



# INTERTRAFFIC

AWARD 2023 | LATIN AMERICA

## 14 - 16 November 2023

### Intertraffic events - delivering insights and solutions

Our Intertraffic brand is renowned to provide business and knowledge for the infrastructure, traffic management, smart mobility, safety and parking sectors. Our global exhibitions deliver insights and solutions for today's and tomorrow's mobility challenges. Since 1972 we stage international B2B2G events in Amsterdam, Mexico and China, connecting traffic technology experts from over 145 countries.

### Intertraffic Mexico – dedicated to the Latin American Market

Do you want to rise or emphasize your profile in Latin America? With more than 2,500 professional trade visitors, Intertraffic Mexico is a dedicated marketing platform to present your latest projects, solutions or products. You will sign contracts, find new supply channels and elevate the status of your organisation, at Intertraffic Mexico. With a show attendance covering the entire Latam region, we will help you break into new markets.

### Intertraffic Award Latin America 2023 - recognizing thinkers and creators

Winning an award is a great way to elevate the status of your organisation. With our Intertraffic Award we will reward and highlight best practices in the traffic technology and mobility industry in Latin America. We will give recognition to organisations that actively contribute in tackling today's and tomorrow's mobility challenges and drive the traffic industry forward.

### You are invited to participate!

Are you a thinker or creator breaking new ground in the traffic and mobility industry? We warmly invite you to enter the Intertraffic Award Latin America 2023. Participation is open to companies and organisations that fall into one or more of the following profiles:

- Academies
- Governments
- Private sector
- Concessionaires
- Intertraffic exhibitors

### This year the Intertraffic Award Latin America 2023 shall be granted to the following categories:

- Projects that benefit mobility
- Services, solutions or products that contribute to mobility
- Special recognition to a Startup / Independent researchers in the Projects category
- Special recognition to a Startup / Independent Researchers in the Services, Solutions and / or Products category

### The immediate benefits of entering and being selected will be

#### ELEVATE YOUR STATUS

Raised credibility, increased visibility

#### EDUCATE AND ATTRACT

New customers and new employees are drawn to your organisation

#### INCREASE CUSTOMER LOYALTY

Recognition encourages customer loyalty and drives sales

#### EXCITE AND MOTIVATE

Build motivation within your team, celebrate your success

### IMPORTANT DATES AND DEADLINES

First day for entries: May 19<sup>th</sup>, 2023  
 Final day for entries: September 29<sup>th</sup>, 2023

Organized by:



[www.intertraffic.com](http://www.intertraffic.com)

Contact us: **Rosario Ruiz**  
 rosario.ruiz@tarsus.mx  
 T. + (52) 55.1087.1650 Ext 1111

**Alejandra Barrientos**  
 alejandra.barrientos@tarsus.mx  
 T. + (52) 55.1087.1650 Ext 1142

NOMINEES  
WINNER

Presence on the Intertraffic website	●	●
Promotional logo for your own PR	●	●
Intertraffic Award social media campaign	●	●
Press announcement nominees	●	●
Display in 'Intertraffic Awards Latin America 2023 section at show	●	●
In the spotlights at the Award Ceremony	●	●
Press announcement winner		●
Social media interview		●
Interview for Intertraffic E-newsletter		●

### The Award entry

To be considered, your participation must meet the following criteria:

PROJECT  
PRODUCT / SERVICE

Be related to at least one of Intertraffic's five segments: Infrastructure - Traffic Management - Parking - Mobility - Road safety	●	●
Belong to Latin America	●	●
Have a sustainable and innovative character	●	●
The proposal must not be more than two years old in Latin America (2021-2022) and must be already tested/in operation	●	●
Mention initial investment and maintenance cost	●	●
Mention the contribution/benefit to society	●	●
Send a YouTube link with a presentation no longer than 3 minutes explaining the proposal (Description of the innovation/technology, operation, location - if any -, challenges, benefits)	●	●
Mention whether the proposal received support from any public or private institution	●	●
Mention whether it is patented or in the process of being registered		●

### How to submit your entry

We will accept entries from **May 19<sup>th</sup> to September 29<sup>th</sup>, 2023**. You can fill out the online entry form on the next link: <https://acob.guru/e42/createlogin.asp?cid=463&lang=EN>

### Announcement of the winner at the opening ceremony

The **Intertraffic Award Latin America 2023** ceremony will take place at the official opening ceremony, **Tuesday, November 14<sup>th</sup>, 2023, at Centro Citibanamex.**

### Expert Jury Panel

A jury of experts from leading companies, associations and institutions will carefully evaluate all entries and select three nominees for the **Intertraffic Award Latin America 2023**.

### Who's in the Jury Panel

1. National Alliance for Road Safety (ANASEVI)
2. Mobility and Transportation Mexican Association - AMTM
3. College of Civil Engineers of Mexico
4. Efficient Use of Energy - CONUEE
5. Mexican Institute of Transportation – IMT
6. Mario Molina Center
7. P & R Consultants
8. National Autonomous University of Mexico - UNAM
9. Transportation & Development Policy - ITDP

### Confidential treatment of your entry

All submissions are treated confidentially. Each member of the Jury Panel signed a non-disclosure agreement ahead of the judging process and the content of your entry will remain sealed from the public with the exception of the maximum 300 word synopsis. The synopsis is the only material that will be used for publicity. Submitted entries will not be discussed outside of the Jury Panel.