

**STRATEGY, POLICY
AND REGULATION
IN TRANSPORT**

**FOUNDATIONS OF
TRANSPORT TELEMATICS**

**INFORMATION SYSTEMS
IN TRANSPORT**

**DEVELOPMENT
OF NAVIGATION
TECHNOLOGIES**

**PRACTICAL
IMPLEMENTATION
OF ITS SYSTEMS**

**ELECTRONIC PAYMENT
SYSTEMS FOR SLOVAKIA**

INTEROPERABILITY

**APPLICATIONS
OF ITS IN TRANSPORT**

INFRASTRUCTURE AND ITS

**ITS RESEARCH,
DEVELOPMENT AND
TEACHING**

AUSPICES AND SUPPORT



ERUDITIO
MORES
FUTURUM



ORGANISERS



MEDIA PARTNERS



International conference
and accompanying exhibition
about transport telematics

www.itsbratislava.sk

10. – 11.9.2008,
BRATISLAVA

SPRÁVA ÚČELOVÝCH ZARIADENÍ
MINISTERSTVA ZAHRANIČNÝCH VECÍ
SLOVENSKEJ REPUBLIKY (SÚZA)

ITS = Intelligent Transport Systems = Inteligentné Dopravné Systémy = IDS = Dopravná telematika

12. 5. 2008

Ladies and Gentlemen,

Let us invite you to the second international professional conference ITS Bratislava '08, the motto of which is implementation and application of information and communication technologies in all modes of transport for the purpose of enhancement of ecology, economy and safety of transportation.

The conference ITS Bratislava continues the tradition started in 2006 with the monothematic conference e-Toll Slovakia and develops the traditions of the conferences iDEME Bratislava, ITS Prague, NavAge and TELEINFORMATIKA. Also this year, high-profile foreign, Czech and Slovak experts from universities, state and public administration, milieu of the European Commission and industry will take part in the conference, to contribute to the high-level contents of the conference.

We firmly believe that expert lectures and topical discussions will ultimately contribute to further development of transport telematics in Slovakia.

Yours faithfully,

Prof. Ing. Alica Kalašová, PhD.

Chairman of the professional conference board
Department of road and public transportation,
University of Žilina

Doc. Dr. Ing. Miroslav Svítek

Vice chairman of the professional conference board
Faculty of Natural Sciences, University of Matej Bel
Faculty of Transportation Sciences, CVUT in Prague

Ing. Roman Srp

Vice-president ITS&S Czech Republic

PaedDr. Vratislav Pavlík

Organiser of the conference ITS Bratislava'08
TECHNOLOGIES&PROSPERITY editorial office

AUSPICES

Ing. Ľubomír Vážny, *Ministry of Transport, Posts and Telecommunications of the SR*

prof. PhDr. Beata Kosová, *CSc., University of Matej Bel*

prof. Ing. Ján Bujňák, *CSc., University of Žilina*

Ing. Roman Bíro, *PhD., Letové prevádzkové služby SR*

PROFESSIONAL CONFERENCE BOARD

Ing. Miroslav Bíroš, *Ministry of Transport, Posts and Telecommunications of the SR*

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Ing. František Komora, *Association of Logistic & Freight Forwarding of the SR*

Ing. Lubomír Palčák, *Transport Research Institute*

Ing. Peter Pelegrini, *National Council of the SR*

prof. Ing. Pavel Přebyl, *CSc., University of Žilina, Guest Professor*

Dr. Ing. Peter Schlosser, *Slovak Road Administration*

doc. Ing. Juraj Spalek, *CSc., University of Žilina*

Ing. Roman Srp, *ITS&S Czech Republic, SDT ČR*

doc. Dr. Ing. Miroslav Svítek, *University of Matej Bel, Guest Professor*

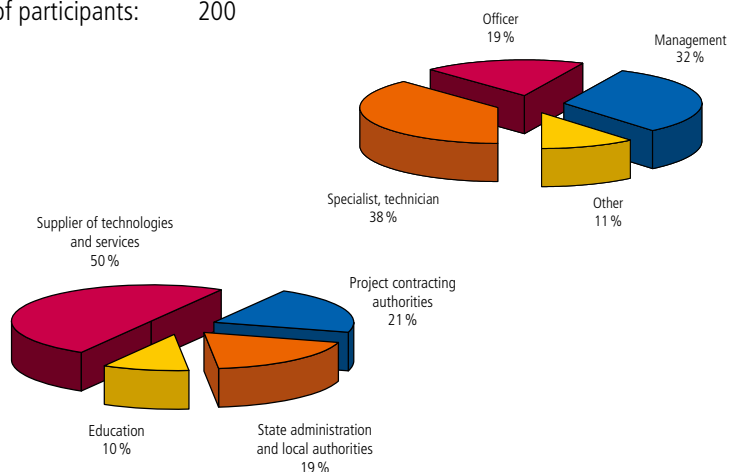
Ing. Aurel Ščehovič, *Research Institute of Posts & Telecommunications*

Ing. Jarmila Škrinárová, *PhD., University of Matej Bel*

STRUCTURE OF CONFERENCE PARTICIPANTS

Expected number
of participants: 200

Structure of participants in the conferences held so far, by professions



Structure of participants in the conferences held so far, by employer type



LANGUAGE OF CONFERENCE

Slovak, Czech, English.
Simultaneous translation from/into English.

TOPICS OF ITS BRATISLAVA '08

▼ Strategy, policy and regulation in transport

European transport policy and instruments of transport regulation
Sustainable transport and transport infrastructure and task of ITS
Finance, organisational and financial models for ITS

▼ Foundations of transport telematics

System and modular solution of telematic systems and services
Architecture, standards, interface and interoperability
Practical implementation and „best practices“ of ITS systems

▼ Information systems in transport

Traffic and traveller information
Information in public transport
Use of geographic information
Management and processing of air traffic information in ATM/CNS

▼ Development of navigation technologies

Contemporary and future navigation systems
GNSS systems
Prospects and functional properties of the Galileo system
Navigation, communication and monitoring systems in air traffic

▼ Practical implementation of ITS systems

Contribution of national and foreign ITS projects
Methodology of assessment of ITS projects and services
Projects of international cooperation

▼ Electronic payment systems for Slovakia

Experience of implementation of electronic toll collection systems
Technologies for electronic toll collection on roads
Electronic fees in cities and regions

▼ Interoperability

Interoperability of road transport
Interoperability of air transport
Interoperability of railway transport (ERTMS, ETCS)

▼ Applications of ITS in transport

Carriers' experience of ITS use
Intelligent vehicle, infrastructure and services
ITS at operation of logistic fleet

▼ Infrastructure and ITS

Mobility in cities
Potential of intelligent infrastructure
Optimization of traffic attendance
Development and modernisation of railway network in the SR
Apron control systems

▼ ITS research, development and teaching

National and European educational projects
Results of R+D projects and contribution for the practice
Experience of ITS teaching

PROGRAMME PROFILE

▼ Expert lectures

In morning and afternoon workshops, the conference agenda will be arranged by the expert committee of the conference from the contributions supplied upon a public call. Lecturers will be experts from universities, public and private sector.

In addition, in the form of corporate expert lectures, experience of construction and operation of intelligent transport system and services will be presented by conference partners.

▼ Moderated discussion forum

in presence of top representatives of companies and institutions will close the conference discussions.

▼ Accompanying exhibition

at which the present companies will present their products and services on exhibition stands and information posters.

▼ ITS Café

offering to the partners of the conference and sponsors a pleasant and undisturbed environment for individual meetings with business partners.

▼ Garden Party

is an informal social meeting of conference participants, connected with a concert and a banquet.

▼ Special edition of the magazine TECHNOLOGIES & PROSPERITY

released in September 2008 on the occasion of the international conference ITS Bratislava '08 and will be meant predominantly for the Slovak professional public.

▼ Sponsoring

of selected parts of the programme is another possibility of how the industry representatives can make themselves visible at the conference.

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PRICES AND SCOPE OF SERVICES FOR PARTNERS OF CONFERENCE ITS BRATISLAVA '08
www.itsbratislava.sk

Service provided / type of partnership	General partner	Main partner	Partner	Exhibitor
Listing in conference programme	▼	▼	▼	▼
Logo at www.itsbratislava.sk	▼	▼	▼	▼
Logo in lecture hall	▼	▼	▼	
Company professional lecture	▼	▼	▼	
Lecture in Conference Papers	▼	▼	▼	
Distribution of company materials at registration	▼	▼	▼	
Exhibition area	▼	▼		▼
Information poster	▼	▼	▼	▼
Table reservation in ITS Café	▼	▼		
Open account in ITS Café	▼	▼		
20% registration fee discount for sponsor's customers	▼	▼	▼	▼
Free admission for lecturers	▼	▼	▼	
Free tickets, attendance of exhibition area	2	2		2
Additional free tickets	10	5	3	2
Advertising text v T&P, 1 printed page	▼	▼		
Advertisement A4 on the cover page of the T&P special ed.	▼			
T&P Personality column coverage	▼			
ITS Garden party sponsorship	▼			
Guarantee of exclusivity	▼			
Partnership fee (VAT 19% excluded)	700 000	230 000	130 000	60 000

PRICES AND SCOPE OF SERVICES FOR SPONSORS OF CONFERENCE ITS BRATISLAVA '08

Scope of services / sponsorship type	Coffee break	Lunch	Garden Party
Quotation in the conference programme	▼	▼	▼
Logo in the point of sponsorship realization	▼	▼	▼
20% admission fee discount for customers		▼	▼
Free tickets	2	4	10
Distribution of materials at registration	▼	▼	▼
Sponsorship fee (VAT 19% excluded)	20 000	40 000	150 000

PRICES OF ADVERTISING IN TECHNOLOGIES & PROSPERITY SPECIAL EDITION FOCUSED ON INTELLIGENT TRANSPORT SYSTEMS

Advertising	Particulars	Free tickets	Price (SKK excl. VAT)
Advertising T&P inside, 1/3	Coloured advertisement, 1/3 page, inside the magazine	1	30 000
Advertising T&P inside, 1/2	Coloured advertisement, 1/2 page, inside the magazine	1	38 000
PR text, T&P	PR text of the customer, 1 printed page (4 500 + 4 500 characters), inside the magazine, the price is incl. DTP	2	60 000
Advertising T&P inside, 1/1	Coloured whole-page advertisement, inside the magazine	2	50 000
Advertising T&P cover page, 1/1	Coloured whole-page advertisement, on the cover page of the magazine	3	80 000