



#ITEOrlando2025



JOINT ITE INTERNATIONAL AND FLORIDA PUERTO RICO DISTRICT ANNUAL MEETING AND EXHIBITION: *Innovative Pathways to Safer Transportation*

August 10-13, 2025 • Hyatt Regency, Orlando, FL, USA

ITE 2025 PROSPECTUS

The Joint ITE International and Florida Puerto Rico 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 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 1,600 transportation leaders from the public and private sectors, as well as academia, under one roof for four days
- Get face time with traffic 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)
- 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 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: \$33/square foot

BOOTH ADD-ONS

Enhance your booth presence with fun additions to attract attendees!
Contact us to learn more about food and beverage opportunities and gamification ideas in your booth.

SCHEDULE

Sunday, August 10

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

Monday, August 11

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

Tuesday, August 12

- **Exhibit Hall Open:** 7:00 a.m. – 4:00 p.m.
- **Continental Breakfast:** 7:00 – 8:00 a.m.
- **Networking and Beverage Break:** 10:00 – 10:45 a.m.
- **Networking and Beverage Break:** 3:45 – 4:30 p.m.
- **Move Out:** 4:30 p.m.

**Subject to change.*



2025 SPONSORSHIP OPPORTUNITIES

MAXIMIZE YOUR IMPACT WITH ITE

The Joint ITE International and Florida Puerto Rico 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 sales and promotional 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 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		
Drink tickets for evening reception	8	6	4	2
President's Reception invite	included	included	included	included

- 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 cannot be uploaded to a database.



SPONSORSHIP OPPORTUNITIES

OPENING RECEPTION SPONSOR - \$10,000

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) - \$8,500

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) - \$8,000

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

LANYARD SPONSOR (EXCLUSIVE) - \$8,000

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

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

PLENARY SESSIONS (3) - \$7,500

Plenary sessions 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.

- One-minute video played before the session begins
- Sponsor representatives receive special seating during session
- Sponsor representatives receive special recognition during session
- Video promotion in special conference issues of Spotlight

WI-FI SPONSOR (EXCLUSIVE) - \$7,500

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

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) - \$5,000

Keep attendees up-to-date on the latest activities at #ITEOrlando2025. 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 - \$5,000

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

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 a list of registered companies/titles and will send invitations on your behalf. ITE can also assist with dinner site/menu selections; the cost of dinner is not included in the sponsorship.

BREAKFAST SPONSOR - \$3,000

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

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

PRESIDENT'S RECEPTION SPONSOR - \$3,000

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

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

Get your marketing piece slipped under every door in the attendee room block at the Hyatt Regency.

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

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

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.

BRANDING OPPORTUNITIES

DIGITAL BRANDING OPPORTUNITY - \$1,500

Your static image or 10-second video will be displayed on three monitors near the entrance to the exhibit hall. (Accepted formats: JPEG, PNG for images; MP4 for video.)

GRAPHIC METER BOARD - \$600 (BOTH SIDES)

Your branding on a 55" high meter board, strategically placed in high-traffic attendee areas.

TRADE SHOW AISLE FLOOR DECAL - \$500 (6 AVAILABLE)

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

2025 VIRTUAL SPRING CONFERENCE

ENVISIONING A SAFER AND MORE RESILIENT FUTURE – March 25-26, 2025

This virtual event typically attracts 1,250+ attendees and 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. Over 60% of attendees are from public agencies, many of whom are unable to attend the annual meeting in person. Consequently, ITE's annual Spring Virtual Conference has become their preferred event of the year. For more information, please visit <https://www.itespringconference.org/>.

PREMIER SPONSOR - \$3,500

- Opportunity to play a 60-second video prior to one of the plenary sessions, with a limit of one video per plenary session
- Hyperlinked logo on conference microsite
- Hyperlinked logo on all conference marketing materials
- Your logo on title slide of all sessions
- Verbal recognition during the opening plenary session
- Social media shout-outs before, during, and after the conference
- Two complimentary registrations
- 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 one communication unless the individual is already in their database or responds to the communication. The list cannot be uploaded to a database

SUPPORTING SPONSOR - \$1,000

- Opportunity to play a 30-second video prior to the technical session of your choice, with a limit of one video per technical session
- Hyperlinked logo on conference microsite
- Hyperlinked logo on all conference marketing materials
- Your logo on title slide of all sessions
- 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 after 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 cannot be uploaded to a database

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

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.

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

