



ITS WORLD CONGRESS *ALL-ACCESS*

VIRTUAL EDUCATION EVENT PROGRAM 2020 SPONSORSHIP OPPORTUNITIES

“ITS World Congress ALL-ACCESS,” is an immersive on-demand digital education event series delivering interactive education sessions, discussion groups, live Q&As, recommended content, and vendor solution presentations in the form of case-studies, keynotes and expert panels. Live sessions are free to attend and premium pass holders have access to an on-demand library of all past content as well as the networking opportunities. Education program topics and sessions reflect priority and relevant topics in the industry, including new themes that have emerged during this COVID-19 timeframe. ITSA and the ITS America Events team are committed to ensuring that our global community of intelligent transportation leaders are able to convene virtually to connect, discuss the latest trends in the industry and be at the forefront of recovery and innovation as we all prepare for 2021.

EVENT SUMMARY OVERVIEW

- Four weeks of curated content and sessions, with two full days of concentrated education on October 7th and October 8th
- Three high-profile Keynote Speakers
- Networking Events, Discussion Group Opportunities & Roundtables
- Dedicated & Customizable Sponsor Showcase Pages to promote products & Technology & Solutions, and to enable sponsor-attendee connections
- MOD/MaaS Workshops, City DOT discussion on equity and safety, fireside chats and more!
- FREE to attend sessions when streamed live / \$95 to access content on demand & attend networking
- Site/Sessions will remain up for archived on-demand viewing up to 10 months

TOP AREAS OF INTEREST

- 1 Connected & Autonomous Vehicles
- 2 Traffic Management
- 3 Smart Infrastructure
- 4 Big Data/Data Management
- 5 Information & Communications Technologies
- 6 Smart Communities
- 7 Pandemic Impact on Transportation
- 8 Cybersecurity
- 9 Intermodal/Mobility on Demand
- 10 Urban Planning

SPONSORSHIP OPPORTUNITIES

- **Premier Sponsor:** Exclusive opportunity, highest level sponsorship, with full branding across the entire virtual platform including: high level promotion, speaking and advertising
- **Supporting Sponsor:** Opportunity to have targeted branding positioned throughout the ITS *ALL-ACCESS* virtual portal including panel speaking opportunity
- **Infosession:** Opportunity to present your company's own content and provide attendees with in-depth case studies, educational demo, or topic of your choice
- **Sponsor Showcase Page:** Personalized, engaging, and dedicated content portal for companies to showcase their solutions and connect with attendees (accessible through the Knowledge Center)
- **Sponsor Listing:** A directory of all sponsors that will include: logo, description and URL
- **Featured Advertising:** Run a corporate ad between session breaks
- **Networking Sponsorships** – Opportunity to sponsor one of the virtual networking breaks or Happy Hour

SCHEDULE

Week 1: Automated Vehicles

TIME	9/16/2020	9/17/2020
10:00am - 11:00am	Session 1	
11:00am - 11:15am	Sponsor Break	
11:15am - 12:00pm	Infosession	
6:00pm-7:00pm		Session 2

Week 2: Mobility on Demand

TIME	9/23/2020	9/24/2020
10:00am - 11:00am	Session 1	
11:00am - 11:15am	Sponsor Break	
11:15am - 12:00pm	Infosession	
6:00pm-7:00pm		Session 2

*The following schedule is subject to change

SCHEDULE

Week 3: Vehicle to Everything (V2X)

TIME	9/30/2020	10/1/2020
10:00am - 11:00am	Session 1	
11:00am - 11:15am	Sponsor Break	
11:15am - 12:00pm	Infosession	
6:00pm-7:00pm		Session 2

Week 4: Key Focused Topics: CAV, Data, Equity, Sustainability, Mobility on Demand, V2X, Workforce, and COVID-19 Impacts

TIME	10/7/2020
9:00am - 10:00am	MOD/MaaS Workshop
10:00am - 10:30am	Keynote 1
10:30am - 11:15am	Infosession
11:15am - 12:15pm	Session Block 1 (3) Concurrent Sessions
12:15pm - 1:15pm	Session Block 2 (3) Concurrent Sessions
1:15pm - 1:45pm	(2) Networking Chat Rooms
1:45pm - 2:15pm	(2) Networking Chat Rooms
2:15pm - 2:45pm	Fireside Chat
2:45pm - 3:00pm	Sponsor Break
3:00pm - 4:00pm	Session Block 3 (3) Concurrent Sessions
4:00pm - 5:00pm	Session Block 4 (3) Concurrent Sessions
5:00pm - 6:00pm	City DOT discussion on equity
6:00pm - 7:00pm	Session Block 5 (3) Concurrent Sessions

*The following schedule is subject to change

SCHEDULE

Week 4: Key Focused Topics: CAV, Data, Equity, Sustainability, Mobility on Demand, V2X, Workforce, and COVID-19 Impacts

TIME	10/8/2020
9:00am - 10:00am	MOD/MaaS Workshop
10:00am - 10:30am	Keynote 2
10:30am - 11:15am	Infosession
11:15am - 12:15pm	Session Block 1 (3) Concurrent Sessions
12:15pm - 1:15pm	Session Block 2 (3) Concurrent Sessions
1:15pm - 1:45pm	(3) Networking Chat Rooms
1:45pm - 2:15pm	Fireside Chat
2:15pm - 2:30pm	Sponsor Break
2:30pm - 3:30pm	Session Block 3 (3) Concurrent Sessions
3:00pm - 4:30pm	Session Block 4 (3) Concurrent Sessions
4:30pm - 5:30pm	State DOT Roundtable on Safety
5:30pm - 6:00pm	Closing Keynote

*The following schedule is subject to change

PREMIER SPONSOR

Be the official Premier Sponsor for ITS World Congress *ALL-ACCESS*. Provides high-level visibility and engagement opportunities within the event platform and promotional outreach to the ITS industry. Co-Brand your company with ITS as “ITS World Congress *ALL-ACCESS* brought to you by *Sponsoring Company*”

EXCLUSIVE to one company - Price: \$25,000

Sponsorship Includes:

- Co-branding recognition with logo placement on ITS World Congress *ALL-ACCESS* portal homepage as Premier Sponsor
- Co-branding in all marketing of ITS World Congress *ALL-ACCESS* with Premier Sponsor mention, including:
 - ITS WC *ALL-ACCESS* website and ITS America Events [website](#) where ITS *ALL-ACCESS* program is mentioned
 - Email promotions for the ITS World Congress *ALL-ACCESS* event
 - Social media posts across ITS America Events Facebook, Twitter and LinkedIn pages
- High level speaking opportunity for senior level executive during select session
- Registration leads from your session
 - *Company Name, Contact Name, Title, and Email. Leads compliant with attendee registration & privacy T&Cs*
- Provide customized survey questions during your live session
 - *Subject to ITS approval*
- Premium web banner on Knowledge Center page, which can redirect to company website or Showcase page
- (25) Complimentary Premium Pass registrations for paid portion of ITS WC *ALL-ACCESS* (valued at \$95 each)
- Sponsor Showcase Page– Anchor Package
- Inclusion in (1) *Spotlight on Sponsors Email* when promoting the ITS WC *ALL-ACCESS* series
- Engagement analytics & data including average viewing time, unique visitors, shares, etc.

SUPPORTING SPONSOR

Position your company as a thought leader in a targeted themed track within the ITS World Congress *ALL- ACCESS* virtual event.

6 Available - Price: \$12,000

Sponsorship Includes:

- Supporting sponsor recognition, where applicable, including:
 - ITS World Congress *ALL-ACCESS* website and ITS America [website](#) where ITS WC *ALL-ACCESS* program is mentioned
 - Email promotions for the ITS World Congress *ALL-ACCESS* event
 - Social media recognition across ITS America Events Facebook, Twitter and LinkedIn pages
- Speaking opportunity within ITS World Congress *ALL-ACCESS* panel for company executive
- Registration leads from your session
 - *Company Name, Contact Name, Title, and Email. Leads compliant with attendee registration & privacy T&Cs*
- Provide customized survey questions during your live panel session
 - *Subject to ITS Team approval*
- (12) Complimentary Premium Pass registrations for paid portion of ITS WC *ALL-ACCESS* (valued at \$95 each)
- Sponsor Showcase Page– Anchor package
- Inclusion in (1) *Spotlight on Sponsors Email* when promoting the ITS WC *ALL-ACCESS* education series
- Engagement analytics & data including average viewing time, unique visitors, shares, etc.

VENDOR SOLUTION INFOSESSION SPONSOR

InfoSessions provide your organization a unique opportunity to present your content such as: successful case studies, client experiences, customer roll-outs and white paper content to the ITS World Congress *ALL-ACCESS* audience. Promoted to all pre-registered ITS professionals.

6 Sessions Available - Price: \$10,000

Sponsorship Includes:

- InfoSession reserved during pre-determined date/time (45 min session) and archived in Knowledge Center
- Registration leads from your session
**Company Name, Contact Name, Title, and Email. Leads compliant with attendee registration & privacy T&Cs*
- Sponsor mention in dedicated email promoting Info Session and session reminder emails
- Opportunity to customize Info Session portal to include: logo, speaker bio, social media channels, attendee engagement options, etc.
- Provide customized survey questions during live session
**Subject to ITS Team approval*
- (1) dedicated social media post promoting your session across ITS America Events Facebook, Twitter and LinkedIn pages
- Sponsor logo included in email following session thanking attendees for their participation in Info Session
- (10) Complimentary Premium Pass registrations for paid portion of ITS *ALL-ACCESS* (valued at \$95 each)
Sponsor Showcase Page
- Inclusion in (1) *Spotlight on Sponsors Email* when promoting the ITS *ALL-ACCESS* education series
- Engagement analytics & data including average viewing time, unique visitors, shares, etc.

SESSION SPONSORSHIPS

Sponsor an ITS *ALL-ACCESS* education session and align your company to specific topics, technologies and solutions. The ITS America event team provides topics, speakers and session promotion to position your company for targeted branding and lead-generation.

Presenting Sponsor (limited availability upon approval)

Price: \$7,500

- Feature Company expert as a speaker on ITS World Congress *ALL-ACCESS* panel
- Opportunity to brand your specific session with company logo
- Registration leads from your sponsored Session
**Company Name, Contact Name, Title, and Email. Leads compliant with attendee registration & privacy T&Cs*
- Promoted as part of the overall ITS World Congress *ALL-ACCESS* program
- (1) dedicated social media post promoting your session across ITS America Events Facebook, Twitter and LinkedIn pages
- (9) Complimentary Premium Pass registrations for paid portion of ITS *ALL-ACCESS*

Session Sponsor (30 available)

Price: \$3,500

- Opportunity to brand a specific session with company logo
- Registration leads from your sponsored Session
**Company Name, Contact Name, Title, and Email. Leads compliant with attendee registration & privacy T&Cs*
- Promoted as part of the overall ITS World Congress “*ALL-ACCESS*” program
- (3) Complimentary Premium Pass registrations for paid portion of ITS WC *ALL-ACCESS* (valued at \$95 each)

SPONSOR SHOWCASE PAGE

Attract qualified buyers using the Sponsor Showcase, designed to showcase key ITS solutions and technology providers with personalized content. The Sponsor Showcase provides easy tools to highlight your organization's solutions allowing dynamic content. The Sponsor Showcase is accessible through the ITS World Congress *ALL-ACCESS* Knowledge Center, with features including:

- Ability to promote your content, such as webinars, videos, white papers, articles, press releases, case studies and more
- Customized sponsor page interface including layout, background, colors, and messaging to align with your brand
- Media manager tool providing easy upload, editing, and management of your content
- Audience engagement tools including Contact Us and Business Card info directly embedded into your landing page
- Real-time engagement analytics including average viewing time, unique visitors, shares, etc.

SPONSOR SHOWCASE OPTIONS

Anchor Package - (7 available – EXCLUSIVE to Title and Supporting Sponsors)

- Opportunity to upload 15 pieces of content (videos, PDF, etc.) within your Showcase page
- Premium above the fold positioning for your Showcase page in Knowledge Center for greater exposure
- Promoted as Anchor level Sponsor Showcase participant in all pre-event promotions and on related *ALL-ACCESS* websites
- Listing in the Sponsorship Directory as an Anchor sponsor on the ITS World Congress – *ALL-ACCESS* event series; including logo, company description up to 50 words, link back to company website
- Sponsor Directory mention on ITS America Events social media platforms (Twitter and LinkedIn)
- (6) Complimentary Premium Pass registrations for Virtual Education Series (each valued at \$95)
- Inclusion in (1) Spotlight on Sponsors Email when promoting the ITS World Congress – *All-Access* education series

Sponsor Showcase Page Package

\$5,000 (17 available)

- Opportunity to upload 15 pieces of content (videos, PDF, etc.) within your Showcase page
- Promoted as **Sponsor Showcase** level Sponsor Showcase participant in all pre-event promotions and on related *ALL-ACCESS* websites
- Listing in the Sponsorship Directory as a **Sponsor Showcase** on the ITS World Congress – *ALL-ACCESS* event series; including logo, company description up to 50 words, link back to company website
- Sponsor Directory mention on ITS America Events social media platforms (Twitter and LinkedIn)
- (6) Complimentary Premium Pass registrations for Virtual Education Series (each valued at \$150)
- Inclusion in (1) Spotlight on Sponsors Email when promoting the ITS World Congress – *All-Access* education series

SPONSOR DIRECTORY LISTING

Price: \$1,200

- Listing in the Sponsorship Directory on the “ITS World Congress – *ALL-ACCESS*” event series; including logo, company description up to 50 words, link back to company website
- Sponsor Directory mention on ITS America Events social media platforms (Twitter and LinkedIn)
- (3) Complimentary Premium Pass registrations for Virtual Education Series (each valued at \$95)
- Inclusion in (1) Spotlight on Sponsors Email when promoting the ITS World Congress – *All-Access* education series

FEATURED ADVERTISING

Price: \$500

Feature your company advertising during a break in between education sessions and grab attendees’ attention as they explore the Knowledge Center and virtual education series.

Sponsorship includes:

- Ability to promote your original video ad content to the ITS virtual audience during scheduled break time
- Inclusion in Sponsor Directory with logo, website and 50 word description
- Up to 1 minute video played immediately at the conclusion of desired session and beginning of break period
- *Sponsor to provide pre-roll ad/video content

CONTACT US

For any questions or to discuss exposure opportunities, please contact your ITS America Events Sales Representative.



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