



CHARLOTTE, NORTH CAROLINA

SPONSOR PROSPECTUS

AND RATE CARD

ITS AMERICA 2021

December 7 – 10, 2021

Education: December 7 – 10 | Exhibit Hall: December 8 – 10

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ITS  AMERICA

 Reed Exhibitions®

ITS AMERICA 2021

CONNECT YOUR BRAND

Put your company in the driver's seat:

- Identify and connect with key stakeholders on the state, federal and municipal level
- Increase your market share and reach new, relevant customers
- Grab attention in innovative ways via creative, targeted sponsorship opportunities
- Promote your brand and cutting-edge technology solutions
- Activate a product launch, customer success story or investment announcement.

Plan your route:

Partner with ITS America Events to map a customized sponsorship experience to connect your company with the right buyers, maximizing your investment on the road to earning customers for life.

Prepare for your trip:

Utilize pre-event promotion, onsite experiences and post event follow up to reach thousands of professionals in attendance and virtually.

SPONSORSHIP LEVELS:

GOLD
SILVER
BRONZE

Experience

Opportunities that create a dynamic environment to network, and to share concepts and technologies with targeted audiences

Education

Bringing together professionals to inform and share tools, technologies and future solutions

Impression

Impression sponsorships build excitement and create awareness through creative image placement and promotion

SPONSORSHIP OPPORTUNITIES

Options from Silver

Experience:

- Social Media Lounge - Exclusive
- Welcome Reception on Exhibit Floor

Education:

- Pathways to Innovation Stage - Driving Partner Level
- State DOT Roundtable - Premier Level
- Start-Up Zone Sponsor - Exclusive

Impression:

- Gold Level Branding Package
- Opening Keynote Attendee Gift - Exclusive
- Silver Level Branding Package

Options Prior to Bronze

Experience:

- Press Room Supporting Sponsor
- Social Media Virtual Lounge Supporter
- Transportation Tech Lounge Lunch Sponsor - **NEW**
- Transportation Tech Coffee Break Sponsor - **NEW**
- Women in ITS Breakfast - Supporter Level

Education:

- Individual Session Sponsorships
- Meeting Rooms

Impression:

- Banners & Signage (based on size/location)
- Countdown to Show Email - **NEW**
- Individual Charging Stations
- Mobile App Advertising and Enhanced Exhibitor Listings
- Passport Program - **NEW**
- Public Sector Supporter Package
- Sponsor Bulletin - Post-Show - **NEW**
- Transportation Tech Lounge Gift - **NEW**
- Transportation Tech Countdown to Show Email Exhibitor Spotlight - **NEW**
- Website Banner Ad - **NEW**

Options from Bronze

Experience:

- Emergency Responder Day - Premier Level
- Emergency Responder Day - Supporter Level
- Exhibit Hall Lunches
- Headshot Bar Sponsor - **NEW**
- Press Room Sponsor - Exclusive
- Show Floor Snack Bar Sponsor - Exclusive - **NEW**
- State DOT/Best of ITS Awards Reception - Premier Level
- State DOT/Best of ITS Awards Reception - Supporter Level
- State DOT Roundtable - Supporting Level
- Tech Tour Shuttle Sponsor - Exclusive
- Tech Bar Sponsor - **NEW**
- Transportation Tech Lounge Sponsor - Exclusive - **NEW**
- Women in ITS Breakfast - Premier Level

Education:

- Info Sessions
- Mobility on Demand (MoDA) Conference Sponsorships - Premier Level - **NEW**
- Pathways to Innovation Stage - Navigator Level
- Post-Show Conference Sponsor
- Student Essay Contest

Impression:

- Badge Holder - Exclusive
- Badge Stock Sponsor - Exclusive
- Banners & Signage (based on size/location)
- Bronze Level Branding Package
- All Charging Stations - Exclusive
- eRegistration Sponsorship - **NEW**
- Hotel Room Keys - Exclusive
- Lanyards - Exclusive
- Mobile App Title Sponsorship - Exclusive
- Sponsor Bulletin - Pre-Show - **NEW**

PATHWAYS TO INNOVATION STAGE

Driving Partner Level

Education Highlights:

- Two (2) speaking presentation opportunities within the Pathways to Innovation Education Stage – 1 hour each (content/panel produced by sponsoring company, recommended presentation of 30-45 minutes to allow for set up)
- Featured as Driving Partner Level Pathways to Innovation Education Stage Sponsor on promotional emails to registrants and ITS America members
- Stage Schedule promoted as part of overall ITSA Annual Meeting Conference Schedule
- Social Media highlights on the ITS America Annual Meeting website
- Copy of Delegate List

Experience Highlights:

- Two (2) Full Conference Registrations
- Four (4) Exhibit Hall Passes

Impression Highlights:

- Sponsor Logo prominently displayed as Driving Partner “Pathways to Innovation Education Stage” on event signage throughout the Pathways to Innovation Education Stage and where Pathways to Innovation Education Stage is featured throughout the ITS America Annual Meeting, including: sponsor recognition on promotions pre-event, onsite and post-event as applicable.
- \$5,000 credit to spend on ITSA Impression banners and signage. Location TBD (artwork produced by sponsor - signage produced by ITS America)
- Featured as Silver Level overall at ITS America Annual Meeting & Expo event sponsor on website, program and on-site signage as available
- Access to pre-registered media list and complimentary press kit distribution
- Sponsor recognition around Pathways to Innovation area with quote from Sponsor representative
- Opportunity to provide collateral to Pathways to Innovation conference attendees

Navigator Level

Education Highlights:

- One (1) speaking presentation opportunity within the Pathways to Innovation Education Stage – 1 hour total (content/panel produced by sponsoring company, recommended presentation of 30-45 minutes to allow for set up)
- Featured as Navigator Level Pathways to Innovation Education Stage Sponsor on promotional emails to registrants and ITS America members
- Stage Schedule promoted as part of overall ITSA Annual Meeting Conference Schedule
- Social Media highlights on the ITS America Annual Meeting website
- Copy of Delegate List

Experience Highlights:

- One Full Conference Registration
- Two (2) Exhibit Hall Passes

Impression Highlights:

- Sponsor Logo included as Navigator “Pathways to Innovation Education Stage” on event signage throughout the Pathways to Innovation Education Stage and where Pathways to Innovation Education Stage is featured throughout the ITS America Annual Meeting, including: sponsor recognition on promotions pre-event, onsite and post-event as applicable.
- \$2,500 credit to spend on ITSA Impression banners and signage. Location TBD (artwork produced by sponsor - signage produced by ITS America)
- Featured as Bronze Level overall at ITS America Annual Meeting & Expo event sponsor on website, program and on-site signage as available
- Access to pre-registered media list and complimentary press kit distribution
- Sponsor recognition around Pathways to Innovation area with quote from Sponsor representative
- Opportunity to provide collateral to Pathways to Innovation conference attendees

YOUR SPONSORSHIP BENEFITS

As a Sponsor, certain levels of investment will offer your company additional benefits which may include event signage with your logo, speaking opportunities and more. These benefits provide additional marketing exposure from pre-show to post-show.

	Gold	Silver	Bronze
Logo on all ITS America Annual Meeting Sponsor Signage and Conference Signage (as appropriate)	X	X	X
Logo on Keynote screens (as appropriate)	X	X	
Full Conference Badges	5	3	1
Exhibit Hall Only Badges	10	7	3
Access to Delegate List	X	X	X
Access to Media List (as available)	X	X	X
Enhanced Listing in Mobile App	X	X	X
One (1) Mobile App Push Notification	X	X	
Sponsorship of session(s)	One session track	One session	
CEO Interview	X		
One (1) Meter Board Sign	X	X	
Banner(s)	2 - up to \$15,000 in value	2 - up to \$10,000 in value	1 - up to \$5,000 in value

If you have any questions or would like to learn more about available sponsorship opportunities, please contact any member of the ITSA Sales Team:



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