavilion

Presentation Stage

ALICE stand 150 sq. m.

Strategic Sessions

Poster within the Exhibition Arena

Partnership Package Opportunities



We have identified an extensive list of components for each package which are outlined below.

There is a high degree of flexibility within these packages to ensure that your organisation's specific requirements are achieved, and we are more than happy to discuss your individual requirements with you should you wish to create a bespoke package.

TRA 2024 Partnership Summary Sheet	Diamond Partner €60,000	Platinum Partner €45,000	Gold Partner €30,000	Silver Partner €17,500	Bronze Partner €10,000
Branding on TRA 2024 partners page of website	✓	✓	✓	✓	✓
Use of TRA 2024 image in your promotional activities	✓	✓	✓	✓	✓
Industry Session - Pax 100	45 minutes	30 minutes	20 minutes		
Space only sq. m.	42 sq. m	28 sq. m	24 sq. m	12 sq. m	9 sq. m
Complimentary delegate tickets	6	5	4	3	2
Colour digital advert in the conference programme	Full Page Cover Position	Full Page	Half Page	Quarter Page	
Digital branding at the venue on all holding slides	✓	✓	✓	✓	✓
Digital insert in delegate pack	✓	✓	✓	✓	✓
Branding on all internal delegate communications - Circa 8 comms	✓	✓	✓		
Recognised in all TRA 2024 promotional communications related to the annual conference	✓	✓			
Recognised from the podium	At the Plenary Sessions, Welcome Reception and the start of each day	At the Plenary Sessions, Welcome Reception and the start of each day	At the Plenary Sessions and Welcome Reception	At the Welcome Reception	At the Welcome Reception
Profiled in the TRA 2024 members news communication as our	Tiered Partner	Tiered Partner	Tiered Partner	Tiered Partner	Tiered Partner
70 word e-mail blast to our TRA 2024 delegate distribution list. (opt in basis)	Three	Two	One		
Exposure on the app - Company logo, bio and contact details	✓	✓	✓	✓	✓
Opportunity to display a film on a large TV screen within the exhibition area (no audio)	Two minutes	90 seconds	One minute	30 seconds	
Free extra value option	Branded as our Lunchtime Catering Sponsorship for the day	Branded as our Coffee Sponsorship for one session			

Industry Educational Engagement



Coffee Break 20 minutes €4,500

We are pleased to offer Industry Educational Sessions and workshops at our coffee and lunchtime breaks, in one of our breakout rooms adjacent to or within the Exhibition area. This is a cost-effective way for you to engage with a tailored selection of the audience.

We are offering delegates the opportunity to sign in advance through the registration system, ensuring that we can track and share attendee numbers in a GDPR compliant way with our industry partners. These symposia will be added to the Industry Educational programme agenda within the app so attendees can participate and access this information easily.

- A 20-minute dedicated session time included in the app, website and digital programme
- 2 complimentary day registrations
- Banner branding in meeting room (supply own pull up banners, subject to venue and LOC approval)
- Recognition as an Industry Session Partner in official publications.
- Inclusion of your company name, link to home site and logo on the TRA2024 website
- Invitations for this educational session will be sent by email (by the Organiser) to registered delegate (material to be supplied)
- Complimentary use of standard audio-visual and technical equipment (LCD, Screen, 2 Microphones, Sound) as existing in that room (technicians and extra equipment not included)
- Capacity is limited to 100 seats within this area



Breakfast 30 minutes Lunchtime 60 minutes

We are pleased to offer a Breakfast and Lunchtime Industry Educational Session in one of our breakout rooms adjacent to the Exhibition area as part of TRA.

This is a cost-effective way for you to engage with a tailored selection of the audience.

- A 30/60-minute dedicated session time included in the app, website and digital programme
- 2 complimentary day registrations
- Banner branding in meeting room (supply own pull up banners, subject to venue and LOC approval)
- Recognition as an Industry Session Partner in official publications
- Inclusion of your company name, link to home site and logo on the TRA2024 website
- Invitations for this educational session will be sent by email (by the Organiser) to registered delegate (material to be supplied)
- Complimentary use of standard audio-visual and technical equipment (LCD, Screen, 2 Microphones, Sound) as existing in that room (technicians and extra equipment not included)
- Delegates will be invited to take a light lunch in the symposium room
- Capacity is limited to 100 seats within this area

Breakfast €3,500
Lunchtime €9,500

Social Partnership Opportunities



TRA Quiz

45 minutes engagement
€5,750

Challenging and amusing questions about transport are posed in three rounds of seven questions. Conference delegates form teams of five people and prizes are given to the best teams. The pub quiz is a highly entertaining event held in parallel with the welcome reception.

- Sponsorship of the TRA Quiz
- Logo and company description on the TRA2024 Conference website and in the digital conference programme (75 words maximum)
- Positioning of banners at event (to be supplied by partner)
- Opportunity to give a brief introduction speech
- Option to compose a number of questions as part of the quiz night
- Inclusion of a digital promotional item in the app

* Subject to availability based on the final official programme



Exclusive Lunch Partner

€3,500

- Exclusive sponsorship of the lunch for the day
- Logo and company description on the TRA2024 Conference website and in the digital conference programme (75 words maximum)
- Recognised on all digital signage and a dedicated holding slide within the preceding session
- Your company logo on available paraphernalia (e.g., Menus/Digital signage)
- Inclusion of a digital promotional item in the app



Tea/Coffee Partner

€1,750

- Exclusive sponsorship of tea and coffee for the day
- Logo and company description on the TRA2024 Conference website and in the digital conference programme (75 words maximum)
- Positioning of banners at event (to be supplied by partner)
- Your company logo on available paraphernalia (e.g., Menus/Digital signage)
- Inclusion of a digital promotional item in the app



Fruit stations

(per day) €2,500

- Exclusive sponsorship of Fruit Cart for a day
- Logo and company description on the TRA2024 Conference website and in the digital conference programme (75 words maximum)
- Positioning of banners at fruit carts (to be supplied by partner)
- Your company logo on available paraphernalia (e.g., Menu /Digital signage)
- Inclusion of a digital promotional item in the app

Digital Partnership Opportunities



Event App €7,500

As an exclusive partner of the app, you would be entitled to:

- Your company logo on the app splash screen
- Banners on a number of key pages within the app, hyperlinked to your company website
- Up to four 'push notifications' to app users
- Dedicated e-shot promoting app launch

The app will be used by the majority of delegates and will be the source of Conference information and speaker biographies.



Wi-Fi €5,500

All attendees will access the wireless internet during TRA2024. The wireless access partner will have the opportunity to engage with those professionals every time they do so. Align your company with this opportunity if you are looking for high volume contact and a chance to drive brand awareness.

- Your logo on the landing page of the dedicated TRA2024 Conference Wi-Fi network
- Named as the Wi-Fi Partner in the Conference Pocket Program and proceedings
- Company name and logo (with hyperlink to website) published on the conference app
- Custom branded Wi-Fi Network Name and Password.
- Branded splash page with company name and logo (with hyperlink to website, venue to confirm)
- Customisable password for each day of the conference (venue permitting)



Onsite Digital Advertising € 1,500 each

Display your corporate advert digitally within the Conference venue. From the information screens positioned in high footfall areas across the conference, your advert/logo and company message will be displayed for 30 seconds. This means your advert will be shown circa. 150 times over the day, and 600 times throughout the venue in several prime locations for the duration of the conference.

The floor plan, programme and keynote speakers will also be shown on each of these screens, guaranteeing each and every attendee viewing your advert.



Recharging Station € 6,500

This is an opportunity to support the delegates by sponsoring an area for them to recharge their electronic devices. We will provide approximately 12m² of space, comfortable sofas, power and equipment, and you can brand and add additional furnishing as you wish. You may add your marketing collateral and giveaways to the coffee tables and there will be space for you to provide two pull-up banners.

- Digital advert on the app
- Logo on signage related to Charging Station Partnership and within programme / on the app.
- Logo & 50-word company overview on the app.
- Inclusion of a digital promotional item in the app.

We will include two exhibitor passes, one full conference registration including all social activities and the standard acknowledgements throughout the Conference.

Branding Opportunities



€10,000

Lanyards



€8,500

Charging Stations



€8,500

Registration Desk



€8,500

Mini Programme
(Pocket-sized)



P.O.A

Partner with TRA 2024
Biodiversity Initiative



€6,500

Water Cooler
Sponsor



€5,500

Portable Power Pack
(Client to supply)



€4,750

Venue Directional
Signage Partner



€3,950

Hand Sanitizer
Stations (Exclusive)



€7,500

International Power
Adaptor (Client to
provide branded item)



€6,500

Reusable Water
Bottle (Client to supply)



€3,500

Branded T-shirts
for Volunteers



€3,500

Conference Notepad
with Promo Opportunity
(Client to supply)
Material to be eco-friendly



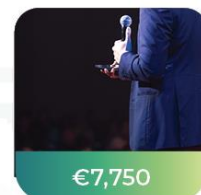
€3,000

Pens Sponsorship
(Client to supply)
Material to be eco-friendly



€1,750

Website Banner
Advert



€7,750

Speaker Gift -
25 Plenary Speakers

Exhibition Opportunities



The exhibition will accommodate innovative areas that will **appeal, attract and retain** the audience at a variety of times throughout the day. We expect a busy and vibrant exhibition in an area conducive to networking and forging new relations.

The hall will include:

- Catering stations
- Seating
- Recharging Station
- Sponsored Industry Express Sessions

Shell Space at €430 +vat Per sq m

These Early Bird Exhibition rates close on Sept 29th after which a 10% increase will apply. Book Early to avail of this discount.

All Shell Scheme come with the following elements:

- Power Supply (additional power supply and usage is charged separately)
- Wi-Fi (Upgrade available at cost)
- One trestle table and two chairs
- Cleaning
- The exhibiting company will be listed in the exhibition section on the TRA2024 digital programme
- Company logo and company description on the TRA2024 Conference website and in the digital conference programme (75 words maximum)

You are welcome to submit your preferred stand location and we will do our utmost to fulfil your request. Tea, coffee and lunch will be served within the exhibition area.

This provides an excellent opportunity for delegates to interact with commercial companies and to familiarise themselves with the latest advances within their field. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitions to answer questions and provide product demonstrations. In addition to the commercial exhibition the posters, tea and coffee breaks will take place in the exhibition area in order to maximise the amount of time delegates spend within the exhibition

Space Only at €370 +vat Per sq m

All space only stands can only be booked at a minimum of 18 Sq. M. and upwards.

- The exhibiting company will be listed in the exhibition section on the TRA2024 digital programme
- Company logo and company description on the TRA2024 Conference website and in the digital conference programme (75 words maximum)
- Power must be purchased separately based on your individual requirement

Size	Sq. m.	Price for 2024	Number of Complimentary Passes per Stand
2m x 3m (6m)	6	€2,580	2
3m x 3m (9m)	9	€3,870	2
3m x 4m (12m)	12	€5,160	3
6m x 3m (18m)	18	€7,740	4
6m x 6m (36m)	36	€13,320	8
12m x 6m (72m)	72	€26,640	16
17m x 10m (170m)	170	€62,900	36

TRA 2024 Exhibition

Exhibition Layout – live link

<https://confpartners.eventsair.com/tra-2024/master>

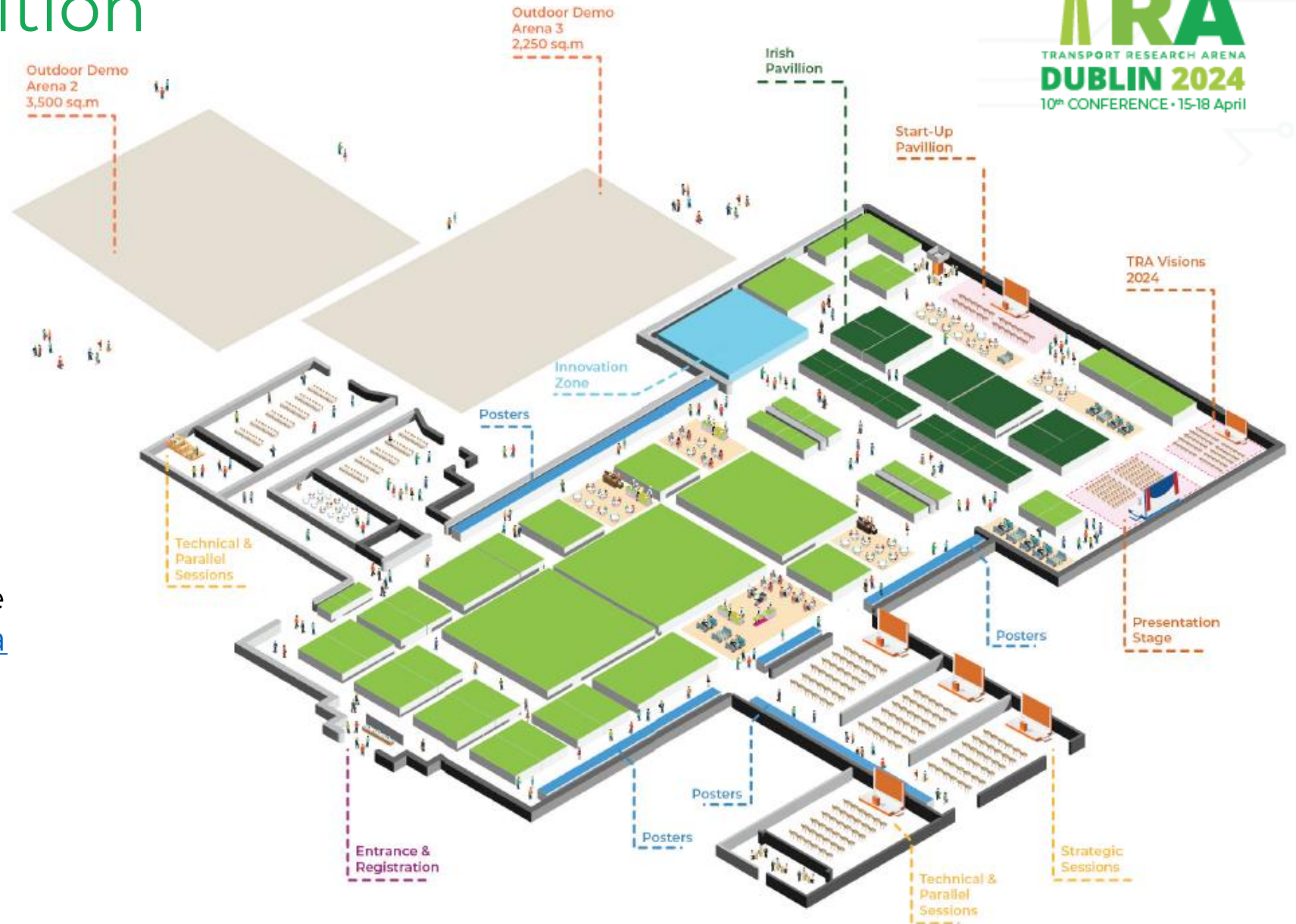
Commercial Opportunities

Colm O Grady

TRA 2024 Commercial Manage

Email TRA2024@conferencepa

Mobile + 353 (0) 87 2233 477



TRA 2024 Partnership Opportunities

Partnership with TRA 2024 in Dublin will be a key step for your company in fostering relationships with the transport community.

TRA 2024 will allow you to showcase your company, product and brand at the largest European research and technology conference on transport and mobility. Your relationship with TRA 2024 in Dublin, will provide a highly efficient and effective business and marketing platform for your organisation to connect and engage with our delegates and other partners.

Download the TRA
2024 Partnership
Packages Now



Download the TRA 2024 Partnership Prospectus

Commercial Opportunities

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An Roinn Iompair
Department of Transport

