



# THE ISSUE

Traffic Health Environment

Intelligent Solutions for Sustaining Urban Economies

## The ISSUE Conference 2014: Sustainable Transport Technologies- Collaboration for Innovation

Holywell Park Conference Centre  
11<sup>th</sup> and 12<sup>th</sup> February 2014



## Exhibitors Information Guide



University of  
Leicester



The University of  
Nottingham



## Why Exhibit?

- Raise your organisation's profile within the transport industry
- Building partnerships with exhibitors, policy makers and researchers
- A perfect opportunity to launch a new product directly to industry
- Gain immediate industry feedback and market research
- Increase sales through exposure to 250 industry professionals
- Make an active contribution to improving the future of the transport industry
- Build trust and confidence in your organisation

## Event Programme

### Exhibition Set Up:

Monday 10 <sup>th</sup> February	From 13.00 onwards
Tuesday 11 <sup>th</sup> February	08.00 - 09.00
Wednesday 12 <sup>th</sup> February	08.00 - 09.00

### Exhibition Breakdown:

Tuesday 11 <sup>th</sup> February	17.00 - 18.00
Wednesday 12 <sup>th</sup> February	17.00 - 18.00

### The ISSUE Conference Gala Dinner:

Tuesday 11 <sup>th</sup> February	19.30 - 23.00
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Featuring Tony Hawks as the After Dinner Speaker

Please see below for a more detailed programme of the two day ISSUE Conference 2014.

## Conference Programme\* 11<sup>th</sup> February

- 09:30-10:00 **Registration and Exhibition Open**
- 10:00-10:20 **Welcome and Conference Open**  
Sir Peter Soulsby, City Mayor Leicester  
Dr Warren Manning, Head of Engineering & Sustainable Development, Faculty of Technology, De Montfort University  
Steve Dibnah, Director of Sustainable Economic Growth/Project Coordinator for THE ISSUE Project, Leicester City Council
- 10:20 – 11:00 **Plenary Session 1: *Defining the problems in transport and mobility***  
***The Local Authority View: challenges facing transport planners***  
Ian Drummond, Leicestershire County Council  
***The Clapham Omnibus is Full: challenges facing transport***  
Neil Ridley, Director of Business Development, Transport Systems Catapult  
***The University View: Research Delivering Solutions***  
Professor Alan Wells, Emeritus Professor, University of Leicester
- 11:00 – 11:45 **Breakout Session 1: *Identification of possible solutions***  
Workshop on developing innovative solutions to resolve transport challenges. Key themes include:
1. Smart transport
  2. Safety
  3. Air quality
  4. Urban mobility
  5. Greener transport
- 11:50 – 12:20 **Plenary Session 2: *Case Studies for solving transport challenges***  
Case Studies for solving transport challenges  
***Applying Computational Intelligence to optimise the use of the transport network, and improving air quality***  
iTRAQ – Dr Ben Passow, Research Fellow, De Montfort University  
Dr Roland Leigh, Research Fellow, University of Leicester  
***An SME Perspective on Collaborative Innovation: DIFCAM***  
Stirling A Kimkeran, Chief Executive Officer, Omnicom Engineering Ltd  
***GNSS, Satellite Navigation shows the way***  
Mark Dumville, General Manager, Nottingham Scientific Limited
- 12:20 – 13:00 **Lunch, networking and exhibition**
- 13:00 – 13:45 **Breakout Session 2: *Barriers and next steps***  
Identifying the barriers and possible mechanisms for implementation of solutions identified in Breakout Session 1.
- 13:50 – 14:05 **THE ISSUE Intelligent Transport Systems European Special Interest Group Launch**  
Professor Eric Goodyer, Scientific Advisor for THE ISSUE Project  
De Montfort University
- 14:05 – 14:25 **Government Support for Innovation in Transport**  
Amanda Brooks, Director Innovation, Department for Business, Innovation and Skills (BIS)  
***A message of support from Robert Goodwill, Parliamentary Under Secretary of State for Transport will be shown.***

14.25 – 15.10 **Plenary Session 3: UK & EU Funding**

**Horizon 2020 European Transport Funding**

Cliff Funnell, UK Horizon 2020 Transport National Contact Point,  
Technology Strategy Board

**UK and Regional Transport Funding**

Stephen Hart, Innovation Platform Leader, Intelligent Transport Systems and Services  
(ITSS), Technology Strategy Board

**European Space Agency, Integrated Applications Programme funding for Space  
Applications in Transport**

Ian Downey, IAP UK Ambassador, European Space Agency

**Knowledge Transfer Partnerships**

Joanna Bailey, Head of Enterprise and Innovation Knowledge, De Montfort University

15:10 – 15:30 **Coffee break**

15:30 – 16:00 **Elevator pitches**

Rob Furlong, Development Manager, Transport Knowledge Transfer Network

16:00 – 17:00 **Networking Sessions**

Based on specific themes, this session aims to provide the opportunity to find partners  
to work with on funding proposals or collaborative work.

\*Programme is subject to change

## Gala Dinner

To celebrate this prestigious event, we will be hosting a Gala Dinner. Tickets for the Gala are priced at £50, this includes a three course meal and reception drinks. This is the perfect opportunity for you to meet key people and network.

19.00	Arrival and Welcome drinks
19.45	Welcome and overview of the event
20.15	Dinner
22.00	Tony Hawks, After Dinner Speech
23.00	Close

## Conference Programme\* 12<sup>th</sup> February

Day two offers delegates the opportunity to attend two different events,

### Clean Vehicles & Modal Change for Clean Cities

Pre-booked B2B meetings to take place between 13:30-14:15

**08.00 - 09.00**      **Exhibition Set Up**

**08.00 - 09.30**      **A Business Briefing and Breakfast for East Midlands Businesses**

*To take place: Murdoch & Brunel rooms (first floor)*

Traffic Congestion and your business

What is being done to improve the traffic situation in the East Midlands and other European regions and look at what individual businesses can do to improve their own travel and transport problems.

**09.00 – 09.45**      **Registration and Exhibition Open**

*Delegates to make their way to The Turing room*

**09.45 - 10.00**      **Opening remarks**

Professor Eric Goodyer, Scientific Advisor for THE ISSUE Project,  
De Montfort University

Nicky Morgan, Member of Parliament for Loughborough

**10.00 - 10.05**      **Unlocking Innovation in Rail**

Jim Lupton, Deputy Technical Director, Railway Industry Association

**10.05 - 10.40**      **Integrating Creativity, Innovation, Project Management & Leadership for High Performance & Sustainable New Ways of Working**

Jonne Ceserani, Managing Director, Power and Grace

**10.40 – 11.00**      **Networking, Coffee and Refreshments**

### THE ISSUE Programme: Clean Vehicles & Modal Change for Clean Cities

**11.00 - 12.30**      **THE ISSUE Workshop on Air Quality in Cities**

**1. The problem of air quality in cities**

Professor Paul Monks, University of Leicester

**2. The Evaluation of Road Traffic Emissions**

Dr Marco Petrelli, Roma Tre University, Italy

**3. Questions & Answers**

**4. Breakout session:** Exploring the different transport challenges that cause problems with air quality and carbon emissions in cities:

- Optimal use of road, traffic and travel data (including air quality information)
- Promotion of multimodal journeys to influence transport flows
- Uptake of public transport and awareness about air quality and carbon emissions
- Improving emissions using alternative fuels
- Local government policy

**5. Feedback from breakout sessions**

**6. Conclusions**

- 12.30 - 12.45 Elevator Pitches (1)**  
Rob Furlong, Development Manager, Transport Knowledge Transfer Network
- 12.45 – 13.45 Lunch, networking, Horizon 2020 Consortia Building and Exhibition**
- 13.45 - 13.45 Clean Transport Technologies**  
An expert panel discussion on recent developments in low emissions road & rail vehicles, vessels and aircraft.  
Adrian Vinsome, Director, Transport Knowledge Transport Network
- 14.40 - 14.55 Elevator Pitches (2)**
- 14:55 - 15:55 Modal Shift**  
Robin Pointon, Managing Director, Go Travel Solutions
- 1. *The challenge of encouraging modal shift***
  - 2. *Methods of encouraging use of alternative modes including case studies/examples***
  - 3. *Case Study of modal shift***
  - 4. *Questions and Answers***
- 16:10 - 16:30 Final plenary and Conference Close**

**\*Programme is subject to change**

## RIA's Unlocking Innovation in Rail Scheme Workshop

**09:00 - 09:45 Registration and exhibition**

**09:45 – 09:50 Opening remarks**  
Eric Goodyer, De Montfort University

**09:50 – 10:00 Opening remarks**  
Nicky Morgan, Member of Parliament for Loughborough

**10:00 – 10:05 Unlocking Innovation in the Rail Sector**  
Jim Lupton, Deputy Technical Director, Railway Industry Association

**10:05 – 10:40 Integrating Creativity, Innovation, Project Management & Leadership for high performance & sustainable new ways of working**  
Jonne Ceserani, Managing Director, Power and Grace

**10:40 – 11:00 Networking, Coffee and Refreshments**

### Unlocking Innovation in Rail Workshop

**11:00 – 11:10 Setting the Scene**  
Jim Lupton, Deputy Technical Director, Railway Industry Association

**11:10 – 11:35 Client Challenges for Suppliers in Rail Infrastructure Delivery**  
Andrew Ellwood, Innovation and Continuous Improvement Manager, Staffordshire Alliance (Liang O'Rourke)

**11:35 – 11:55 Elevator Pitches (1)**  
Rob Furlong, Development Manager, Transport Knowledge Transfer Network

**11:55 – 12:50 Breakout Sessions**

**12:50 – 13:50 Lunch**

**13:50 – 14:10 Case Study- Starting Out in Innovation**  
Ross Kemp, Asap Water Crafts (As seen on BBC3 TV Show 'Be Your Own Boss')

**14:10 – 14:25 An Update on the Work and Funding Available from the Rail Sector's Enabling Innovation Team (EIT)**  
David Clarke, Director, Enabling Innovation Team

**14:25 – 14:45 Elevator Pitches (2)**  
Rob Furlong, Development Manager, Transport Knowledge Transfer Network

**14:45 – 15:15 Networking, Coffee and Refreshments**

**15:15 – 15:40 The Three Wise Men of Innovation**  
David Hartland, Engineering Director, Brecknell Willis

**15:40 – 16:35 Breakout Sessions**

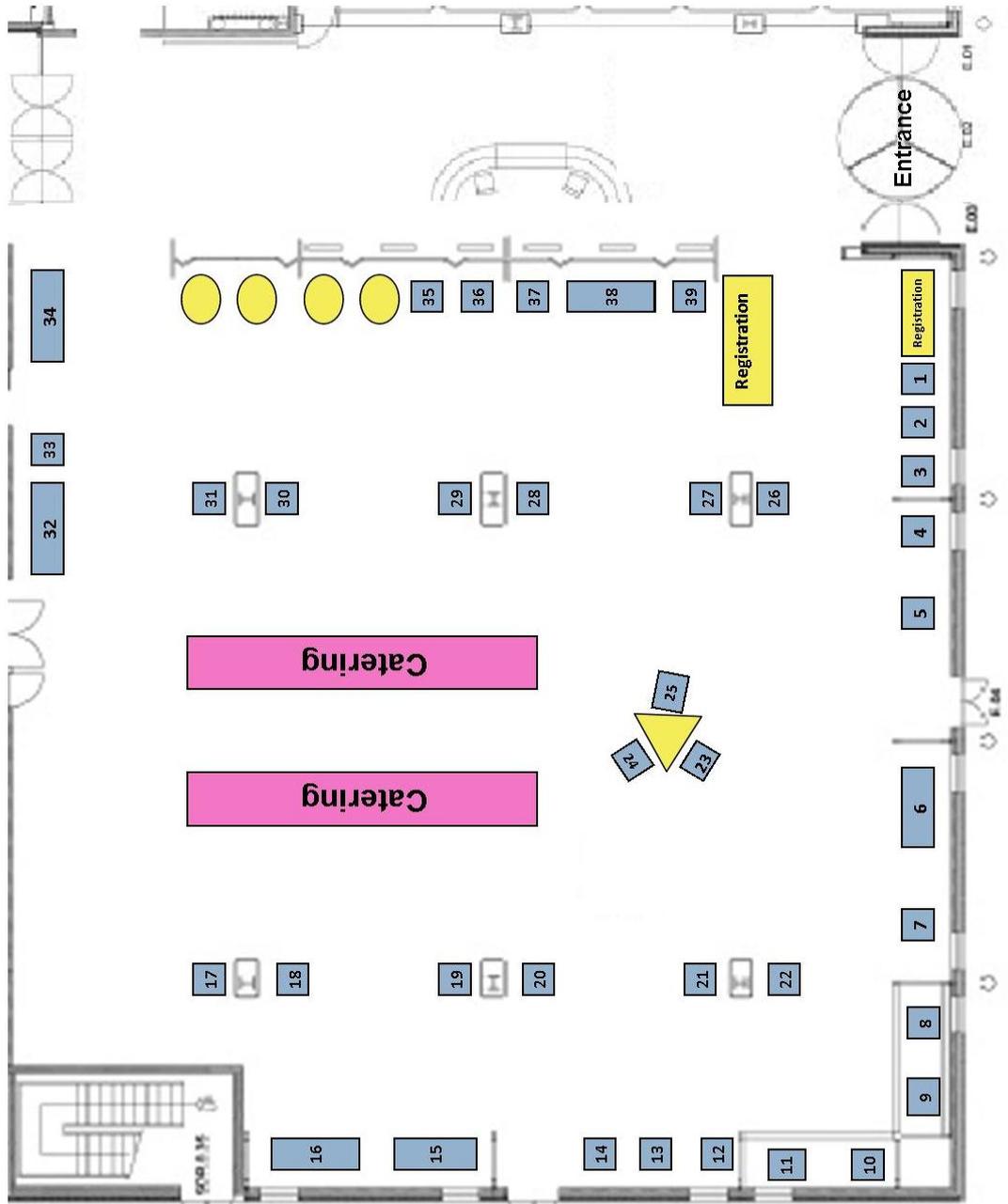
**16:35 – 16:40 Feedback**  
Jonne Ceserani, Managing Director, Power and Grace

**16:40 – 16:45 Closing Remarks and Competition Award**  
Jim Lupton, Deputy Technical Director, Railway Industry Association

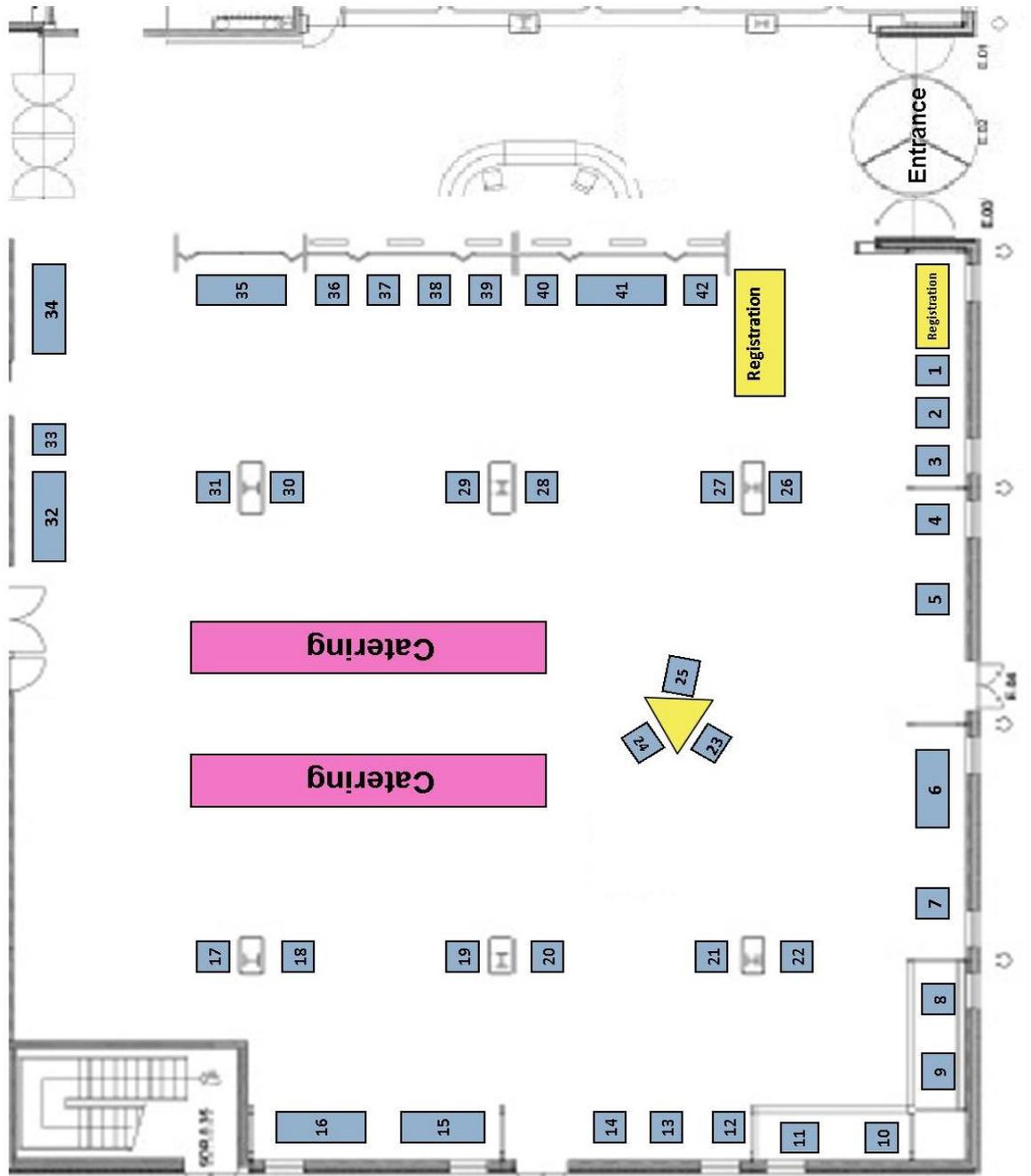
# Venue Floor Plan



# Exhibitor Floor Plan - Day 1



# Exhibitor Floor Plan – Day 2



## Exhibition Options

	Option 1	Option 2	Option 3
<b>Table Size</b>	3' by 2' Table	6' by 2' Table	Larger than 6' by 2'
<b>Stand Space</b>	Pop-up	Pop-up or Nomadic	Pop-up or Nomadic
<b>Cost</b>	Free	£250	See below

If you would like to exhibit using option three, please contact us to discuss your requirements and the relevant pricing structures.

## Exhibitor Promotion

- Online Exhibitor Floor Plan featuring all exhibitor names available to delegates
- Exhibitors List published on the conference website
- Company listing within the Delegate Pack
- Exposure to over 250 key professionals and 30 industry exhibitors

## Other Marketing and Promotional Opportunities

There is also the opportunity to have a 30 second promotional PowerPoint slide on loop throughout the conference. With 4 TV screens in the main walk way of the venue, your slide will be shown over 90 times throughout the duration of the two days. The cost of this is £100 per slide, for further information please contact Gurminder - see below for details.

## Contact Details

If you are interested in exhibiting at The ISSUE Conference 2014 then please complete the [form](#) or for more information please contact:

### Gurminder Badan

Sales and Marketing Co-ordinator  
Faculty of Technology  
De Montfort University

T: 0116 250 6513

E: [tech-development@dmu.ac.uk](mailto:tech-development@dmu.ac.uk)

We look forward to hearing from you and welcoming you to exhibit at The ISSUE Conference 2014.