

BUS₂BUS

Trade Show and Congress



**REGISTER
EARLY
AND SAVE!**

NEXT STOP: FUTURE

13 – 15 APRIL 2021

BERLIN EXHIBITION GROUNDS

EXHIBITOR INVITATION

bus2bus.berlin





BUS2BUS 2021

FOCUS ON THE FUTURE

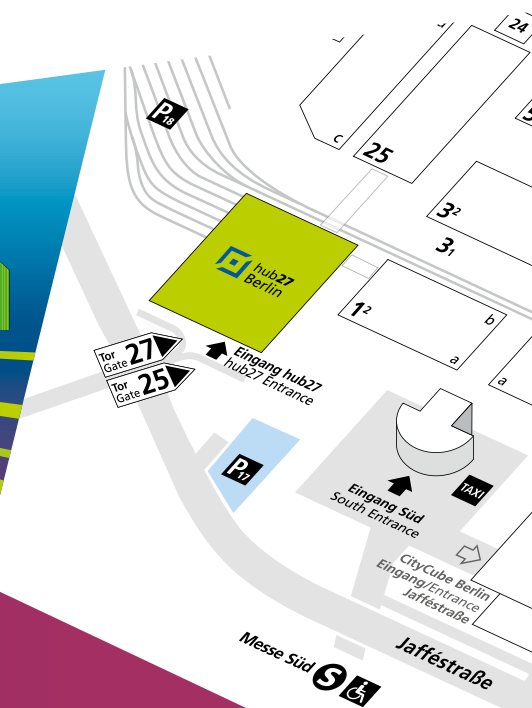
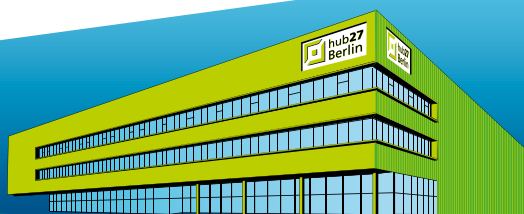
The bus plays a key role when it comes to sustainable mobility in urban areas. Flexibility, capacity and digital concepts make this one of the most attractive modes of transport. **From April 13th – 15th 2021, BUS2BUS shines a “green light” on your business. hub27, the brand-new top location on the Berlin Exhibition Grounds, is the place to be!**

BUS2BUS is shifting into high gear

Germany's only Trade Show for the bus industry will be even more inspiring in 2021. All future issues relating to macro and micromobility will be addressed: from the increasing digitalization and interlinking of public transport, to completely new alternatives in long-distance travel. **The Future Forum and bdo Congress merge on a central stage** at the heart of the Trade Show. And the best thing of all is that **with just one ticket** you can access both the Trade Show and professional program!

hub27: Multi-purpose building with endless possibilities

15,000 square metres to showcase your highlights!
The brand-new, pillar-free hub27 building located directly adjacent to the S-Bahn train station “Messe Süd” has everything an event like BUS2BUS needs: state-of-the-art technology, adaptable space layout and a rooftop terrace.





TRADE SHOW

Trade Show Hall Outdoor Display
Startup Area Test drives
Industry update
Live experiences

BUS₂BUS

FUTURE FORUM & bdo CONGRESS

Everything on one central stage
Keynotes Panels Discussions
Top international speakers
Interactive programs
Pitches
All-in-one ticket

BUS2Specials

BUS2Explore BUS2Insights
BUS2Spotlights BUS2Connect
Future Night





GET ON BOARD NEW BUSINESS AWAITS YOU

Germany's only Trade Show for the bus industry

Where supply meets demand. BUS2BUS is a perfect opportunity for manufacturers, service providers and startups to **actively shape the future of the mobility industry**, build international partnerships – and generate successful business deals. Because anyone who is successful in the bus business will be at the BUS2BUS 2021 in Berlin. Showcase your innovations and latest products in front of an interested audience of experts. Whether you offer **buses, coaches, components, accessories, comfort & design products, infrastructure, fresh travel, or digital, maintenance and service solutions**: BUS2BUS is your market!

The **Startup Area** is where you will find new partners and innovative solutions from the digital world. Use the **Outdoor Display** for live presentations, demonstrations and test drives. The media presence and industry associations optimize the publicity impact. Take advantage of our all-inclusive stand packages and minimize your planning efforts. We would be happy to support you!

Future Forum and bdo Congress on one stage

The successful Future Forum and bdo Congress formats come together on one stage at the heart of the Trade Show. This is where industry leaders and visionaries **share important new ideas** on a single stage. Top international speakers from the worlds of business, politics, research and product development inspire audiences. **Future topics** will be discussed in interactive formats.

Meet your target audiences!

- Public transport
- Long-distance transport
- Mobility providers
- Tour operators
- Charter companies
- Service providers
- Fleet managers
- Policymakers
- Media



BUS2Specials GET CONNECTED

BUS2Spotlights: Free online tool

This **web presentation** adds more publicity impact for products and services being shown for the first time at BUS2BUS. BUS2Spotlights is often used by the media and serves as a handy planning tool for trade visitors. Show us your innovations!

BUS2Insights: Focus on your innovations

Make the Future Forum your stage! As an exhibitor, you can actively shape the Future Forum by presenting your innovations with your own **keynote!** This not only focuses maximum attention on your new developments, it is also productively spotlights future-oriented industry themes.

BUS2Explore: Contribute and get involved

This new format offers exhibitors a chance to actively contribute topics and present their own **workshops**. Promote your content. Get direct feedback from industry professionals and deepen your know-how in small working groups with maximum 20 participants.

Networking events combined with a whole of fun

As a professional networking platform, BUS2BUS 2021 offers a number of options for getting together with customers. **Future Night** takes place directly on the exhibition grounds and will once again be a popular meeting place for industry professionals. You can also look forward to the trendsetting **BUS2Connect** staged in a popular Berlin location along with an exciting bus tour on the way there.

Extra services make BUS2BUS even more appealing

Attractive **sponsorship packages** for comprehensive advertising at BUS2BUS 2021 boost your brand's impact on target audiences. Highly recommended **partner hotels** offer reduced rates in all price categories for exhibitors. And we will once again be offering the popular **ticket vouchers** for your customers.



BUS2BUS IS YOUR MOBILITY MARKET

REGISTER EARLY AND SAVE

An **all-inclusive stand package** makes participation at BUS2BUS 2021 extremely easy. The **stand design, electricity, furniture, carpet and lighting** are all **included in the price** and can be customized to meet your needs. Individual stand space is also available. All stands can be combined with vehicle display space. Register early and save!

	FIRST MOVER UNTIL 30 NOV. 2019	EARLY BIRD UNTIL 31 OCT. 2020	REGULAR AFTER 01 NOV. 2020
TRADE SHOW HALL			
Stand package* (12–29 m²)	400 €/m²	430 €/m²	450 €/m²
Stand package* (over 30 m²)	370 €/m²	410 €/m²	450 €/m²
Individual stand space** (over 20 m²)	240 €/m²	250 €/m²	280 €/m²
Vehicle display space***	115 €/m²	125 €/m²	135 €/m²
OUTDOOR DISPLAY			
Individual stand space** (over 20 m²)	240 €/m²	250 €/m²	280 €/m²
Vehicle display space***	115 €/m²	115 €/m²	115 €/m²

All prices excl. VAT, AUMA fee (€0.60 /m²) and Media Package (€595.00). The co-exhibitor fee is 395 € per co-exhibitor.

* Equipment varies depending on stand size
 ** Stand space only, all additional services must be booked separately
 *** Vehicle display space can only be booked in combination with a stand area

Berlin: A city with magnetic charm

Berlin is an ideal location for BUS2BUS. This is where politics and media are highly concentrated and connections to industry associations are close at hand. Once BUS2BUS concludes for the day the city comes alive with a diversity of cultural and culinary attractions that are unique to Germany. Get ready to discover Berlin and BUS2BUS!

REGISTER NOW:

www.bus2bus.berlin/en/Exhibitors/StandRegistration



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