

SPONSORSHIP OPPORTUNITIES



NASHVILLE

April 22-24, 2013

ITS  AMERICA

2013
ANNUAL
MEETING
& EXPO

*Gaylord Opryland
Resort & Convention Center
Nashville, Tennessee*

► www.itsa.org

Co-Sponsored by





The sponsorship and advertising opportunities for ITS America's 2013 Annual Meeting are all ala carte, meaning you pick and choose those items that best fit your marketing needs and budget. Select as many as you want and simply fill out the provided form and send back to ITS America. It's that easy.

EVENT SPONSORSHIPS

Monday Evening Reception with Exhibits

Co-sponsor with ITS America a welcome reception on the show floor from 6:00 p.m. to 7:00 p.m. Attendees will enjoy appetizers and drinks at multiple stations throughout the show floor and will be encouraged to engage with exhibitors through a variety of mixer events. Includes signage at each food/drink station and announcement recognition at beginning and end of event.

Tuesday Evening Reception (2 available)

Co-Sponsor the ITS America Tuesday night reception from 5:30 p.m. to 7:00 p.m., with live music from one of Nashville's brightest new bands, appetizers and open drinks.

Opening Plenary & Best of ITS Awards (1 available)*

This high profile event includes some of the top transportation leaders from the public and private sector within Tennessee and across the U.S., discussing transportation challenges and successes and how ITS Technologies will continue to help these organizations stay on top. ITS America will also present awards and discuss the top ITS deployments throughout the U.S. over the last 18 months.

Closing Plenary (1 available)*

This second bookend event for the annual meeting will wrap up our time together in Nashville. Working with the theme "Real Progress, Great Future" the event will summarize the progress made together as an industry and nation and the events of the last three days, coupled with engaging speakers from national private sectors leaders discussing their challenges and successes with ITS.

State Chapters Workshop & Reception (1 available)

Each year, the State Chapters workshop is one of the best attended events at the annual meeting. The workshop is Sunday 2:00 p.m. to 5:00 p.m. with reception following from 5:30 p.m. to 7:00 p.m. Network with state/regional chapter leaders and representatives and ITSA Board of Directors.

Lunch Sponsorships (3 available)

Lunch is served on exhibit floor each day. Sponsorship includes announcement recognition to show floor at the beginning of meal, listing of meal sponsorship in program schedule, literature drop at each table.

All Sponsorships Include:

- Sponsorship acknowledgement at exhibit booth, on name badge and during opening and closing plenary.
- Listing and logo inside electronic Preliminary Program and printed Final Program (Gold, Silver, Bronze)
- Logo on banners and meter boards throughout convention center
- Electronic recognition prior to each technical session on video screen
- Large, dedicated signage outside sponsored event (if applicable), with company logo, website, booth number and QE code if desired.
- Acknowledgement on ITS America annual meeting website and all annual meeting marketing materials.
- Static ad on all ITS America TV monitors throughout the exhibit and conference area recognizing your sponsorship level, event sponsored and booth number.

Coffee Breaks (3 available)

Each morning from 10:00 a.m. to 11:00 a.m., conference attendees will be provided with coffee break stations throughout the show floor. Bundle all three days and receive a 20% discount. Your sponsorship includes recognition at each break station for all three days and listing of break sponsorship in program schedule.

Afternoon Refreshment Breaks (2 available)

Light Snacks and drinks served on the exhibit floor— Each break is one hour with multiple break stations set up throughout the exhibit floor. Sponsorship includes announcement recognition to show floor at the beginning of break, listing of break sponsorship in program schedule.

Technical Tours (3 available)*

Technical tour sponsorship include signage on all tour vehicles, logo on tour collateral and welcome message during the event.

* More details of these events will be posted on-line at www.ITSA.org/annualmeeting as they become finalized.

EXECUTIVE SESSION SPONSORSHIPS (5 available)*

These highly attended Executive Sessions draw big crowds and contain special subject matter specifically geared towards executive level decision makers, policy makers and advisors looking to implement ITS Technologies on a large scale. Leading companies, academics and public officials from around the U.S. discuss the technological, economic and socio-economic impacts of ITS technologies as they relate to various subject matters. Sponsorship also includes participation as a panelist or moderator.

FORUM SPONSORSHIPS (5 available)*

Forum sponsorships provide the opportunity to associate your company and products/services with a specific subject matter throughout all three days of the meeting. Each forum includes up to four sessions, focusing on Cross-Cutting, Commercial Vehicles, Safety, Sustainability and Transportation Management, with a specific focus and tie-in to this year's theme "Real Progress, Great future." Sponsorship also includes participation in two of the sessions as a panelist or moderator.

ADVERTISING & PROMOTION

Name Badge Holders and Lanyards (1 available)

Provide your company name and logo on the badge and lanyard worn by all conference attendees for access to the exhibit hall and educational sessions for all three days of the annual meeting.

Hotel Key Cards (1 available)

Put your company name, logo, QE code and/or booth number on the hotel room keys for every attendee staying at the Gaylord Nashville. Reach your audience during their entire stay at the annual meeting. Available in four-color single sided.

Hotel Room Drops (3 available)

Reach each attendee staying at the Gaylord Nashville with a room drop containing your company's special message. Sponsoring companies are responsible for creating room drop materials. ITS America will help coordinate all details with the Gaylord Nashville.

Annual Meeting Notebook (1 available)

Each registered attendee will receive a high-quality business-style spiral notebook when they check in. A full color, one page advertisement will be placed on the inside cover of this notebook with your company logo on the front cover and watermark/logo on each page. The notebook comes with a conference schedule at a glance and other pertinent conference information plus many pages for notes from your favorite sessions and exhibitor meetings.

Water Stations (1 available)

Stay on top of the minds of attendees each time they fill up and hydrate. Water stations will be placed throughout the show floor and the session room areas. Sponsors can provide their own water bottles or cups with logo at their own discretion. ITS America will coordinate placement with the hotel. Sponsorship includes water cooler covers and/or signage at each location.

ITS America Lounge (1 available)

Located in the heart of the expo floor, the ITS America Lounge provides comfortable seating with couches, chairs, tables and carpeting—a place to sit and relax, hold an informal meeting or network. The ITS America Lounge expands your company's show floor visibility including a place for additional company material. It will also be a high traffic area during the Monday Night Reception.

ITSA 2012 Annual Meeting Mobile App (1 Main Sponsor, 2 Sub-Sponsor Available)

Once again, over 70% of attendees at the annual meeting downloaded the Annual Meeting App for iPhone, Android, iPad and Blackberry. Each year, we keep adding functions to the app to make it more robust. The app includes all session, show floor, schedule and exhibitor information in one easy-to-use portal. Sponsorships include a click-through banner ad appearing at the top of each mobile app page and a landing page with up to three links to desired web-pages of your choice (ex. schedule a meeting, main website, etc.). Main sponsorship includes additional app splash page and schedule watermark.

Text Alerts to All Conference Attendees (15 Available)

Our new and improved show app will reach show attendees more quickly and visibly than ever before with outbound alerts. Reach potential partners and customers through outbound alerts to invite attendees to your booth or special event/demonstration. Alerts are stored on the app for the duration of the show. Limit of five alerts per day, two alerts total per company.

Annual Meeting Website Ad (8 available)

We are revamping our Annual Meeting website, to be launched by Fall 2012, to include information about everything attendees, sponsors and exhibitors would want to know about the annual meeting. All conference information, video streaming and proceedings will be posted through this site. Your click-thru ad is live starting the day the website goes live, and up to three months afterwards.

Video Ads

This year, videos will be throughout the annual meeting to capture more of an audience. We will locate multiple monitors throughout the conference and exhibit area that will run continuously, including one in the ITS America lounge. Videos can be shot in a variety of formats, including PowerPoint Flash video (60 seconds maximum) or as a static message containing company name, logo and booth. Also, your videos will be available on the ITS America Annual Meeting website and mobile app. Deadline for submission of videos is March 1, 2013. Detailed specifications for the videos will be provided at www.ITSA.org/annualmeeting.

Recharging Stations

Universal, mobile charging stations keep attendees charged and on-the-go while providing your company an opportunity to reach a captive audience. Each unit is 9' tall, four sided with two large panel messages, top message banner and two 32" LCD screens for video messaging.

Becoming a sponsor is easier than ever. You can select one or more depending upon your budget and marketing goals for the 2013 Annual Meeting. Simply fill out the form below and follow the easy payment instructions.

EVENT SPONSORSHIPS

- Opening Plenary & Best of ITS Awards – \$25,000
- Closing Plenary – \$20,000
- Tuesday Night Social – \$20,000 or \$10,000 co-sponsor
- Monday Evening Reception with Exhibits – \$15,000 or \$7,500 co-sponsor
- State Chapters Workshop & Reception – \$7,500
- Lunch – \$6,000
- Afternoon Refreshment Break – \$4,000
- Coffee Breaks – \$3,500
- Technical Tours – \$3,500

EXECUTIVE SESSION SPONSORSHIPS

- \$2,500

FORUM SPONSORSHIPS

- Cross-Cutting – \$2,500
- Commercial Vehicle – \$2,500
- Safety – \$2,500
- Sustainability – \$2,500
- Transportation Management – \$2,500

ADVERTISING & PROMOTION

- Badge and Lanyard Combo – \$15,000
- Meeting Notebook – \$10,000
- ITS America Lounge – \$8,000
- Hotel Key Cards – \$7,500
- Recharging Stations – \$6,000
- Water Stations – \$6,000
- Video Ad – \$5,000
- Static Video Ad – \$1,000

Annual Meeting Mobile App Main

- Main Sponsor – \$5,000
- Sub Sponsor – \$2,500
- Annual Meeting Website Ad – \$2,500
- Hotel Room Drop – \$2,000
- Text Alerts via Mobile App – \$500

Sponsorship Levels

ITS America will recognize your important contribution to our annual meeting and the ITS industry by acknowledgement of your participation level on all print and electronic media. Your company participation will be recognized at the following levels:

- Gold \$25,000 or more
- Silver \$10,000 – \$24,999
- Bronze \$5,000 – \$9,999
- Partners up to \$4,999

Design Your Own

Have your own sponsorship idea? Let's us know at marketing@itsa.org.

Contact Information

Mr. Ms. Dr. First Name _____ Last Name _____
 Job Title _____ Organization Name _____
 Organization Address _____
 City _____ State _____ ZIP _____
 E-Mail _____ Telephone _____

Payment Information

To secure sponsorship, return this form with payment to ITS America by:

- Check** (payable to "ITS America" and mail to: 1100 17th Street, NW, Suite 1200, Washington, DC 20036)
- Credit Card** (fax to 202.484.3483 or email to marketing@itsa.org, attention Sponsorships & Marketing):
 - MasterCard VISA American Express
 - Card Number _____ Exp. Date _____
 - Billing Address _____
 - Name on Credit Card (Print) _____
 - Authorized Signature (required for processing) _____
- I understand that my credit card will be charged as soon as this form is processed.