



Joint ITE International and Great Lakes District Annual Meeting and Exhibition

July 19-22, 2026 | Huntington Place Convention Center, Detroit, MI



sales@ite.org | 352-900-2710 | www.ite.org

ITE 2026 PROSPECTUS

The Joint ITE International and Great Lakes District Annual Meeting and Exhibition is the showcase event for the transportation profession. This meeting brings together transportation professionals from North America and around the world for four days of intensive learning and networking. Attendees include representatives from the public and private sectors, as well as academia. Promotional opportunities include showcasing your products and services, connecting with attendees, and maximizing brand exposure to a captive audience.

Why Exhibit?

- ITE brings together **1,600 transportation leaders** from the public and private sectors, as well as academia, for four days of dynamic programming.
- Get face time with transportation professionals from around the world to **demo your products and services** to actual end-users.
- **Reconnect and strengthen existing relationships** and build new ones.

What Draws Attendees?

- Intensive professional development opportunities
- Engaging exhibit hall activities and the chance to see the latest products and innovations
- Networking opportunities

EXHIBITING

Each 10x10 exhibit booth includes:

- One 6'-wide draped table, two chairs, and a wastebasket
- One 8'-tall back drape and two 3' side drapes
- One full registration with access to all plenary and technical sessions, food functions, and the exhibit hall
- One additional exhibit booth personnel registration (includes some food functions; does not include the Awards Lunch)
- 10 exhibit hall guest passes per 10x10 booth, valid only during non-food & beverage times
- Booth ID sign
- Company presence on the conference app. Exhibitors can add a description & branding elements as well as upload documents and videos
- Hyperlinked company listing with booth number on the conference website
- Company listing in the conference issue of *ITE Journal*
- FREE lead retrieval with attendee email
- Pre-conference registrant mailing list and post-conference attendee mailing list with email addresses
- Comprehensive pre-conference support and virtual meetings to guarantee event success

Exhibit Booth Price: \$34/square foot

BOOTH ADD-ONS

Enhance your booth presence with engaging additions designed to attract attendees!

Contact us to learn more about food and beverage opportunities and gamification ideas in your booth.

sales@ite.org | 352-900-2710 | www.ite.org

Important Reminders

The exhibit hall is **not** carpeted. While ITE does **not** require exhibitors to have carpeting, it is **strongly** recommended.

Invitation to an orientation call that reviews the schedule and key deadlines.

Invitation to a call to review how to access lead retrieval and to build your brand profile on conference app.

SCHEDULE*

SUNDAY, JULY 19

7:30 a.m.-5:00 p.m.

Set Up

6:00-8:00 p.m.

Opening Reception

MONDAY, JULY 20

7:00 a.m.-4:00 p.m.

Exhibit Hall Open

7:00-8:30 a.m.

Continental Breakfast

10:30-11:15 a.m.

Networking and Beverage Break

12:30-1:30 p.m.

Lunch

3:00-3:45 p.m.

Networking and Beverage Break

TUESDAY, JULY 21

7:00 a.m.-4:30 p.m.

Exhibit Hall Open

7:30-8:00 a.m.

Continental Breakfast

10:00-10:45 a.m.

Networking and Beverage Break

3:45-4:30 p.m.

Networking and Beverage Break

4:30 p.m.

Exhibitor Move Out

**Subject to change.*



Econolite has been a long-time supporter of the ITE organization, specifically their regional and national conferences, and their overall mission to further transportation information and best practices across the ITE community for

the benefit of society. ITE's goals directly align with those of Econolite and PTV Group, under our unified brand Umovity, to provide the best mobility for humanity through advanced transportation software, hardware, and professional services.

– Dana McCombs, Director, Marketing, Econolite





2026 SPONSORSHIP OPPORTUNITIES

Maximize Your Impact with ITE

The Joint ITE International and Great Lakes District Annual Meeting and Exhibition offers an impactful and powerful marketing and promotional opportunity. Whether you choose an existing package or work with us to create a customized sponsorship plan, we will help you meet your organization's goals. No matter your budget, partnering with ITE is a can't-miss opportunity to connect with transportation professionals and leaders. Sign up now and enjoy these key benefits:

- Elevated brand awareness with a highly targeted audience
- Brand alignment with the premier transportation event of the year
- Unrivaled networking with 1,600 transportation professionals
- Connectivity with thought leaders who are defining and driving development in the industry

GENERAL SPONSORSHIP LEVELS

	Platinum (\$7,500+)	Gold (\$5,000-\$7,499)	Silver (\$2,000-\$4,999)	Bronze (up to \$1,999)
Complimentary Registrations	2	1		
Drink Tickets for Evening Reception	8	6	4	2
VIP Reception Invitation (<i>senior level executives—included at all levels</i>)				

- Sponsorship levels are reached by totaling all conference sponsorship opportunities purchased, not including the exhibit booth.
- Registrant list with contact information (email address) will be sent within 7-10 business days following the conference. The sponsor can use this list to send one communication unless the individual is already in their database or responds to the communication.

The list may not be uploaded to a database.

Opening Reception Sponsor – \$10,500

Help exhibitors and attendees celebrate the start of the transportation event of the year in the exhibit hall!

- Your logo on napkins
- Your logo on drink tickets (one provided to every attendee)
- 10 extra drink tickets to share
- Branded signage at the event

Room Key Sponsor (Exclusive) – \$8,750

Unlock new opportunities with branded room keys at the host hotel.

- Your logo will be in the hands of attendees, day and night.

Badge Holder Sponsor (Exclusive) – \$8,500

Your company logo prominently displayed on all annual meeting attendee badge holders.

Lanyard Sponsor (Exclusive) – \$8,500

Your company logo prominently displayed on each annual meeting attendee lanyard; sponsor will receive overages.

Plenary Sessions (3) – \$8,000

Each plenary session present key transportation trends and concepts by the thought leaders in the profession. These sessions are attended by all registrants, providing a significant branding opportunity.

- Sponsor representatives receive special seating during session
- Sponsor organizations receive special recognition during session
- Video promotion in special conference issues of Spotlite

Wi-Fi Sponsor (Exclusive) – \$8,000

Keep attendees connected! This sponsorship underwrites the Wi-Fi provided by ITE during the meeting.

- Your logo on tent cards placed throughout technical sessions and the exhibit hall
- Company name as the password for internet access
- Recognition in a social media post

ITE Collegiate Traffic Bowl

Grand Championship Sponsor – \$7,500

Make a lasting impression on the next generation of traffic professionals—and all meeting attendees—by sponsoring one of the most fun and anticipated events at the ITE Annual Meeting and Exhibition.

- On-stage recognition and opportunity to make brief welcome remarks
- Your logo on the hand-clappers, a signature feature of the event
- 60-second video played first at competition



ITE's annual event is a big reunion for engineers and pros from all over the country. We come together, catch up, and dive deep into the hot topics and trends that are shaping our industry. It's the place to be for anyone passionate about transportation and infrastructure!

—Mindy Gillespie, Head of Communications, Yunex Traffic



2026 SPONSORSHIP OPPORTUNITIES

Awards Lunch – \$7,500

Help celebrate the best of the best in the transportation profession!

- Sponsor representatives receive special seating during the session
- Video promotion in special conference issues of Spotlight
- Special recognition in all marketing materials related to the Awards Lunch

Mobile App Sponsor (Exclusive) – \$5,250

Keep attendees up-to-date on the latest activities at #ITEDetroit2026. Sponsorship benefits include:

- Banner in the app (on website schedule and mobile device)
- Your logo on event signage with the app's QR code
- Your logo on website landing page with app instructions for attendees

Lunch Sponsor – \$5,250

Attendees will be flocking to the exhibit hall for lunch.

- Your logo on event signage
- Your logo on lunch tickets
- App notification recognizing your sponsorship

Tasty Bites: Reception Showcase – \$5,000

Capture the taste buds—and the attention—of attendees by serving one or more of the below food items from your booth. Recognition includes signage at your booth and promotion in the online agenda.

Choose from:

- Charcuterie board
- Goat cheese, bacon-wrapped dates, and almonds
- Pastel con Carne
- Crispy Chicken Dumpling
- Raspberry and Cheese Poufette
- Thai-style Corncake

VIP Reception Sponsor – \$4,000

Help create a welcoming atmosphere for first-time attendees, sponsors, volunteer leadership, and more with this sponsorship.

- Your logo on signage
- Opportunity to make brief remarks

Breakfast Sponsor – \$3,100

Start attendees' day with a boost by sponsoring breakfast in the exhibit hall.

- Your logo on table signage
- App notification recognizing your sponsorship

Nibble & Sip: Booth Refreshment Program – \$3,000

Bring attendees to you by providing them with your choice of food and beverage during networking breaks. Recognition includes signage at your booth and promotion in the online agenda.

Choose from:

- Pretzel, potato chips, and popcorn
- Ice cream novelties
- Energy and protein bars

Technical Tour Sponsor – \$2,000

Enhance visibility during one of the meeting's most popular events!

- Your logo on signage near the bus staging area
- Your logo in app on website schedule and mobile device
- Two complimentary tour registrations

Networking Break Sponsor – \$2,000

Attendees will appreciate your support as they enjoy a coffee break between sessions in the exhibit hall.

- Your logo on signage
- App notification recognizing sponsor
- Coffee station located near booth



Year after year, the ITE Annual Meeting has served as the transportation community's reunion to connect with and learn

from each other. We always look forward to seeing our peers and partners share their insights and expertise during thoughtful sessions, catch up with friends in the exhibition hall, and celebrate successes at award ceremonies. The Annual Meeting is the place to be for transportation professionals – we wouldn't miss it!

–Michelle Ward, Communications, Kimley-Horn

Workshop Sponsor – \$1,500

Pick a workshop of your choosing to align with your brand.

- Your logo on screen as attendees enter the meeting room
- Sponsors will also be recognized prior to and during the session through social media callouts.

Digital Branding Opportunity – \$1,500

Your static image or 10-second video will be displayed on two 48-inch monitors in front of the entryway to the hallway where concurrent sessions are being held, offering prime visibility. (Accepted formats: JPEG, PNG for images; MP4 for video.)

ITE Collegiate Traffic Bowl Commercial (3 Available) – \$1,000

Showcase your product or service to a captive audience! Provide a 30-second video that will be shown between rounds during the ITE Traffic Bowl Grand Championship.

Concurrent Session – \$750

Demonstrate your commitment to a topic by sponsoring the concurrent session of your choosing! Your company logo will be displayed on the presentation screen as attendees enter the meeting room. Sponsors will also be recognized prior to and during the session through social media callouts.

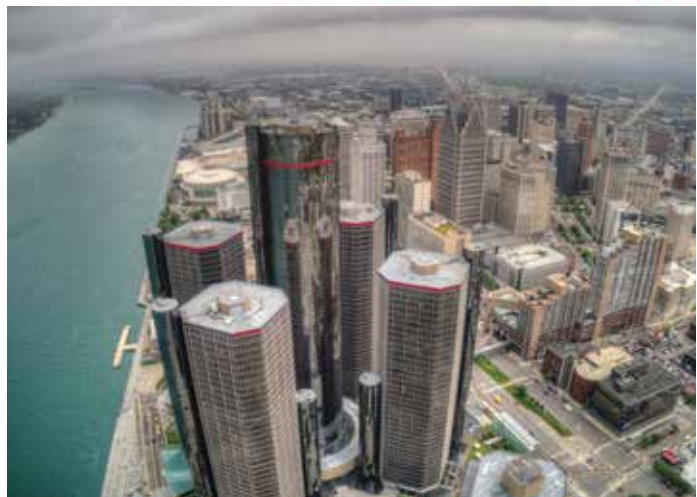
Trade Show Aisle Floor Decal – \$500 (6 Available)

Your logo and booth number on the floor decal placed in front of the aisle.



For decades, Iteris has maintained its partnership with the Institute of Transportation Engineers and considers ITE as one of its most key conduits to the greater transportation engineering community. ITE's mission, vision, and values are in complete alignment with those of Iteris, and our continued participation in ITE activities supports our shared goals of enhancing community mobility and safety.

–Mark Nogaki, Sr. Vice President of Sales, Iteris, Inc.





2026 VIRTUAL SPRING CONFERENCE

This virtual event typically attracts 1,250+ attendees and offers 10 technical sessions and two plenary sessions on topics of importance to both planners and engineers seeking to improve the quality of life in their communities. Over 60% of attendees are from public agencies, many of whom are unable to attend ITE's annual meeting in person. Consequently, ITE's annual Virtual Spring Conference has become their preferred event of the year. For more information, please visit <https://www.itespringconference.org/>.

Sponsor - \$1,000

- Hyperlinked logo on conference microsite
- Hyperlinked logo on all conference marketing materials
- Your logo on the title slide of all sessions
- Verbal recognition during the opening plenary session
- Social media shout-outs before, during, and after the conference
- One complimentary registration
- Registration list (without contact information) sent one week prior to the conference
- Registration list (with contact information, including email addresses) sent within 7-10 business days following the conference. The sponsor can use this list to send only one communication unless the individual is already in their database or responds to the communication. The list may not be uploaded to a database.

March 17-18, 2026