

**ITS America 2012 Annual Meeting Marketing & Sponsorship Opportunities**

Marketing & Sponsorship Description	Number Available	Price Each
ITSA 2012 Annual Meeting Mobile App for iPhone & Android, iPad and Blackberry		
Click-thru banner ad and landing page on the conference app, which includes all session, show floor, schedule and exhibitor information in one easy-to-use portal. Your banner ad appears at the top of each mobile app page. Banners cycle between app sponsors. Landing page can include up to 3 links to desired web-pages of your choice (ex. Schedule a meeting, main website, etc.). Your sponsorship stays active for 1 year after Annual Meeting. You design your own graphics and messaging.	1	\$2,500
Text Alerts to All Conference Attendees		
Approximately 67% of attendees at World Congress downloaded the Annual Meeting App. 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 alerts total per company.	13	\$500
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	5	\$2,500
Square Block ad on left side of page	7	\$1,250
Meal Sponsorships		
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.	2	\$5,000
Session and Expo Breaks		
Light Snacks and drinks. Large 3' x 5' banner acknowledgement, announcement recognition to show floor at the beginning of break, listing of break sponsorship in program schedule.	3	\$2,500
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.	3	\$1,500
Video Wall Ad		
Capture the attention of conference attendees through ITS America TV . 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	4	\$5,000
60 Second Ad	2	\$10,000
Internet Café		
Banner acknowledgement at Café located in ITS America booth, company splash page on each terminal screen. Sponsorship is one per each day of the expo.	3	\$2,500



Marketing & Sponsorship Description	Number Available	Price Each
Program Track Sponsorships (Safety, Mobility, Commercial Vehicle, Sustainability)		
Associate your company with a specific subject matter that reaches across multiple sessions. Sponsorship includes company sponsor banner outside program tracks (5 -6 per track), listing of program sponsorship in final program schedule, table-top display & literature drop at track sessions.	4	\$2,500
Session Sponsorships		
Associate your company with a specific subject matter and session. Sponsorship includes company sponsor banner outside session, listing of program sponsorship in final program schedule, table-top display & literature drop at sessions.		
Executive Session	2	\$2,500
Special / Technical	12	\$1,250
State Chapters Strengthening Workshop and Reception Sponsorship		
Workshop, Sunday 2:00 – 5:00 pm; Reception Following in Gaylord Atrium 5:30 – 7:00 pm. Network with state/regional chapter leaders and representatives and ITSA Board of Directors. Sponsorship includes large 3' x 5' banner acknowledgement, opening remarks at the beginning of the workshop, listing of sponsorship in program schedule, literature drop at back of the room.	0	\$5,000
Washington Region Transportation Leaders Breakfast - Monday, May 21, 8:00 – 9:00 am.		
Large 3' x 5' banner acknowledgement, opening remarks at the beginning of breakfast, listing of sponsorship in program schedule, literature drop at each table.	1	\$5,000
Legislative Breakfast - Wednesday, May 23, 7:30 – 8:30 am.		
Large 3' x 5' banner acknowledgement, opening remarks at the beginning of breakfast, listing of sponsorship in program schedule, literature drop at each table.	0	\$5,000
Technical Tour: Virginia Transportation Operations and 495 Express Lanes - Tuesday May 22, 11:00am – 3:30pm		
Sponsorship includes 12" x 18" logo on all show vehicles to and from the tour, recognition on print material describing details of the tour, listing of sponsorship in program schedule and opportunity to provide a brief introduction prior to the tour.	1	\$2,500
Technical Tour: Maryland Transportation Operations – Wednesday May 23, 7:30 – 11:00 am		
Sponsorship includes 12" x 18" logo on all show vehicles to and from the tour, recognition on print material describing details of the tour, listing of sponsorship in program schedule and opportunity to provide a brief introduction prior to the tour.	1	\$2,500
Tuesday Evening Outdoor Reception		
Co-Sponsor the ITS America outdoor reception on the Potomac, from 5:30 – 6:30 pm, with live music, appetizers and drinks. Large 3' x 5' Banner for each sponsor, announcement recognition at beginning and end of event.	2	\$10,000

CONTACTS



1100 17th Street NW, Suite 1200
Washington, D.C. 20036
202.484.4847

www.itsa.org/annualmeeting

General Information

Sandra Collier
scollier@itsa.org

Exhibition

Carly DiVito
Corcoran Expositions, Inc.
carly@corcexpo.com

Program

Nicole Oliphant
noliphant@itsa.org

Washington Corridor
Technology Demonstrations

Patty del Pozo
pdelpozo@itsa.org

Governmental Relations

Paul Feenstra
pfeenstra@itsa.org

Sponsorships

Brent Isenberg
bisenberg@itsa.org

Public Relations and Media

Cherie Gibson
cgibson@itsa.org