

22ND ANNUAL MEETING & EXPOSITION



**NATIONAL HARBOR, MD
MAY 21-23, 2012**

Gaylord National Convention Center
(outside Washington, D.C.)

Sponsorship Prospectus

► www.itsa.org

ITS America provides companies the opportunity to maximize their exposure at the 2012 Annual Meeting and Expo and support the ITS community through multiple levels of Tiered Sponsorships. Our of Tiered and Targeted sponsorship opportunities provide a range of marketing tools designed to maximize a company's exposure and meet a broad range of budgets and marketing goals.

Benefits	Diamond \$40,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000
Acknowledgement on the Official ITS America website	x	x	x	x
Sponsorship acknowledgement at exhibit booth	x	x	x	x
Logo on meter boards throughout convention center	x	x	x	x
Inclusion in Core App directory	x	x	x	x
Electronic sponsorship recognition prior to each session	x	x	x	x
Sponsor ribbon on name badge	x	x	x	x
Logo displayed inside Electronic Preliminary Program	x	x	x	x
Logo displayed inside Final Program/Exhibitor Directory	x	x	x	x
Networking Event Coordination for Gaylord Center	x	x	x	x
Full Registration	4	3	2	1
Sponsor acknowledgement in post meeting issue of <i>Transportation Technology News (TTN)</i>	x	x	x	
Banner or tower ad issue in one issue of <i>TTN</i>	x	x	x	
Banner over booth in Exhibit Hall	x	x		
Logo displayed on front cover of Electronic Preliminary Program	x			
Logo displayed on front cover of Final Program/Exhibitor Directory	x			
Acknowledgement slide in Opening Session	x			
Attendee bag insert	x			
Speaking opportunity at your sponsored event	x			

Co-hosted by:



A Future We Can Afford

ITS America and the ITS Community depend on growing robust partnerships between agencies and companies to continuously move the ITS industry forward and foster communication, innovation and growth. To achieve this goal, our **ITS Partner Sponsorships** and **Marketing** opportunities provide organizations of all sizes cost effective ways to support the ITS America Annual Meeting and promote their organization within the ITS community. The following tables list the available ITS Partner Sponsorship and Marketing opportunities.

ITS Partner Sponsorships			
Sponsorship	Sponsorship Opportunities	Price Each	Additional Sponsorship Benefits
ITSA 2012 Annual Meeting Mobile App for iPhone & Android			
Main Sponsor	1	\$5,000	Main splash page, schedule watermark, click-thru banner ad, landing page with links
Sub-Sponsor	3	\$2,500	Click-thru banner ad, landing page with links
Program Track Sponsorships (Safety, Mobility, Commercial Operations, Sustainability, Cross Cutting)			
Program Tracks	5	\$2,500	Company sponsor banner outside program tracks, listing of program sponsorship in final program schedule, table-top display & literature drop at track sessions.
Session Sponsorships			
Executive Session	6	\$2,500	Company sponsor banner outside session tracks, listing of program sponsorship in final program schedule, table-top display & literature drop at session.
Special/Technical	30	\$1,250	
Washington Corridor Initiative Transportation			
Bundles two technical tour transportation	3	\$2,500	Sponsorship includes 12" x 18" logo on all show vehicles to and from two (2) technical tours.
Airport Transportation to Gaylord Center			
Sponsorship per airport	3	\$5,000	Sponsorship includes 12" x 18" logo on all show vehicles to and from each of the three local airports (Washington Reagan, Dulles, BWI)
Tuesday Evening Reception at ITS Booth			
Co-Sponsorship	2	\$5,000	Large 3' x 5' Banner for each sponsor, announcement recognition at beginning and end of event, literature drop at designated table.
Session and Expo Breaks			
Banner	6	\$2,500	Large 3' x 5' banner acknowledgement, announcement recognition to show floor at the beginning of break, listing of break sponsorship in program schedule.
Meal Sponsorships			
Three meals, four stations per meal.	12	\$5,000	Large 3' x 5' banner acknowledgement, announcement recognition to show floor at the beginning of meal, listing of meal sponsorship in program schedule, literature drop at each table.
Internet Café			
1 sponsor per day	3	\$2,500	Large 3' x 5' banner acknowledgement at Cyber Café, company splash page on each terminal screen.

2012 ITSA Annual Conference & Expo – Marketing Opportunities

Marketing Description	Number Available	Price Each
Annual Conference Website Ad		
Reach thousands of potential customers and partners through advertisement on the official ITSA Annual Meeting Website. Your click-thru ad is live on the site approximately 3 months prior to the event and up to 6 months afterwards.		
Top Horizontal Banner	10	\$2,500
Square Block ad on left side of page	8	\$1,250
Conference Bag Insert		
Insert your company literature into the tote bag that is given to every conference attendee. Reach the entire ITSA Annual Conference audience with targeted information about your company and products. ITSA reserves the right to approve the type of vendor inserts. Limited to 8.5" x 11" single sheet or folded collateral.	10	\$1,500
Conference Bags		
Each registered attendee will receive a high-quality business-style tote bag when they check in. Your company logo is predominantly placed on the side with one company insert placed inside the bag.	1	\$15,000
Video Wall Ad		
Capture the attention of conference attendees through <i>ITS America TV</i> . Located at the entrance of the exhibition hall, our large video wall captures the attention of attendees on their way to the expo or to session rooms. Your promotional message will be in front of attendees during all three days of the conference.		
30 Second Ad	5	\$5,000
60 Second Ad	2	\$10,000
Name Badge Holders and Lanyards		
Each conference attendee is provided an official conference badge for entrance into the exhibit hall and educational sessions. Each badge holder is attached to a neck cord (lanyard) which will have your logo or company name printed on them. The badge holder and lanyard offers your company great exposure to all attendees throughout the conference.	2	\$5,000
Text Alerts to All Conference Attendees		
Last year's World Congress Mobile App was a resounding success. Approximately 67% of attendees downloaded the App for iPhone and Android. As part of this service, exhibitors can purchase outbound alerts to mobile app users that can communicate a marketing message about your company or event you are planning at the annual meeting, or simply an invitation to stop by your booth. Alerts are stored on the app for the duration of the show. Limit of 5 alerts per day, 2 total per company.	15	\$500

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