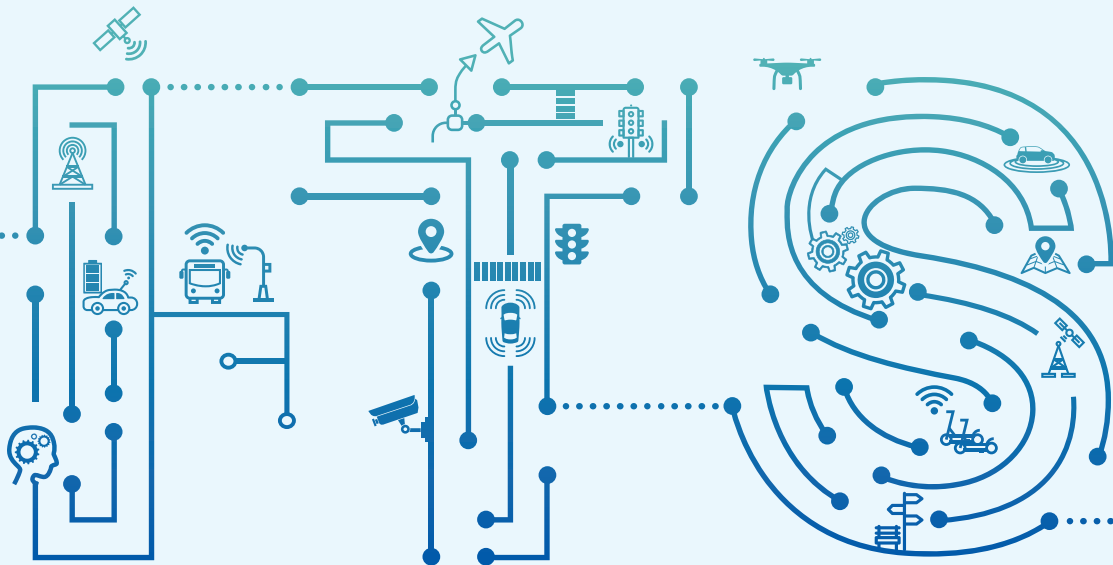




# 2025 Suwon ITS Asia Pacific Forum

May 28 (Wed) - 30 (Fri), 2025 | Suwon Convention Center, Suwon, Korea

*Hyper-Connected Cities by ITS*



# SUWON

## Sponsorship & Exhibition Prospectus

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Sponsorship & Exhibition Prospectus

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## GREETINGS

*The 20th ITS Asia Pacific Forum will take place in Suwon, Korea, under the theme "Hyper-Connected Cities by ITS."*

This Forum will highlight how ITS seamlessly connects various modes of transport and people across city boundaries.

ITS improves convenience and mobility by integrating different transport modes, such as buses and subways, while also analyzing real-time traffic data to ensure smooth traffic flow. It also offers personalized services like Demand Responsive Transport (DRT) and Personal Mobility (PM).

At the forum, participants will share examples of transportation innovations from leading countries and discuss the future of sustainable mobility. The event will include a wide range of activities, such as academic sessions, exhibitions showcasing cutting-edge technologies, demonstrations, technical visits and business networking opportunities.

Suwon, the host city, is a leader in advanced mobility and has continuously upgraded ITS infrastructure since 1997. Participants will have the chance to experience the future of hyper-connected cities, where regions and communities are seamlessly connected through smart transportation.

We warmly invite you to this special event, where you can explore the future of ITS and discover new possibilities for urban development.

Thank you.

**Park Sangwoo**

*Honorable Chairman of 2025 Suwon ITS AP Forum  
Minister of Land, Infrastructure, and Transport*



*Suwon Special City cordially invites you to the 20th ITS Asia-Pacific Forum in Suwon to be held in May, 2025.*

Suwon, one of Korea's first ITS adopters, has pioneered the ITS introducing the Traffic Information Collection and Provision System 27 years ago. Even now, everyone can use their smartphone to see when his or her bus will arrive and book a demand responsive transport (DRT) through an app. Not limited to mobility, Suwon protects human lives with the Traffic Signal Preemption for Emergency Vehicle linked with traffic lights.

The right direction to move forwards is 'Hyper-Connected'. ITS technology will connect not only roads but also technology, people and even Asia Pacific local governments as one. Suwon will spare no effort to ensure that this forum will serve as a sound platform to share ITS outcomes and value achieved by city governments including Suwon. We ask you to honor the occasion with your valuable wisdom and insight.

I look forward to meeting you in Suwon.

Thank you.

*이재준*

**Lee Jae Joon,**

*Honorable Chairman of 2025 Suwon ITS AP Forum  
Mayor of Suwon Special City*



## 2025 Suwon ITS Asia Pacific Forum

### *“Innovation with Seamless Connectivity Drives Future Mobility”*

In modern society, transportation is intricately linked to our daily lives as well as national economies. Therefore, maintaining a resilient transportation system in the face of unexpected shocks, such as natural disasters like COVID-19 or climate crises, is crucial.

The pursuit of a sustainable transportation has become a global goal, with technological advancements accelerating the transition towards a hyper-connected, hyper-intelligent, and hyper-converged society.

The era of future mobility has already begun. Transportation services are evolving daily through the integration of advanced technologies such as AI, big data, and drones, enhancing efficiency and safety. Carbon-neutral and eco-friendly transportation modes are also being developed.

Over the past few decades, Korea has prepared for the era of hyper-connectivity through innovations in road infrastructure and ITS services. By proactively establishing advanced transportation services, such as future-oriented expressway and smart tolling systems, the mobility industry has become a new growth engine for the national economy.

2025 Suwon ITS Asia-Pacific Forum, themed 'Hyper-Connected Cities by ITS,' will be an opportunity to share Korea's technology, policies, and achievements with Asia-Pacific countries and foster collaboration for the creation of future mobility ecosystems.

We hope this forum will be a significant step toward the sustainable development of ITS in the era of hyper-connectivity, and we look forward to the continued participation and support of ITS stakeholders both domestically and internationally.

Thank you.



**Ham Jin-gyu,**

*Chairman of 2025 Suwon ITS AP Forum  
President of Korea Expressway Corporation*





# MEET SUWON

## Suwon: Where Tradition Meets the Future

Nestled in the heart of South Korea, Suwon Special City is known as the "City of Hyo (Filial Piety)" rich in history and culture. This city tells the poignant and moving story of King Jeongjo of the Joseon Dynasty and his father, Crown Prince Sado. Crown Prince Sado faced a tragic fate in 1762, and to honor his father's memory, Jeongjo relocated Sado's tomb from Yangju to the beautiful Suwon, known for its harmonious natural scenery and auspicious qualities.

In 1789, captivated by Suwon's charm, King Jeongjo initiated the construction of Hwaseong Fortress, which is now a UNESCO World Heritage site. This fortress was part of Jeongjo's vision to create a planned city and is connected to the roads that King Jeongjo traveled from Hanyang during his 24-year reign. Today, this road is used as Korea's National Route 1. Thanks to this historical legacy, Suwon has become the first city in South Korea to implement Intelligent Transport Systems (ITS).

As time has passed, Suwon has evolved into a vibrant city where history gracefully intertwines with modernity. As a leader in Intelligent Transport Systems (ITS), the city embodies innovation while respecting tradition.

Suwon awaits you with open arms, ready to welcome you to a place where the past, present, and future converge!



# ABOUT 2025 SUWON ITS AP FORUM

DATE	May 28(Wed) ~ 30(Fri), 2025
VENUE	Suwon Convention Center, Suwon, Korea
HOST	Ministry of Land, Infrastructure and Transport (MOLIT), Suwon Special City
ORGANIZER	2025 Suwon ITS AP Forum Organizing Committee, ITS Korea
THEME	Hyper-Connected Cities by ITS

## PROGRAM AT A GLANCE

Time	May 28 (Wed)			May 29 (Thr)			May 30 (Fri)		
09:30 ~ 10:30	Opening Ceremony			Plenary Session 2			Sessions		
	Plenary Session 1								
11:00 ~ 12:30	Sessions	High-Level Roundtable		Sessions			Sessions		
12:30 ~ 14:00	Lunch			Lunch			Lunch		
14:00 ~ 15:30	Sessions			Sessions			Closing Ceremony		
16:00 ~ 17:30	Sessions			Sessions					
18:30 ~	Welcome Reception			Gala Dinner					

- May 30 (Fri): Exhibition open to the public.
- The program schedule is subject to change.

## What?

### The 2025 Suwon ITS AP Forum, Suwon, Korea

The 2025 Suwon ITS AP Forum will serve as the premier event to showcase the latest innovations and global leadership in the field of Intelligent Transport Systems (ITS). This distinguished forum will explore the transformative role of ITS in developing hyper-connected cities, emphasizing the seamless integration of mobility, data, and infrastructure. The event will feature a comprehensive program, including Plenary Sessions, Executive Sessions, Special Sessions, Scientific/Technical Sessions, and more, all centered around the theme "Hyper-Connected Cities by ITS."

## Who?

### Global Stakeholders in Intelligent Transport Systems (ITS)

The 2025 Suwon ITS AP Forum is open to anyone interested in the rapidly evolving field of Intelligent Transport Systems (ITS). The event is expected to attract over 10,000 participants from more than 20 countries, representing a broad spectrum of industries and organizations involved in ITS.

### Open to anyone interested in ITS



This inclusive forum will bring together diverse participants, ensuring a rich exchange of ideas and fostering collaboration and innovation across the ITS ecosystem.



# 2025 Suwon ITS Asia Pacific Forum

## Why?

### Shape the Future of Smart Cities and Intelligent Transport

The 2025 Suwon ITS AP Forum offers a unique chance to connect with global leaders, explore the latest ITS trends, and help shape the future of hyper-connected cities. This event allows sponsors and exhibitors to align with cutting-edge developments, showcase their expertise, and establish themselves as leaders in the evolving ITS landscape.

Key Reasons to Participate:

- Engage in meaningful exchanges about the ITS industry, gaining insights that could transform your strategies and outlook.
- Connect with global industry leaders and innovators, expanding your professional network and opening up new collaborative opportunities.
- Interact directly with key representatives from industry, academia, and government to learn about the latest advancements and policy changes in ITS.
- Stay ahead with updates on groundbreaking ITS technologies, including Korea's pioneering solutions that set new global benchmarks.
- Maximize your business potential through extensive networking, forging valuable partnerships and project opportunities.
- Experience Suwon's blend of tradition and innovation, where historical heritage meets cutting-edge technology.

## How?

### Engage, Collaborate, and Showcase at the 2025 Suwon ITS AP Forum

The state-of-the-art facilities in Suwon will ensure a seamless experience, fostering collaboration and the exchange of ideas on a global scale. By participating, your organization can engage with key stakeholders, showcase your latest innovations, and forge new partnerships in the ITS community.



# FORUM HIGHLIGHTS

## 1. High-Level Roundtable

A key highlight of the forum, this exclusive meeting will bring together high-level officials, including ministers, vice ministers and other representatives from around 20 countries, to share national ITS advancements and engage in strategic discussions. This gathering aims to drive international collaboration and shape the future of global ITS development.

## 2. Business-Focused Program

### 1. Pitching Sessions

Scheduled presentations on the conference stage within the exhibition area, where companies can showcase their latest products, services, and innovations. These sessions are designed to provide a platform for businesses to highlight their offerings to potential clients, partners, and investors.

### 2. Business Matching

Dedicated Business Matching that facilitate connections among industry professionals, companies, and potential business partners. These events are aimed at fostering collaborations and exploring new business opportunities within the ITS community.

## 3. Demonstrations & Technical Visits

The 2025 Suwon ITS AP Forum explores the forefront of ITS innovations through hands-on demonstrations and experience cutting-edge technologies such as autonomous vehicles, AI-driven traffic management, and smart city infrastructure in action. These visits offer a unique opportunity to experience the future of transportation firsthand.



Key highlights include:

**Suwon City Safety Convergence Center:** Discover advanced smart city systems.

**AI-Based Signal Operation:** See AI optimize traffic flow at intersections.

**Urban Air Mobility (UAM) Pilot Flights:** Get a glimpse of the future of urban transport.

**Autonomous Vehicle Demonstrations:** Witness the latest in autonomous driving.

**Emergency Vehicle Preemption System:** Demonstration of Priority Signals for Emergency Vehicle to ensure Prime Time.

Beyond the venue, the Technical Tour promises an enriching experience to explore Korea's ITS capabilities. Thanks to Suwon's excellent connectivity to other cities, we plan to visit diverse areas including Seoul and other significant cities in Gyeonggi Province. Combining ITS technology with cultural experiences, we believe this tour will offer more than just technical insights.

# WHY SPONSOR?

The 2025 Suwon ITS AP Forum is more than just an event; it's a global platform designed to foster international collaboration, promote future-oriented ideas, and establish leadership within the intelligent transport systems (ITS) industry. By sponsoring this prestigious forum, your company will gain exceptional benefits, enhanced recognition, and unparalleled opportunities to connect with industry leaders.

### Unlock Valuable Opportunities

- **Find Your Target Audience:** Engage in brand marketing activities that directly reach over 10,000 participants from across the globe, including leading intelligent transport systems (ITS) institutions and companies. This is your chance to connect with a highly focused and relevant audience.
- **Reposition Your Standing:** Elevate your company's profile with strategic benefits and recognition throughout the Forum. Gain increased visibility for your products and services, and strengthen your position within the ITS industry.
- **Meet High-Profile Participants:** Take advantage of exclusive networking opportunities with key decision-makers, industry leaders, academic experts, and government officials. These connections can lead to meaningful partnerships and long-term collaborations.
- **Maximize Your Presence:** Amplify your brand's reach through an outstanding marketing and media campaign that touches the public and visitors worldwide. Sponsoring the 2025 Suwon ITS AP Forum ensures your company stands out in the global ITS landscape.

### Elevate Your Brand and Lead the Future

Sponsorship at the 2025 Suwon ITS AP Forum is your gateway to influence, connect, and lead in the intelligent transportation industry. Seize this opportunity to showcase your commitment to innovation and secure your position as a leader in the field.





# SPONSORSHIP PACKAGE HIGHLIGHTS

Category	Item	Diamond (USD100,000)	Gold (USD70,000)	Silver (USD50,000)	Bronze (USD30,000)
Event Participation	Free booth (space provided)	8	6	4	2
	Free Forum registration (No. of people)	10	7	5	3
	Exhibitor registration (No. of people)	20	14	10	6
	Opportunity to provide event ranking	0			
	Invitation to Gala Dinner and assigned seating	10	7	5	3
	VIP Dinner invitation and assigned seating	5	3	2	1
	Opening/Closing ceremony invitation and assigned seating	3	2	1	
	VIP lounge pass	3	2	1	
	Exposure of logo on the event screen	0	0	0	0
Event Venue Advertising	Exposure of logo on event entrance banner	0			
	Exposure of sponsor banner at the venue (others)	Large	Medium	Small	Small
	Exposure of comprehensive event guide	0	0	0	0
	Exposure of logo during official event	Opening/Closing	Closing		
Online Promotional Opportunities	Exposure of logo on the official event promotional video	0	0		
	Post introduction on the official event website	0	0		
	Upload sponsor introduction on official SNS	0	0	0	
	Exposure of logo on official website and SNS	0	0	0	0
	Introduction on mobile app logo	0	0	0	0
Event Promotional Materials & Ads	Exposure of sponsor in e-newsletter	0	0	0	0
	Exposure of content within the event program booklet	1p & Logo	½p & Logo	Logo	Logo
	KIT advertisement insert	0	0	0	
	Exposure of promotional video at the venue	0	0		
	Exposure of logo on digital screen at the venue	0	0	0	0
Others	Exposure of logo on business card, SNS posting, etc.	0	0	0	0
	Use of sponsor logo on official event print materials	0	0	0	0
Special Benefits (ITS World Congress Gangneung 2026)	Discount rates available for exhibitors and sponsors participating in ITS World Congress Gangneung 2026	10%	7%	5%	3%
	Exposure of logo on the official pre-event in ITS World Congress Gangneung 2026 homepage	0	0	0	0

# SPECIAL SPONSORSHIP PACKAGES

Contribution Amount (per each category)	Category	Sponsorship Benefits
USD20,000	VIP Dinner	Display of sponsor's name and logo at the VIP dinner venue (banner, invitations, etc.)
		Opportunity for a greeting during the VIP dinner
		Provision of 5 VIP dinner invitations
	Gala Dinner	Display of sponsor's name and logo at the gala dinner venue (banner, tickets, etc.)
		Opportunity for a greeting during the gala dinner
		Provision of 10 gala dinner invitations
	Welcome Reception	Display of sponsor's name and logo at the welcome reception venue (banner, invitations, etc.)
		Opportunity for a greeting during the welcome reception
		Provision of 10 welcome reception invitations
	Luncheon	Display of sponsor's name and logo at the luncheon venue (banner, coupons, etc.)
		Distribution of sponsor's promotional materials at the luncheon
		Provision of 5 complimentary registrations (general)
USD15,000	Special Session (SIS)	Opportunity to organize a special session by the sponsor (subject, speaker, etc.)
		Opportunity to give a presentation (session) and a press conference
		Introduction on the official homepage and in the program book
	Coffee Break	
	VIP Lounge	
	Speaker's Lounge	Display of sponsor's name and logo in the designated space (banner, etc.)
	Press Room	Distribution of sponsor's promotional materials in the designated space
Shuttle Bus		
USD10,000	KIT (Bag)	
	Lanyard	
	Souvenirs	Insertion of sponsor's name and logo on the sponsored items
	Mineral Water	
Common Benefits		Display of the sponsor's logo on the official website and social media
		Display of sponsor's logo in on-site productions (sponsor banner, etc.)
		Mention of sponsor's logo in event newsletters and social media posts
		Display of sponsor's logo in the program book



# WHY EXHIBIT?

The 2025 Suwon ITS AP Forum is an unparalleled platform where over 10,000 participants, including global leaders, converge to explore cutting-edge innovations in intelligent transportation systems. By exhibiting at this prestigious event, you can extend your reach beyond borders, showcase your innovative ideas, and connect with potential partners who can help your business thrive.

## Exhibition Details

**Location & Date:** Exhibition Hall 2 + 3, Suwon Convention Center & May 28-30, 2025

**Main Activities in Exhibition Hall:** Exhibits, E-Posters, Pitching Sessions, Networking Lounge, Business Matching

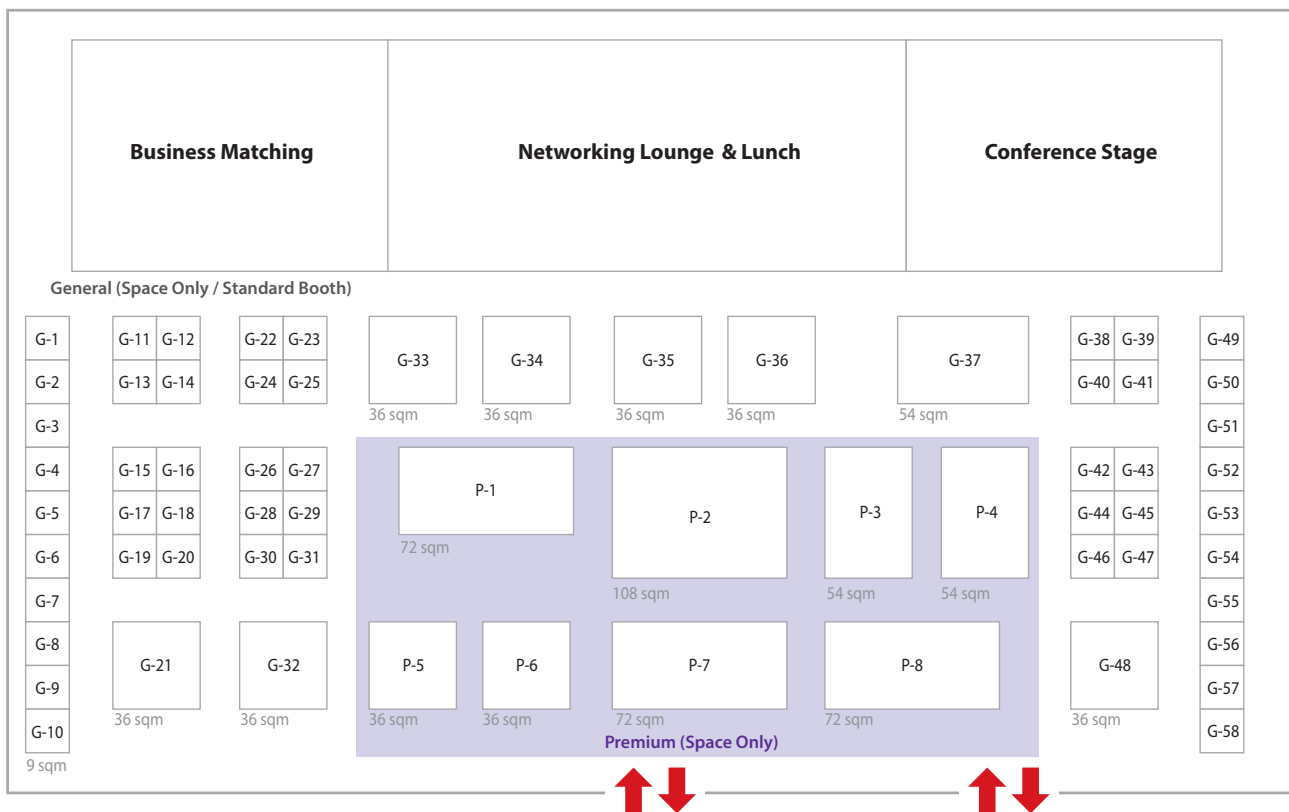
## Exhibitor Benefits

- Business Meeting Opportunities: Engage in meaningful conversations and negotiations with potential partners and clients.
- Presentation at Conference Stage: Showcase your products, services, and innovations to a diverse audience.
- Logo Exposure: Increase your brand visibility with logo placement in the 2025 Suwon ITS AP Forum promotional materials and onsite signage, exclusively available for sponsors and exhibitors.

## Maximize Your Exposure and Drive Your Business Forward

Don't miss the opportunity to position your company at the forefront of the intelligent transportation industry. Exhibit at the 2025 Suwon ITS AP Forum and connect with a global audience eager to discover the next big thing in transportation technology.

## Exhibition Layout



\* Exhibition layout may be subject to change.

\* 1 booth = 9sqm(3x3m)

# 2025 Suwon ITS Asia Pacific Forum

## Booth Package

All requests are accepted on a first-come, first-served basis. Additional equipment order form and exhibitor’s manual will be provided in a timely manner.

\* The price is per a booth (9sqm)

Category (Area)	Early Application ( ~ December 31, 2024)	Regular Application (From January 1, 2025 ~ February 28, 2025)
Standard Booth (General)	USD4,500	USD5,000
Space Only (General)	USD4,000	USD4,500
Space Only (Premium)	USD5,000	USD5,500



\* This image is provided as a sample image.

### Standard Booth

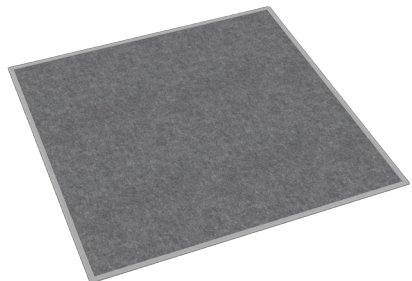
**Setup:** The 2025 Suwon ITS AP Forum Secretariat will fully set up the standard booth, and exhibitors are responsible for decorating their own booth(s).

#### Package Includes:

- Electricity supply (1kW)
- 1 reception desk
- 2 foldable chairs
- Company name board
- 1 power strip
- Flooring (Pytex)

**Booth Size:** 3m (Width) x 3m (Length) x 2.5m (Height)

\*Details provided may be subject to change.



### Space Only

**Setup:** Exhibitors purchasing "Space Only" are responsible for installing their own booth(s).

**Booth Size:** 3m (Width) x 3m (Length)

# HOW TO APPLY SPONSORSHIP & EXHIBITION

This summary is intended to help you navigate the sponsorship & exhibition request process for 2025 Suwon ITS AP Forum. Please ensure all steps are completed accurately and timely to secure your participation.

## 1. Submission

- Sponsorship & exhibition request forms must be submitted to the 2025 Suwon ITS AP Forum Secretariat via email at sponex@itsap2025.org

## 2. Payment

- Once your request is acknowledged and confirmed by the 2025 Suwon ITS AP Forum Secretariat, an invoice will be sent to you via email. Please ensure that the sender's name on the payment matches the name on the request form.

### Account Information:

- **Bank, Branch :** DAECHIDONG BRANCH, WOORIBANK
- **Account Holder:** ITS Korea
- **Account Number:** 1081-301-121413
- **SWIFT Code:** HVBKCRSEXXX
- **Bank Address:** 17, WORLD CUP BUK-RO 60-GIL, MAPO-GU, SEOUL, 03921, SOUTH KOREA

## 3. Submission Deadline

- The deadline for submission of sponsorship & exhibition requests is February 28, 2025.

## 4. Cancellations and Refunds

- 80% Refund: For cancellations received and acknowledged by December 31, 2024.
- 50% Refund: For cancellations received and acknowledged by February 28, 2025.
- No Refund: For cancellations received and acknowledged from February 28, 2025 onwards.

### Important Notes:

- Bank charges must be covered by the sender.
- If payment is not received by the due date specified in the invoice, your request may be canceled.
- The 2025 Suwon ITS AP Forum Organizing Committee reserves the right to decline or cancel sponsorship & exhibition requests from organizations that do not align with the objectives of the event.

# 2025 Suwon ITS Asia Pacific Forum

May 28 (Wed) - 30 (Fri), 2025 | Suwon Convention Center, Suwon, Korea



## Contacts

### 2025 Suwon ITS AP Forum Secretariat

**Address:** 5F, Suwon Convention Center, 140 Gwanggyojungang-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do

**Website:** [www.itsap2025.org](http://www.itsap2025.org) **Email:** [info@itsap2025.org](mailto:info@itsap2025.org) **Sponsorship & Exhibition:** [sponex@itsap2025.org](mailto:sponex@itsap2025.org)