



**AFRICA
CONFERENCE**
CAPE TOWN
9-10 MARCH 2027

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Bridging Continents
for Smarter Mobility

ORGANISED BY:



HOSTED BY:



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

CONTENT PARTNER





ITSAC 2027: Sponsorship Packages

BRIDGING CONTINENTS FOR SMARTER MOBILITY

This First Intelligent Transport Systems Conference for Africa is hosted in partnership with the City of Cape Town, with ERTICO as the content partner.

The event is organised by Innovative Transport Solutions (Pty) Ltd, a member of ERTICO.

A unique opportunity to engage with senior decision-makers from government, transport authorities, academia and industry through a focused programme of thought leadership, networking and innovation.

An invitation to partner with the Intelligent Transport Systems Africa Conference.

The conference is dedicated to Intelligent Transport Systems (ITS), smart mobility and transport technology with a focus on Southern Africa, and provides an opportunity for sharing knowledge with Europe.

The presence of senior representatives from government, transport authorities, infrastructure owners, technology providers, academia and industry, the conference will provide a unique platform to connect with the organisations and individuals shaping the future of transport across South Africa and the African continent.

With a strong focus on technology, innovation and practical deployment, ITSAC 2027 will explore the latest developments in intelligent transport systems, connected mobility, artificial intelligence, digital infrastructure, traffic management, road safety, public transport innovation and sustainable mobility solutions.

The conference will be delivered in collaboration with ERTICO, creating an international platform for knowledge exchange and providing partners with early engagement opportunities alongside government representatives, global mobility experts and industry leaders.

The conference will take place at **The Lord Charles Hotel in Somerset West on 9 – 10 March 2027.**

Whether your objective is to increase brand awareness, launch new technologies, generate business opportunities or strengthen relationships with key decision-makers, ITSAC 2027 offers an outstanding platform to position your organisation at the forefront of intelligent transport and smart mobility in Africa.



Why Partner?

Partnering with ITSAC 2027 provides a unique opportunity to engage with a targeted audience of transport leaders. The partnering options are outlined below.

As a Conference Partner, you will benefit from:

- Direct access to senior delegates from government, transport authorities, infrastructure owners, technology providers, academia and industry.
- Visibility at both the Inaugural Event, delivered in collaboration with ERTICO.
- Opportunities to engage with key decision-makers responsible for transport policy, planning, operations and technology deployment.
- High-value networking with senior executives, policymakers, consultants and leaders in the field.
- Enhanced brand visibility before, during and after the conference through integrated marketing and promotional activities.
- Opportunities to showcase innovative technologies, products and services to a focused audience.
- Thought leadership opportunities to position your organisation as a trusted partner in the intelligent transport field.
- Association with Africa's leading Intelligent Transport Systems conferences, reinforcing your commitment to innovation, collaboration and smarter mobility.

Conference Topics

- Public Transport
 - Smart Cities
 - ITS Education, Skills, Research
 - Communication, Renewable Energy
 - Traffic Signals
 - Tolling
 - Freeway Management Systems, Rural ITS
 - Cross border operations, Ports, Rail
 - Technology in Road Safety
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Who Attends?

ITSAC 2027 brings together senior decision-makers, technology leaders and transport professionals responsible for shaping the future of mobility across South Africa and the wider African region.

Expected Delegate Profile

- National, Provincial and Local Government
- Transport Authorities and Road Agencies
- Public Transport Operators
- Rail, Aviation and Port Authorities
- Intelligent Transport Systems (ITS) Professionals
- Technology Providers and Solution Developers
- Engineering and Consulting Organisations
- Mobility and Logistics Companies
- Telecommunications and Connectivity Providers
- Universities and Research Institutions
- Start-ups and Innovation Organisations
- Industry Associations
- Investors and Development Agencies

Why This Audience Matters

ITSAC 2027 is designed to connect companies active in intelligent transport technologies with those responsible for planning, procuring, operating and delivering transport solutions. This creates a unique environment where commercial partners can build relationships, demonstrate expertise and identify new commercial opportunities with the organisations driving transport innovation across Africa.



Platinum Partnership (R150k): Plenary session / keynote speaker partnership

2 opportunities – day 1 and 2

Partnership benefits:

- 5-minute industry spotlight talk in a plenary session
- Option to introduce a keynote speaker (subject to approval)
- Priority stand selection (12sqm)
- 5 x Invitations to attend the 1st ITS Africa Conference
- 4 x Pull-up banners in plenary session for day of partnership (To be provided by partner)
- Acknowledgement in opening and closing session
- Featured social media announcement before the conference
- Advert in final programme (digital only, 1 x page, partner to supply print-ready artwork in PDF)
- Featured partner logo on website homepage:
- Conference website with 50-word description and link to company website
- Holding slide between sessions
- Final conference programme
- Certificate of appreciation

Diamond Partnership (R100k): Lunch or Welcome Function partnership

3 opportunities – Welcome Function, Lunch day 1 and 2

Partnership benefits:

- Priority stand selection (6sqm)
- 3 x Invitations to attend the 1st ITS Africa Conference
- 4 x Pull up banners in the lunch area / welcome function for the specific day or function (To be provided by partner)
- Branding on catering signage
- Option to provide branded serviettes and/or table runners in company colours
- Acknowledgement in opening and closing session
- Advert in final programme (digital only, half-page, partner to supply print-ready artwork in PDF)
- Company logo on:
- Conference website with 50-word description and link to company website
- Holding slide between sessions
- Final conference programme
- Certificate of appreciation



Gold Partnership (R60k): Bags / notebooks & pens / water bottles for refill

3 opportunities – bags, notebooks and pens, water bottles for refill

Partnership benefits:

- Exhibition stand (3m x 2m)
- 2 x Invitations to attend the 1st ITS Africa Conference
- 1 x Pull up banner in the refreshment area (To be provided by partner)
- Logo on partnered item, co-branded with conference logo
- Acknowledgement in opening and closing session
- Advert in final programme (digital only, half-page, partner to supply print-ready artwork in PDF)
- Company logo on:
- Conference website with 50-word description and link to company website
- Holding slide between sessions
- Conference programme
- Certificate of appreciation

Silver Partnership (R40k): Exhibition Stand only

6 opportunities

Partnership benefits:

- 1 x Delegate registration
- Exhibition stand (3m x 2m)
- Acknowledgement in closing session
- Company logo on:
- Conference website and link to company website
- Holding slide between sessions
- Conference programme
- Certificate of appreciation

Industry Showcase Partnership (R40k): Industry Showcase presentation: Parallel session

6 opportunities

Partnership benefits:

- 1 x Delegate registration
- 10-minute Industry Showcase presentation in a parallel session subject to organisers' approval
- Acknowledgement in closing session
- Company logo on:
- Conference website and link to company website
- Holding slide between sessions
- Conference programme
- Certificate of appreciation

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