



2020 Annual Meeting and Exhibition

2020 ITE Annual Meeting and Exhibition - Virtual Exhibitor Showcase

The global COVID-19 pandemic that has led to social distancing as well as travel and spending restrictions. As a result, many ITE members and others are unable to come to New Orleans. ITE has made the decision to transition the 2020 ITE Annual Meeting and Exhibition to an online conference. This decision was made to ensure our members and others would have an opportunity to learn about traditional and emerging technologies to allow them to do their jobs more productively.

What Does This Mean for Our Exhibit Hall?

Through extensive research, ITE staff has identified a platform that will provide us with the opportunity to host both a robust technical program and exhibitor showcase virtually. ITE is committed to providing our exhibiting partners with the highest level of visibility, lead generation, and networking. Our goal is to meet or exceed the value that your organization receives during an in-person exhibit hall.

Benefits of Participating in the ITE Virtual Exhibitor Showcase

- No travel, electrical, or rental furniture costs; (for currently paid exhibitors) no additional cost for space;
- Ability to showcase products and services through video, documents, presentations, and other resources, in addition to other opportunities to expand brand awareness and build lead generation through live interaction with ITE members and other transportation professionals.
- High level of recognition as an organization that supports ITE and the transportation profession during the meeting and year-round across all ITE channels;
- Ability to invite an unlimited number of customers and clients;
- Verbal and written recognition throughout the meeting as well as yearlong recognition and visibility opportunities through ITE media channels;
- Access to more than 16,000 ITE members and countless other transportation professionals;
- Ability to track visitors;
- Receive preferential selection for the 2021 Joint ITE International and Western/Mountain Districts Annual Meeting and Exhibition in Portland, OR, USA;

Special Exhibitor Webinars

ITE and YGS are hosting a series of special webinars to provide an overview of the virtual exhibitor showcase and to describe how your organization will benefit from participating. You will see examples of how you can set up your virtual booth.

Check your email for the list of dates and times or email Pam Goodell at pgoodell@ite.org.

Goodwill Opportunity

ITE is offering the following goodwill opportunity for sponsors to consider as an add-on to expand their visibility and to provide financial assistance to those in need:

Scholarships to ITE Annual Meeting and Exhibition

Help students attend the meeting by paying for their registration fee.

How Does It Work?

- The Exhibitor Showcase will be included on the virtual conference platform and will be easily identifiable.
- Conference attendees, ITE members, and other transportation professionals will be easily able to locate the Exhibitor Showcase and individual exhibitors.
- All exhibitors will be represented on the front page of the Exhibitor Showcase with logos.
- Each exhibitor will receive an individual presence on the virtual platform that can be set up and designed to host videos and presentations, resources, documents, and more.

	Exhibitor – Level 1 or Already Reserved 10x10	Exhibitor – Level 2 or Already Reserved 10x20	Exhibitor – Level 3 or Already Reserved 20x20
Fee	\$1,500	\$3,500	\$4,500
# of Booths in Exhibitor Showcase	1	2	3
# of Virtual Drop-In Sessions during the Annual Meeting and Exhibition (<i>see description below</i>)	1	1	1
Description in Exhibitor Showcase Listing	75 words	100 words	125 words
# of Complimentary Full Registrations	2	4	6
Inclusion in Exhibitor Product Category Listing	✓	✓	✓
Recognition on ITE Social Media Channels	✓	✓	✓
Logo in Special Conference Issue of <i>ITE Journal</i>	✓	✓	✓
Logo in Special Conference Issues of <i>ITE Spotlight</i>	✓	✓	✓
Logo on End Slide of Relevant Sessions	✓	✓	✓
Product Feature Promotion prior to the Annual Meeting and Exhibition (<i>see description below</i>)	▪	✓	✓
Ability to Host a Facebook Live or Periscope Event during the Annual Meeting and Exhibition	▪	▪	✓
Attendee List	▪	▪	✓
Logo on Lobby Slide for Session	\$	▪	✓
Ad Placement in Annual Meeting and Exhibition issue of <i>ITE Journal</i>	\$	▪	✓
Banner Ads on Webpages (topical or highly-trafficked)	\$	\$	▪
Ad in Online Guidebook	\$	\$	▪

✓ - included ▪ - optional (select 2 items at no additional cost) \$ - additional cost

Virtual Drop-In Sessions: These are round-table sessions led by exhibitors. These can be product demonstrations, training, or a sales pitch. ITE will promote these via *ITE Spotlight* and its social media channels as well as during the Annual Meeting and Exhibit. Exhibitors receive metrics from these sessions and the list of attendees. As part of the registration process, exhibitors can provide registrants with a document or video.

Product Feature Promotion: Prior to the Annual Meeting and Exhibition, ITE will send a promotion showcasing exhibitors and their products and services along with a link to their section.