

## Show Daily Advertising

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The Daily News, published by Route One Publishing Ltd., has returned as the official show daily newspaper for the 15th World Congress on ITS. You can greatly enhance the exposure of your products and services and increase your booth traffic by taking advantage of what the Daily News has to offer.

Published on-site, printed locally overnight, and distributed each day the exhibit hall is open, the Daily News will keep visitors, delegates and exhibitors fully informed on all aspects of the Annual Meeting and Exposition.

### Exhibitor Directory & Final Program

Route One Publishing Ltd. is also the official publisher of the Congress's Exhibitor Directory & Final Program. This is a "must have" publication providing delegates with information on sessions, networking events, technical tours, speakers and more. It is guaranteed to receive exceptional levels of readership throughout the event. This presents exhibitors with a highly attractive advertising environment which can be used to entice potential buyers to their booths.

To discuss advertising opportunities in the Daily News and Exhibitor Directory & Final Program, please contact Andrew Barriball, Publisher of ITS International, at +44 1322 612057 or [abarriball@ropl.com](mailto:abarriball@ropl.com).