Put your company in the driver’s seat:

- Identify and connect with key stakeholders on the state, federal and municipal level
- Increase your market share and reach new, relevant customers
- Grab attention in innovative ways via creative, targeted sponsorship opportunities
- Promote your brand and cutting-edge technology solutions
- Activate a product launch, customer success story or investment announcement.

Plan your route:

Partner with ITS America to map a customized sponsorship experience to connect your company with the right buyers maximizing your investment on the road to earning customers for life.

Prepare for your trip:

Utilize pre-event promotion, onsite experiences and post event follow up to reach the more than 2,500 ITS professionals in attendance.

Premier - $75,000+
Gold - $74,999 -- $50,000
Silver - $49,999 - $25,000
Bronze - $24,999 - $10,000
Supporter - <$9,999

Experience
Opportunities that create a dynamic environment to network, and to share concepts and technologies with targeted audiences

Education
Bringing together professionals to inform, share tools, technologies and future solutions

Impression
Impression sponsorships build excitement and create awareness through creative image placement and promotion

CONTACT US

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Companies M-Z
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SPONSORSHIP OPPORTUNITIES

Options from $20,000 - $50,000

Experience:
• Tech Tour Shuttle Sponsor - NEW
• State DOT/Best of ITS Awards Reception - Premier Level
• Social Media Lounge - Exclusive - NEW

Education:
• State DOT Round Table Premier Level - SOLD
• Pathways to Innovation Stage - Driving Partner Level Sponsor (2 available)
• Start-Up Zone Sponsor - Exclusive - NEW

Impression:
• Gold Level Branding Package
• Silver Level Branding Package
• Charging Stations - Exclusive
• Opening Keynote Attendee Gift - Exclusive - NEW
• Registration - Exclusive

Options for $5,000 or less

Education:
• Individual Session Sponsorships

Experience:
• Women in ITS Breakfast Supporter - NEW
• Emergency Responder Day - Supporter Level - NEW

Impression:
• Individual Charging Stations (multiple available)
• Press Room Supporting Sponsor - 3 available
• Banners & Signage (based on size/location)
• Mobile App Advertising and Enhanced Exhibitor Listings

Options from $6,000 - $19,999

Experience:
• Los Angeles World Congress 2020 Launch Party - Premier (2 available) - NEW
• Los Angeles World Congress 2020 Launch Party - Supporter (5 available) - NEW
• Exhibit Hall Lunches - 3 available
• State DOT/Best of ITS Awards Reception - Supporter
• Welcome Reception on Exhibit Floor - Exclusive
• Women in ITS Breakfast - Premier - NEW
• Press Room - Exclusive
• Social Media Virtual Lounge Supporter - 3 available - NEW
• Emergency Responder Day - Premier

Education:
• Mobile App - Attendee Polling Sponsor
• Info Sessions
• Pathways to Innovation Stage - Navigator Level (multiple available)
• Student Essay Contest - SOLD
• Post-Show Conference Sponsor - NEW
• C-Level Video Snapshot - NEW
• Meeting Rooms

Impression:
• Lanyards
• Badge Holder - SOLD
• Mobile App - Premier Sponsor
• Bronze Level Branding Package
• Hotel Key Cards
• Banners & Signage (based on size/location)
• Wayfinder Exhibit Floor Decal Package - NEW
• Public Sector Supporter Package
**Pathways to Innovation Stage**

*Intelligent Mobility: Safer. Greener. Smarter*

Now in its third year, the **exhibit floor stage** is a proven destination for learning and participating in the conversations will shape the new age of mobility.

- Mobility on Demand
- Machine learning
- AI
- Cybersecurity
- Sustainability
- Blockchain

These innovations and disruptions are happening within months, and the Pathways to Innovation Stage is the platform for harnessing this dynamic landscape. The stage will be located central to the exhibit floor, allowing for maximum attendee access during the event. The stage will be promoted as part of the overall 2019 ITS Annual Meeting Conference Program.

**Start Up Zone - NEW for 2019**

*Engage With Emerging Businesses*

Exclusive sponsorship of the 2019 Start Up Zone supports the showcase of innovative new companies in the ITS industry, demonstrating cutting-edge mobility solutions. Your organization will also have Pathways to Innovation onsite branding and time allotted on the Pathways to Innovation stage.

**Social Media Lounge - NEW for 2019**

*#ITSDC2019*

Located in the heart of the Pathways to Innovation area on the exhibit floor, the ITS America Social Media Lounge will be the hub for what is being talked about at the event including: live event streams, interviews and an opportunity connect with attendees during the event and post show with the ultimate impression opportunity. Sponsorship of this area will offer a long-lasting impression featuring your company as the backdrop for attendees and executives deliver the latest content from the show. Partner with ITS America to create a social media buzz that reaches ITS professionals world-wide. Includes an opportunity to provide a session on the Education Stage.

- Exclusive $18K
- Multiple (2 available) $10K
Driving Partner - $20,000

Education Highlights:
• Two (2) speaking presentation opportunities within Pathways to Innovation Stage - 30-45 minute each (content/panel produced by sponsoring company)
• Featured Driving Partner Level, Pathways to Innovation Stage Sponsor on promotional emails to registrants and ITS America members
• Social Media highlights on the 2019 ITS America Annual Meeting website
• Copy of Delegate List
• Promotional Push notification on the Mobile App
• Post event content highlighted within post show session email

Experience highlights:
• Two (2) Full Conference Registrations
• Four (4) Exhibit Hall Passes

Impression Highlights:
• Sponsor Logo prominently displayed as a Driving Partner “Pathways to Innovation Stage Sponsor” on event signage throughout the Pathways to Innovation Stage, and where stage is featured throughout the 2019 ITS America Annual Meeting & Expo, including: sponsor recognition on promotions pre-event, onsite and post-event as applicable.
• $5,000 credit to spend on ITS America Impression banners and signage.
• Featured as Silver Level overall ITS America Annual Meeting event sponsor on website, program and on-site signage as applicable
• Opportunity to contribute to media outreach
• Sponsor recognition in official event press release around Pathways to Innovation Stage, with quote from Sponsor representative
• Opportunity to provide collateral

Navigator - $10,000

Education Highlights:
• One speaking presentation opportunity within the Pathways to Innovation Stage - 30-45 minute (content/panel produced by sponsoring company)
• Featured as Navigator Level, Pathways to Innovation Stage Sponsor on promotional emails to registrants and ITS America members highlighting activities and educational programming
• Pathways to Innovation Stage Schedule as part of overall 2019 ITSA Annual Meeting Conference Schedule
• Social Media highlights on the 2019 ITS America Annual Meeting website
• Copy of Delegate List

Experience highlights:
• One Full Conference Registration
• Two (2) Exhibit Hall Passes

Impression Highlights:
• Sponsor Logo included as Navigator “Pathways to Innovation Stage Sponsor” on event signage throughout the Pathways to Innovations Stage area, and featured throughout the 2019 ITS America Annual Meeting, including: sponsor recognition on promotions pre-event, onsite and post-event as applicable.
• $2,500 credit to spend on ITS America Impression banners and signage.
• Featured as Bronze Level overall ITS America Annual Meeting and Expo event sponsor on website, program and on-site signage as available
• Opportunity to contribute to media outreach and access to pre-registered media list and complimentary press kit distribution
• Opportunity to provide collateral
As a Sponsor, certain levels of investment will offer your company additional benefits which may include event signage with your logo, speaking opportunities and more. These benefits provide additional marketing exposure to provide exposure from pre-show to post-show.

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Visit [www.itsamerica2019.org](http://www.itsamerica2019.org) to learn more about the Annual Meeting, or contact the ITS America Sponsorship Sales Team today.

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