



# 23RD ITS WORLD CONGRESS 2016 MELBOURNE

10–14 OCTOBER 2016  
Melbourne Convention and Exhibition Centre

## CALL FOR DEMONSTRATIONS



Hosted by



Co-hosted by





# ABOUT THE 23RD ITS WORLD CONGRESS 2016 MELBOURNE

The World Congress on Intelligent Transport Systems (ITS) facilitates and influences global cross-talk of technologies and services towards making the full deployment of intelligent transport systems a smart and sustainable reality.

Held each year in a different global location, the World Congress is an international meeting regularly attracting 10,000+ attendees, rotating through Europe, the Americas and Asia Pacific. The last World Congress held in Australia was hosted by Sydney in 2001.

ITS Australia will be hosting the 23rd ITS World Congress in Melbourne in 2016 on behalf of ITS Asia Pacific, ITS America and ERTICO.

“ITS—Enhancing Liveable Cities and Communities” is the theme for the Congress, bringing Melbourne’s reputation as the world’s most liveable city into the spotlight as we explore the benefits that ITS delivers to critical elements of our daily life.

Surging growth in international demand will ensure that this will be the largest gathering of ITS researchers, developers and users in the Asia Pacific region for three years. The 2016 theme will be to showcase the contribution of ITS to the delivery of liveable cities and communities. Melbourne is the perfect venue to demonstrate this theme, having been named the World's Most Liveable City five times in the last decade. Liveability is enhanced by each of the key areas of ITS contribution, in the delivery of safe transport operations, the support of efficient and productive networks and the improvement of environmental outcomes. We will demonstrate Australian capabilities in each of these areas and invite our ITS colleagues from across the globe to share their advances in delivering desirable society outcomes for the community.

Australia is at the forefront of development and deployment of ITS technologies in many fields. With a unique landscape Australia's ITS industry has risen to the challenge of delivering solutions to enhance our daily lives. Our population is clustered in big cities with large urban areas where ITS technology such as managed motorways and free flow tolling are being leveraged to maintain the mobility of our growing cities. Long transport distances across our vast country encourage innovation and adoption of technology across our

heavy vehicle fleet to enhance safety and efficiency. Australia has a strong and innovative mining sector that has embraced ITS technology such as driverless trains and driverless vehicles to improve efficiency and safety in tough economic conditions. Similar to other countries, the important contribution that ITS can make to minimising harm from natural disasters has been recognised and is increasingly being deployed to great effect.

In collaboration with ITS Asia Pacific, ERTICO and ITS America, ITS Australia is working to prepare an engaging program. In the tradition of ITS World Congresses there will be plenary, scientific, technical and interactive sessions, a dynamic exhibition plus technical demonstration and tours that showcase the applications of the latest ITS technology. This will be an opportunity for policy makers, practitioners, researchers and ITS providers to share information on social needs, opinions and technical developments addressing modern transport issues.

By 2016, living in an ever connected world, these themes will be even more pressing in our busy cities and communities. This World Congress will be Australia's opportunity to foster further international cooperation in unleashing the power of ITS.



# OVERVIEW FOR ORGANISATIONS

The 23rd ITS World Congress in Melbourne will take place in and around the Melbourne Convention and Exhibition Centre.

The desired impact of the demonstrations is to inform and convince government, decision makers, general public and media of the benefits of ITS. The demonstrations also represents the opportunity to showcase your offerings and organisation.

The Call for Demonstrations has been developed by the 23rd ITS World Congress Demonstrations Committee and comprises the following broad process:

- Part A - Storyboard Application (Complete first and submit to 23rd ITS World Congress Demonstrations Committee)
- Part B - Detailed Application (Only complete after acceptance of the Storyboard Application by 23rd ITS World Congress Demonstrations Committee)
- Agreement Execution (not included herewith - to be provided post Storyboard Application)

The purpose of the 23rd ITS World Congress Demonstrations Committee is to ascertain whether your organisation is interested to propose a demonstration and to collect a general description of what your organisation may be considering conceptually. In order to facilitate planning, the 23rd ITS World Congress Demonstrations Committee needs to better understand the nature of the intended demonstrations and ascertain basic logistical requirements. In addition, it is envisioned that 23rd ITS World Congress Demonstrations Committee may try and group demonstrations – where feasible – to provide a better experience for the attendees and enhanced marketing for you, the partner organisations.

The following demonstration environments are proposed and subject to finalisation, given the responses to this Call for Demonstrations:

- Static indoors or outdoors
- Mobile indoors or outdoors “boundary defined area”
- Mobile outdoors test track
- Mobile outdoors open road (subject to regulatory approval)

Submission of this Storyboard Application will serve as your organisation’s intent to participate. At this time, information submitted will be considered your best summation at a possible demonstration. Please provide as much information as possible. It is understood that this submission is subject to change. A Detailed Application and Agreement Execution process will occur at a later date.

Submission of this Storyboard Application will allow your organisation earlier access to the planning process (to include teleconferences, face-to-face meetings, and information dissemination).

Whilst it is not mandatory to propose a demonstration which follows the predefined themes, the 23rd ITS World Congress Demonstrations Committee has decided to propose the same themes as the 23rd ITS World Congress. The reason of this is essentially to create a synergy between the different congress elements which are the technical program, exhibition, demonstrations, technical visits and ancillary events.

These themes are only suggestions to help you in your choice and description of the demonstration you want to propose. Your demonstration does not have to fit into these themes so feel free to propose them if they don’t fit in a predefined topic.

# 23RD ITS WORLD CONGRESS 2016 MELBOURNE PROGRAM THEMES



## CHALLENGES AND OPPORTUNITIES OF BIG OPEN DATA

Collection, transmission, and analytics including crowd sourced and V2X data. Privacy and inter-agency issues. Evolution from sparse infrastructure based sensor to ubiquitous vehicle based sensing and real-time predictive traveller information.



## SMART CITIES AND NEW URBAN MOBILITY

User experience, quality of travel, connectivity and traveller information, future traffic management. Changing models for vehicle use sharing and ownership. Seamless mobility and public transport. Rural areas.



## VEHICLE AND NETWORK SAFETY

Interventional systems for connected vehicles. Smart, safe infrastructure and support for augmented or automatic vehicles.



## ENVIRONMENTAL SUSTAINABILITY

Technology, policy and incentives supporting environmentally sustainable operation and choices.



## COOPERATIVE AND AUTOMATED VEHICLES

Increasing augmentation of human driver capabilities. Convergence of sensing, communications and automatic control. Infrastructure requirements for an increasingly automated fleet.



## MOBILE APPLICATIONS

Seamless connectivity and convergence of mobile devices and transport platforms. Traveller information, payment, ticketing, crowd sourcing, incentivisation, gamification.



## FUTURE FREIGHT

Efficiency of the freight task, automated freight and logistics. Differentiated quality of service and last mile efficiency. Multi modal approaches and interfaces.



## POLICY, STANDARDS AND HARMONIZATION

Supportive technology and regulatory frameworks for accelerated deployment and benefit harvesting.

# APPLICATION GUIDELINES AND DEMONSTRATION FEE

If your organisation is invited to officially participate in providing a demonstration, post Detailed Application, you will have to commit to the key following requirements through an executed Agreement:

- Appoint one dedicated point of contact to serve as a representative that from time to time will attend the 23rd ITS World Congress Demonstrations Committee meetings. This individual should have the best possible combination of technical and logistics understanding of your company's demonstration so that they can serve as a capable liaison for your organisation. Additional representatives will be permitted/encouraged at certain 23rd ITS World Congress Demonstrations Committee planning meetings especially where technical expertise is warranted.
- Appoint one dedicated marketing and business representative that from time to time will attend the marketing committee meetings. In addition, your organisation will be asked to provide marketing images, video clips, or other media in support of the advanced promotional campaign for the demonstration event and 23rd ITS World Congress in general. Your return on investment will increase significantly with better promotion.
- The Demonstration Fee associated with undertaking a demonstration is:
  - Inclusive as a part of a specific Sponsorship that your organisation may have entered into with ITS Australia as part of the 23rd ITS World Congress, or
  - AUD15,000 (exc. GST) and purchase floor space in the exhibition hall equivalent to a minimum of 18 sqm. This fee covers a number of important items that ultimately provide a larger return on your investment and are common among all participants (see below). All exhibition space and location within the hall are subject to availability, and based on "first in, first served".
- There will be a dedicated area in the exhibition hall, "Demonstration Zone", that will be dedicated to exhibitors holding demonstrations and you have the option to secure space within this precinct if you wish. This may be the minimum 18 sqm or additional to it.

## DEMONSTRATION MARKETING

- Promotion via the 23rd ITS World Congress marketing tools, including on the 23rd ITS World Congress website inclusion of demonstration activities in the official program
- Comprehensive informational leaflet available in advance, and distributed on-site to participants and media partners
- Inclusion of footage of your demonstration feature in the daily videos
- Integrated advertising with other 23rd ITS World Congress promotional activities

## DEMONSTRATION STAGING AND OPERATIONS

- Multiple registration for your demonstration through the 23rd ITS World Congress website, a mobile application and a desk at the onsite Demonstration Lounge
- Attractive open space Demonstration Lounge in the exhibition area with every demonstration identified, this includes provision of signage, computer and screen.
- A desk at the Demonstration Lounge permitting participants to register
- Additional signage in the 23rd ITS World Congress venue making it easy to find and access the Demonstration Lounge
- A mobile application which will guide the participants to the Demonstration Lounge
- Barriers, cones, fencing and pedestrian safety needs around the demonstration staging area
- Access to outdoor test track or open roads (subject to regulatory approval), as necessary for the specific demonstration
- Bus transfers to/from the Congress venue to your demonstration staging area, as necessary for the specific demonstration.

# KEY DATES

## WHAT'S NOT INCLUDED

All activities and associated expenses associated with your demonstration not covered as part of the Demonstration Fee shall be your organisation's responsibility. Examples of this include, but not limited to:

- All set up, removal and operational costs of the specific demonstration, including rehearsals
- Specific demonstration security of product and systems and insurance costs
- Marketing and presentation undertaken by your organisation pertaining to the demonstration.

**1** Call for Demonstration

**2** Submission of Part A Storyboard Application (by February 2015)

**3** Short Listing (March 2015)

**4** For short listed applications submission of Part B Detailed Application (by April 2015)

**5** Final listing and Approvals (by June 2015)

**6** Agreement Execution

**7** Public Announcements – aim to announce at the 2015 ITS World Congress in Bordeaux

**8** Rehearsals for June/July 2016

**9** Final rehearsals for the ones that have difficulties in June/July 2016 (by September 2016)



**ITS—  
ENHANCING LIVEABLE CITIES  
AND COMMUNITIES**



# CALL FOR DEMONSTRATION APPLICATION FORM

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## Part A – Storyboard Application

(Only complete Part A and submit to  
23rd ITS World Congress Demonstrations Committee)

<b>ORGANISATION NAME:</b>		
<b>TYPE OF ORGANISATION:</b>	<input type="checkbox"/> Government Agency	<input type="checkbox"/> University/research institution
	<input type="checkbox"/> For-profit organisation	<input type="checkbox"/> Not-for-profit organisation
	<input type="checkbox"/> Small or medium enterprise (SME)	<input type="checkbox"/> Other
<b>WEBSITE:</b>		
ARE YOU AN EXISTING SPONSOR OR ARE YOU PLANNING TO BE A SPONSOR OF THE 2016 ITS WORLD CONGRESS? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Anticipated Sponsorship Level:		
ARE THERE ANY OTHER ORGANISATIONS OR COMPANIES THAT WILL BE A PART OF YOUR DEMONSTRATIONS? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list below (if more than 2, please include description later in the application Question 8)		
<b>PARTNER 1 ORGANISATION NAME:</b>		
<b>TYPE OF ORGANISATION:</b>	<input type="checkbox"/> Government Agency	<input type="checkbox"/> University/research institution
	<input type="checkbox"/> For-profit organisation	<input type="checkbox"/> Not-for-profit organisation
	<input type="checkbox"/> Small or medium enterprise (SME)	<input type="checkbox"/> Other
<b>PARTNER 2 ORGANISATION NAME:</b>		
<b>TYPE OF ORGANISATION:</b>	<input type="checkbox"/> Government Agency	<input type="checkbox"/> University/research institution
	<input type="checkbox"/> For-profit organisation	<input type="checkbox"/> Not-for-profit organisation
	<input type="checkbox"/> Small or medium enterprise (SME)	<input type="checkbox"/> Other
<b>PRINCIPAL POINT OF CONTACT</b>		
<b>NAME:</b>		
<b>EMAIL:</b>		
<b>OFFICE PHONE (inc. country code):</b>		<b>MOBILE (inc. country code):</b>
<b>STREET ADDRESS:</b>		
<b>STATE:</b>	<b>COUNTRY:</b>	<b>POSTCODE/ZIP:</b>
HAVE YOU PARTICIPATED IN A WORLD CONGRESS DEMONSTRATION PREVIOUSLY? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, which one(s):		
<b>SECONDARY POINT OF CONTACT</b>		
<b>NAME:</b>		
<b>EMAIL:</b>		
<b>OFFICE PHONE (inc. country code):</b>		<b>MOBILE (inc. country code):</b>
<b>STREET ADDRESS:</b>		
<b>STATE:</b>	<b>COUNTRY:</b>	<b>POSTCODE/ZIP:</b>
HAVE YOU PARTICIPATED IN A WORLD CONGRESS DEMONSTRATION PREVIOUSLY? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, which one(s):		

# CALL FOR DEMONSTRATION APPLICATION FORM

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MARKETING/PROMOTION POINT OF CONTACT		
MARKETING/PROMOTION CONTACT NAME:		
EMAIL:		
OFFICE PHONE (inc. country code):	MOBILE (inc. country code):	
STREET ADDRESS:		
STATE:	COUNTRY:	POSTCODE/ZIP:
HAVE YOU PARTICIPATED IN A WORLD CONGRESS DEMONSTRATION PREVIOUSLY? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, which one(s):		
DEMONSTRATION STORYBOARD		
PROPOSED TITLE OF DEMONSTRATION:		
STORYBOARD OR BRIEF DESCRIPTION: The opportunity for more detailed description will come later as part of the detailed Application		
DO YOU HAVE A PICTURE OR GRAPHIC THAT DESCRIBES YOUR DEMONSTRATION? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please email any title, diagram, picture, videos, or other material		
WHICH CONGRESS THEME/S DOES YOUR DEMONSTRATION ALIGN WITH:	<input type="checkbox"/> Challenges and Opportunities of Big Open Data	<input type="checkbox"/> Mobile Applications
	<input type="checkbox"/> Smart Cities and New Urban Mobility	<input type="checkbox"/> Future Freight
	<input type="checkbox"/> Vehicle and Network Safety	<input type="checkbox"/> Policy, Standards and Harmonization
	<input type="checkbox"/> Environmental Sustainability	<input type="checkbox"/> Other
	<input type="checkbox"/> Cooperative and Automated Vehicles	
PHYSICAL AREA THAT BEST SUITS YOUR DEMONSTRATION:	<input type="checkbox"/> Static indoors	<input type="checkbox"/> Mobile outdoors "boundary defined area"
	<input type="checkbox"/> Static outdoors	<input type="checkbox"/> Mobile outdoors test track
	<input type="checkbox"/> Mobile indoors	<input type="checkbox"/> Mobile outdoors open road
ATTENDEE DEMONSTRATION EXPERIENCE:	<input type="checkbox"/> Mobile (observed only)	<input type="checkbox"/> Mobile (with riders)
	<input type="checkbox"/> Mobile (riders & observed)	<input type="checkbox"/> Stationary/Static
APPROXIMATE DEMONSTRATION SESSION PERIOD:	<input type="checkbox"/> < 5 mins	<input type="checkbox"/> 15 mins – 30 mins
	<input type="checkbox"/> 5 mins – 15 mins	<input type="checkbox"/> > 30 mins
APPROXIMATE NUMBER OF PARTICIPANTS/ ATTENDEES PER DEMONSTRATION SESSION:	<input type="checkbox"/> 1	<input type="checkbox"/> 5 to 10
	<input type="checkbox"/> 1 to 4	<input type="checkbox"/> > 10

# CALL FOR DEMONSTRATION APPLICATION FORM

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## Part B – Detailed Application

(Only complete Part B after acceptance of Part A by 23rd ITS World Congress Demonstrations Committee)

<b>ORGANISATION NAME:</b>		
<b>CONTACT PERSON:</b>		
<b>PROPOSAL NAME OF DEMONSTRATION:</b>		
<b>PHYSICAL AREA THAT BEST SUITS YOUR DEMONSTRATION:</b>	<input type="checkbox"/> Static indoors	<input type="checkbox"/> Mobile outdoors "boundary defined area"
	<input type="checkbox"/> Static outdoors	<input type="checkbox"/> Mobile outdoors test track
	<input type="checkbox"/> Mobile indoors	<input type="checkbox"/> Mobile outdoors open road
<b>PROVIDE FULL DETAILS OF YOUR DEMONSTRATION INCLUDING THE EXPECTED EXPERIENCE OF THE PARTICIPANTS/ATTENDEE:</b>		
<b>HAS THE DEMONSTRATION ALREADY BEEN PRESENTED? If so, where?</b>		
<b>HAS THIS BEEN DEMONSTRATED PREVIOUSLY AT A PUBLIC EVENT OR CONFERENCE? If yes, please describe:</b>		
<b>WILL ELEMENTS OF YOUR DEMONSTRATION – IN PART OR IN WHOLE – REMAIN SUCH THAT THEY WILL HAVE TO BE DISPOSED OF BY OTHERS?</b>		

# CALL FOR DEMONSTRATION APPLICATION FORM

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## OPERATIONS & LOGISTICS

HOW MANY PEOPLE (FROM YOUR STAFF OR OTHERS) ARE REQUIRED TO RUN ONE ITERATION OF YOUR DEMONSTRATION?

IF YOUR DEMONSTRATION IS MOBILE WITH RIDERS, HOW MANY ATTENDEES CAN YOU ACCOMMODATE IN EACH ITERATION OF YOUR DEMONSTRATION:

IF YOUR DEMONSTRATION IS MOBILE BUT CAN BEST BE OBSERVED FROM A DISTANCE, WHAT ARE THE MINIMUM AND MAXIMUM VIEWING DISTANCES FOR OPTIMAL PARTICIPATION BY ATTENDEES?

PLEASE DESCRIBE ANY SAFETY OR SECURITY CONCERNS WITH YOUR DEMONSTRATION:

PLEASE DESCRIBE ANY ON-SITE REHEARSAL REQUIREMENTS YOU HAVE IN ADVANCE OF THE CONGRESS (DAYS/WEEKS/MONTHS IN ADVANCE AND DURATIONS FOR EACH)? Note: these will be additional to any required by the 2016 World Congress Organisational Committee

PLEASE DESCRIBE ANY INFRASTRUCTURE REQUIREMENTS (EG BACKHAUL CONNECTIVITY, POWER) FOR YOUR DEMONSTRATION:

PLEASE DESCRIBE THE GEOGRAPHIC SPACE YOU REQUIRE FOR YOUR DEMONSTRATION:

PLEASE DESCRIBE PARKING AND STORAGE REQUIREMENTS:

IF YOU HAVE ANY ADDITIONAL INFORMATION YOU WISH TO PROVIDE, OR ANY ADDITIONAL PARTNER CONTACT DETAILS, PLEASE ADD HERE:

**For further information pertaining to the Call for  
Demonstrations, please email  
C/- ITS World Congress Demonstrations Committee  
[admin@its-australia.com.au](mailto:admin@its-australia.com.au)**