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## IN COOPERATION WITH:

## TOGETHER WITH:





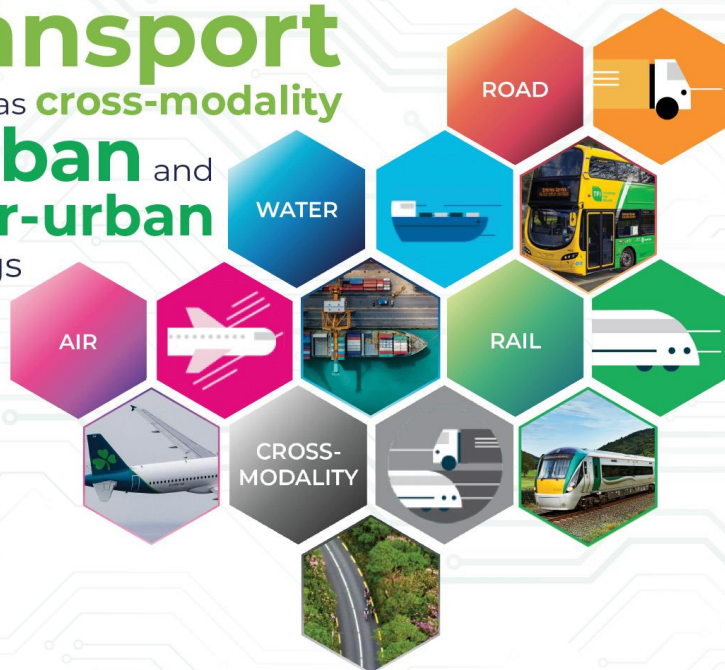
# TRA

TRANSPORT RESEARCH ARENA  
**DUBLIN 2024**  
 10<sup>th</sup> CONFERENCE • 15-18 April

[traconference.eu](http://traconference.eu)

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101016443.

Covers **all modes of transport** as well as **cross-modality** in **urban** and **inter-urban** settings



Hosted by



An Roinn Iompair  
 Department of Transport

Co-organised by



Organised by



Together with key TRA Stakeholders:



Attendee Profile → 3000+

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



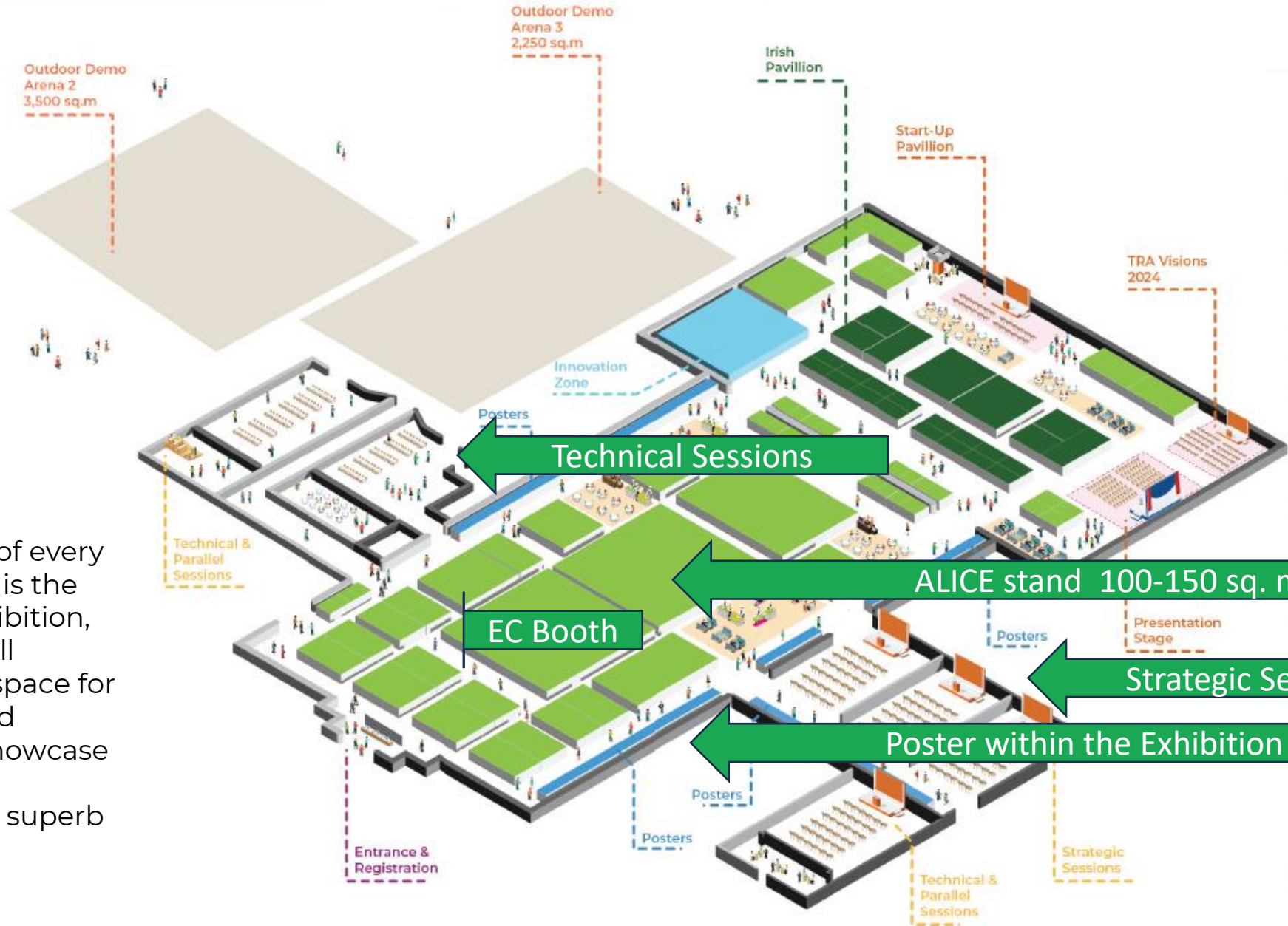
TRA is a research and technology conference that brings together scientists, researchers and mobility professionals and acts as a bridge between science and transport and mobility in Europe.



Dublin, Ireland | #TRA2024 | [traconference.eu](http://traconference.eu)



# Venue Floorplans - RDS



A core element of every TRA conference is the Conference Exhibition, and TRA2024 will provide a large space for stakeholders and companies to showcase their work. The exhibition offers superb networking opportunities



# ALICE Stand Layout (draft)

*Projects area*

*Booth reception &  
Logistics Innovation  
Café with coffee  
machine*

*Logistics Innovation Theatre &  
networking area  
project presentations &  
meetings/WS*





# ALICE Stand Layout (draft)

(Opt. 2) Project logo

(Opt. 1) Logos of projects in the cluster of projects

(Opt. 2) LCD Project video/ or poster (tbd) for each project

Project brochure/leaflets

(Opt 1) LCD Project video/ or poster (tbd) for the cluster of projects

Opt. 1 Pod for various projects

Opt. 2 Individual Pod for a project



# What do we offer to projects co-exhibiting?

## Standard services:

- **Promotion of the project through ALICE network and channels:** (1 post) on our website and social media (ALICE LinkedIn 5.1K followers) and (1 article) and follow-ups in the ALICE's newsletter.
- The Project must provide the dissemination material to ALICE, digital tracking like **QR codes** are preferred (let's minimise paper wasting)
- A **presentation of the project** (video 2 min. max) will be projected in the Logistics Innovation Theatre along with other project presentations with a similar agreement
- Project logo **promoted and displayed** in the exhibition area of the stand (see slide 3)
- **Guests are welcomed at the stand** for networking while enjoying a coffee in the ALICE café, for the whole duration of the event

Examples:

[Advancing the European Commission's strategy for Smart, Green and Integrated Transport and Logistics. PLANET & ALICE together at TRA, 14th-17th November, Lisbon](#)







# What do we offer to projects co-exhibiting?

## Additional services (not included in the package):

Project presentation or workshops:

- short presentations up to 30 min. for small groups of max 20 pax **at the Logistics Innovation Theatre during lunch breaks** (*dates and timings must be agreed upon in advance*).
- *Logistics Innovation Theater* can be use for Project Workshops and meetings

The 'seminars' shall be performed and managed by the project partners. ALICE's staff can guarantee facilitation and support.





# Cost proposal TRA 2024 \*

The **standard services** to join the ALICE booth are available in 2 options:

1. € 2.000 as part of a pod of a cluster of projects (no conference pass included)
2. € 3.000 single pod in the cluster area (no conference pass included)

See slide 5

## Additional Services

- Special project presentation slot: € 500 (*contact us for specific WS/meetings*)
- The dedicated LCD screen as part of the single project pod: € 350
- 1 conference pass: 600 € (*A regular pass worth 850 € approx. Info on [registration](#)*)

ALICE personnel will be in the booth during exhibition hours. We encourage projects to have representatives in the booth.

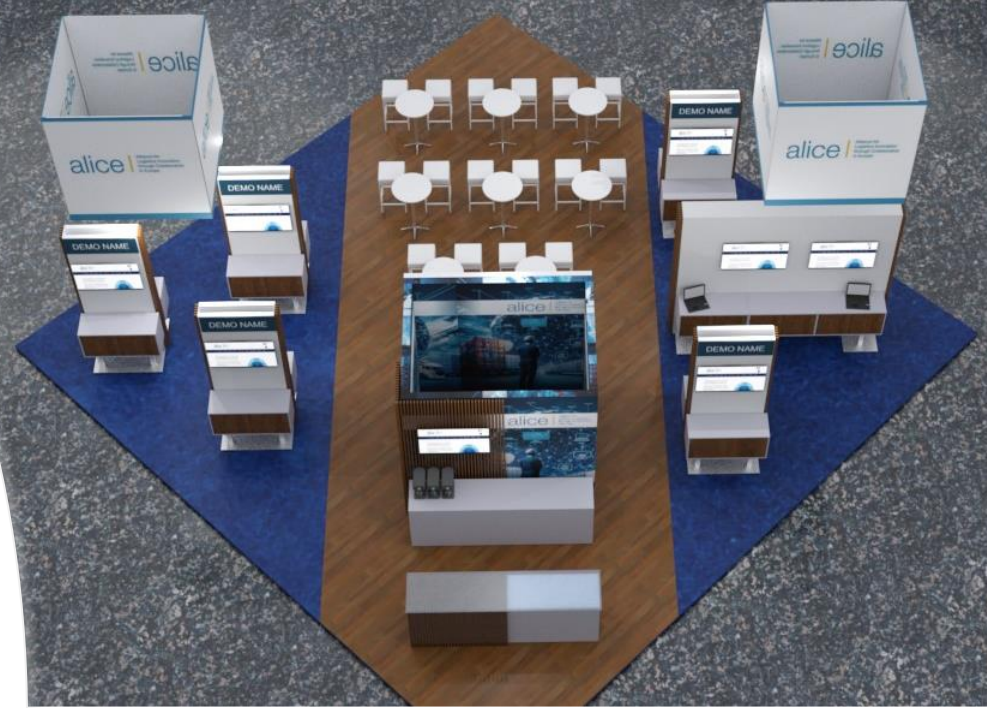
*All prices exclude VAT, if applicable*

Contact Fernando Liesa ([fliesa@etp-alice.eu](mailto:fliesa@etp-alice.eu)) & Mr Andrea Annunziata ([andrea.a@etp-alice.eu](mailto:andrea.a@etp-alice.eu)) for further information.

\* Prices are valid for agreements signed before **12 December 2023**. Joining after 12<sup>th</sup> of December will be possible upon availability of space and additional services. Standard services prices will be increased by 500 €



**Flexible in  
configurations based on  
partners needs**



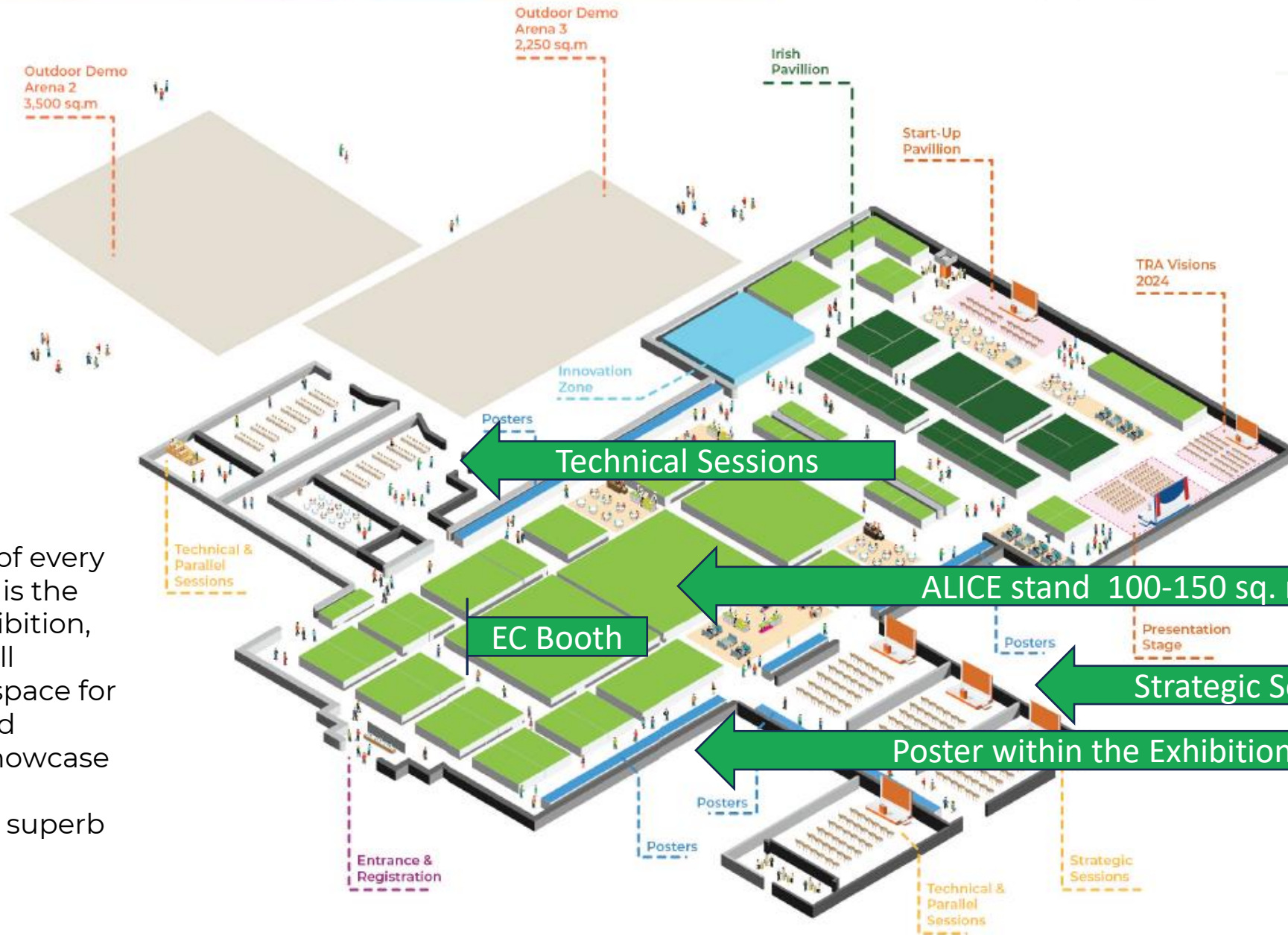


# ALICE booth in the exhibition





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# Any Questions?

alice

Alliance for  
Logistics Innovation  
through Collaboration  
in Europe

## Please contact:

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Scan the **QR code**  
to find out more



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