



ITEPhilly2024



JOINT ITE INTERNATIONAL AND MID-COLONIAL DISTRICT ANNUAL MEETING AND EXHIBITION

July 21-24, 2024 • Philadelphia Marriott Downtown, Philadelphia, PA, USA

ITE 2024 PROSPECTUS

The Joint ITE International and Mid-Colonial District Annual Meeting and Exhibition is the showcase event for the transportation profession. This meeting brings together transportation professionals from across the United States and around the world for three days of intensive learning and networking. Attendees include representatives from the public and private sectors, as well as academia. Promotional offerings include the opportunity to showcase your products and services, connect with attendees, and garner maximum brand exposure to a captive audience.

Why Exhibit?

- ITE brings 1,600 transportation leaders from both the public and private sectors and academia under one roof for three days
- Get face-time with traffic professionals from around the world to demo your products and services with 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 food functions)
- 10 guest passes per 10x10 for exhibitor attendees only during non-food & beverage times
- Booth ID sign
- Company presence on the conference app (exhibitors have the ability to add a description, upload documents and video, as well as branding elements)
- Company listing on the conference website, including booth number, hyperlinked to your company website
- Company listing in the conference issue of *ITE Journal*
- FREE lead retrieval with attendee email
- Pre-conference registrant list with name, title, company, city and state
- Post-conference attendee list with name, title, company, city and state, and email

Exhibit Booth Price: \$32/square foot

BOOTH ADD-ONS – Enhance your booth presence with fun additions to attract attendees:

Food Carts – Options include popcorn, cotton candy, and pretzel stands in or near your booth during afternoon breaks
\$2,000

Passport Game – Get your logo included on a game piece distributed to all attendees to get stamped in your booth; participating exhibitors must also donate a prize for the raffle to be held July 23
\$500

SCHEDULE

Sunday, July 21

- **Set up** 7:30 a.m. - 5:00 p.m.
 - **Opening Reception** 6:00 p.m. - 8:00 p.m.
-

Monday, July 22

- **Exhibit Hall Open** 7:00 a.m. - 4:00 p.m.
 - **Continental Breakfast** 7:00 a.m. - 8:30 a.m.
 - **Networking and Beverage Break** 10:30 a.m. - 11:15 a.m.
 - **Lunch** 12:45 p.m. - 1:45 p.m.
 - **Networking and Beverage Break** 3:30 p.m. - 4:00 p.m.
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Tuesday, July 23

- **Exhibit Hall Open** 7:00 a.m. - 4:00 p.m.
- **Continental Breakfast** 7:00 a.m. - 8:00 a.m.
- **Networking and Beverage Break** 9:30 a.m. - 10:15 a.m.
- **Networking and Beverage Break** 3:30 p.m. - 4:00 p.m.
- **Move out** 4:00 p.m.

**Subject to change.*



2024 SPONSORSHIP OPPORTUNITIES

WHAT TO EXPECT

The Joint ITE International and Mid-Colonial District Annual Meeting and Exhibition offers an impactful and powerful marketing and promotional opportunity.

Choose an existing opportunity or let us customize the perfect sponsorship package that aligns with your organization's sales and promotional goals.

No matter your budget, a partnership with ITE is a can't-miss opportunity to reach transportation professionals and leaders. Sign up now and enjoy these benefits:

- Elevated brand awareness with a target audience
- Brand alignment with transportation event of the year
- Unrivaled networking with more than 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 | | |
| Ad in special issues of ITE Spotlight | premium placement | preferred placement | preferred placement | |
| Drink tickets for evening reception | 8 | 6 | 4 | 2 |
| ITE VIP Reception invite | included | included | included | included |

Sponsorship levels are reached by totaling all conference sponsorship opportunities purchased, not including the exhibit booth.



SPONSORSHIP OPPORTUNITIES

ROOM KEY SPONSOR (EXCLUSIVE) - \$8,500

Unlock new opportunities with branded room keys at the host hotel. Your logo will be in the hands of attendees, day and night. Sponsorship includes presentation folders.

OPENING RECEPTION SPONSOR (EXCLUSIVE) - \$7,500 OR CO-SPONSORSHIPS FOR \$3,000

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

- Logo on napkins
- Logo on drink tickets (one provided to every attendee)
- 10 extra drink tickets to share
- Signage at event

ITE COLLEGIATE TRAFFIC BOWL GRAND CHAMPIONSHIP SPONSOR (EXCLUSIVE) - \$7,500

Opportunity to make an impression on the next generation of traffic professionals and all meeting attendees. This is 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 hand-clappers that have become an expected part of the event

BADGE HOLDER SPONSOR (EXCLUSIVE) - \$7,500

Company logo prominently displayed on annual meeting attendee badge holders

LANYARD SPONSOR (EXCLUSIVE) - \$7,500

Company logo prominently displayed on each annual meeting attendee lanyard; sponsor will receive overages

WI-FI SPONSOR (EXCLUSIVE) - \$7,000

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

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

MOBILE APP SPONSOR (EXCLUSIVE) - \$5,000

Keep attendees in-the-know and up-to-date on the latest activities at #ITEPhilly2024. Sponsorship benefits include:

- Banner in app (on website schedule and mobile device)
- Logo on event signage with app QR code
- Logo on website landing page with app instructions for attendees

TECHNICAL TOUR BUS SPONSOR (EXCLUSIVE) - \$5,000

- Logo on bus seat covers
- Two complimentary tour registrations

LUNCH SPONSOR (EXCLUSIVE) - \$5,000; (CO-SPONSORSHIPS) - \$3,000

Attendees will be flocking to the exhibit hall for lunch.

- Logo on signage
- Logo on lunch ticket
- App notification recognizing sponsor

SPONSORED DINNER MONDAY NIGHT (2 AVAILABLE) - \$3,000

Offered to Gold and Platinum Sponsors only

Arrange for an intimate dinner and networking opportunity with ITE attendees. ITE will provide you with a list of registered companies/titles and will send invitations on your behalf. ITE can also provide assistance on dinner site/menu selections; the cost of dinner is not included in sponsorship.

BREAKFAST SPONSOR (2 AVAILABLE) - \$3,000

Attendees will appreciate your support as they begin their day in the exhibit hall.

- Logo on table signage
- App notification recognizing sponsor

VIP RECEPTION SPONSOR (EXCLUSIVE) - \$3,000

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

- Logo on signage
- Opportunity to make brief remarks

ROOM DROP (2 AVAILABLE) - \$2,000

Marketing piece slipped under every door in the attendee room block at the Philadelphia Marriott.

TECHNICAL TOUR SPONSOR (8 AVAILABLE) - \$2,000

- Logo on signage near bus staging area
- Logo in app (on website schedule and mobile device)
- Two complimentary tour registrations

NETWORKING BREAK SPONSOR (5 AVAILABLE) - \$2,000

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

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

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 (42 AVAILABLE) - \$750

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

BRANDING OPPORTUNITIES

DIGITAL BRANDING OPPORTUNITY - \$1,000

Your video will appear on three monitors at entrance to the exhibit hall; static image or 10 second spot (Image files: JPEG, PNG • Video files: MP4)

GRAPHIC METER BOARD - \$550 (ONE SIDE), \$1,100 (BOTH SIDES)

Your branding on 55" high meter board strategically placed in attendee areas

2024 VIRTUAL SPRING CONFERENCE

The Journey to Safer Communities March 19-20, 2024

Typically attended by 250+ virtual attendees; the program offers 10 sessions and two plenary sessions on topics of importance to both planners and engineers seeking to improve the quality of life in their communities. For more information, please visit <https://www.itespringconference.org/>.

PREMIER SPONSOR - \$3,500

- Hyperlinked logo on conference microsite
- Hyperlinked logo on all conference marketing materials
- Logo on title slide of sessions
- Verbal recognition during the opening plenary session
- Social media shout-outs before, during, and after the conference
- Ability to have a 30-second video in the special virtual conference issue of ITE Spotlight

SUPPORTING SPONSOR - \$1,000

- Hyperlinked logo conference microsite
- Hyperlinked logo on all conference marketing materials
- Logo on title slide of sessions
- Social media shout-outs before, during, and after the conference

What our exhibitors have to say ...

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

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

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

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 Iteris, and our continued association and participation in ITE activities helps us maintain our striving towards our mutual goals of community mobility and safety.

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

