



2020 ITE Annual Meeting and Exhibition

Sponsorship Opportunities

Due to the global COVID-19 pandemic that has led to social distancing and travel and spending restrictions making many ITE members and other unable to come to New Orleans, ITE has made the decision to transition the 2020 ITE Annual Meeting and Exhibition to a virtual conference. This decision was made to ensure our members and others have an opportunity to learn about traditional and emerging technologies to allow them to do their job more productively.

What Does This Mean for Our Sponsors?

A virtual conference significantly impacts a number of traditional sponsorship opportunities such as delegate bags, badge holders, lanyards, and WiFi sponsorships. The first thing to know is that if your organization had a signed agreement for a sponsorship that cannot be offered this year, your organization retains the right to that sponsorship in 2021.

ITE staff and our media partner, YGS, has worked diligently to create a new sponsorship program to take into account the virtual nature of this conference. This program offers a high level of visibility, recognition, and brand recognition.

Tima Good from YGS will be reaching out to current sponsors to discuss this new program and identify new opportunities prior to reaching out to new prospective sponsors.

Benefits of Being a Virtual Sponsor

- Ability to have a section on the ITE virtual conference platform to highlight videos, documents, and other resources to demonstrate your thought leadership in the transportation industry and grow your brand awareness.
- High level of recognition as an organization that supports ITE and the transportation profession during the meeting and yearlong across all ITE channels;
- Ability to invite customers and clients at a discounted registration rate;
- Verbal and written recognition throughout the meeting as well as yearling recognition and visibility opportunities through ITE media channels;
- Access to more than 16,000 ITE members and countless other transportation professionals;
- Access to attendee lists with contact information;
- Ability to track visitors to your section; and
- Right of refusal for sponsorships for the Joint ITE International and Western/Mountain Districts Annual Meeting and Exhibition in Portland, OR USA.

Goodwill Opportunities

ITE is offering the following goodwill opportunities for sponsors to consider as a means to expand their visibility and to provide financial assistance to those in need:

Scholarships to ITE Annual Meeting and Exhibition

Help send students to the meeting by paying for their registration fee.

How Does It Work?

- Sponsors will receive an individual section that can be set up and designed to host videos and presentations, resources, documents, and more.
- Sponsors will receive with training and access to ITE staff to facilitate setting up their section.

	Innovator	Leader	Champion
Range	\$2,500-\$4,500	\$4,501-\$6,500	\$6,500 and over
# of Presences Areas in Sponsor Showcase	1	2	2
# of Complimentary Registrations	2	4	6
# of Virtual Drop-In Sessions during the Annual Meeting and Exhibition (<i>see description below</i>)	n/a	n/a	1
Recognition on ITE Social Media Channels	✓	✓	✓
Logo on Slider on ITE Homepage	✓	✓	✓
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	✓	✓	✓
Inclusion of Sponsored Content on ITE Corporate Page	✓	✓	✓
Ability to Host a Facebook Live or Periscope Event During the Annual Meeting and Exhibition	▪	✓	✓
Logo on Lobby Slide for Session	▪	✓	✓
Ad Placement in Annual Meeting and Exhibition issue of <i>ITE Journal</i>	▪	✓	✓
Ad in ITE Guidebook	▪	▪	✓
Banner Ads on Webpages (topical or highly-trafficked)	▪	▪	✓
Ad in Digital Edition of <i>ITE Journal</i>	\$	✓	✓

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

Virtual Drop-In Sessions: These are round-table sessions led by sponsors. 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. Sponsors will be provided with the metrics from these sessions and the list of attendees (name and email). As part of the registration process, sponsors can provide registrants with a document or video.

Product Feature Promotion: Prior to the Annual Meeting and Exhibition, ITE will send a promotion showcasing sponsors.

A La Carte Sponsorship Opportunities

Sponsorship	Exclusivity	Benefits	Fee
Technical Session Sponsorship	Exclusive	Sponsor logo on all session-related materials; Recognition on conference webpage; Recognition during opening remarks	\$500 per session
Day Sponsorship	Non-Exclusive	Logo in sponsor section Logo on the day sponsored Logo on the pre-session powerpoints for that day Verbal recognition before every session Verbal recognition in remarks before opening plenary Recognition in <i>ITE Spotlight</i> for that day Up to one section in Exhibitor/Sponsor Showcase	\$2,500
Branded Gifts to Delivered to Attendees for specific audience	Non-Exclusive	Ability to choose denomination Logo on item Ability to target specific audience	\$2,500 *
Teaching a Class (Cooking, Mixology, Dancing)	Non-Exclusive	Ability to choose type of class Logo on promotion materials Sponsor-branded event	\$2,000
Happy Hour for Specific Audience	Exclusive	Logo on description of conference website Logo on description of virtual platform Logo in sponsor section Ability to invite up to 5 individuals to the happy hour Verbal recognition in remarks before opening plenary Recognition as part of photo spread/description in <i>ITE Spotlight</i> Up to two sections in Exhibitor/Sponsor Showcase	\$2,500 per 50 invites
Week Sponsorship	Exclusive	Logo in sponsor session Logo on each day of the week sponsored Logo above the week on the agenda Logo on the pre-session powerpoint slides for that week Verbal recognition before every session during that week Verbal recognition in remarking before opening plenary Recognition in <i>ITE Spotlight</i> for that week Ability to make brief remarks and introduce the first sessions of that week. Up to two sections in Exhibitor Showcase	\$3,500

Sponsor-Hosted Happy Hour	Exclusive	<p>Title sponsor of happy hour</p> <p>Logo on description of conference website</p> <p>Logo on description of virtual platform</p> <p>Logo in sponsor section</p> <p>Ability to determine attendee list</p> <p>Recognition as part of photo spread/description in <i>ITE Spotlight</i></p> <p>Up to two sections in Exhibitor/Sponsor Showcase</p> <p>Ability to provide gift cards or other offering to participants (at sponsor cost)</p>	\$5,500
One-on-One Interview with CEO or Senior Level Executive - posted on ITE website	Non-Exclusive	<p>Written or digital interview</p> <p>Collaboration on questions</p>	\$6,000
Plenary Session Sponsorship	Exclusive	<p>Logo on Plenary Session page of conference website</p> <p>Logo on Plenary Session section of virtual platform</p> <p>Logo on Plenary Session powerpoint slide being sponsored</p> <p>Logo in sponsor section</p> <p>Recognition in descriptive narratives about Plenary Session being sponsored</p> <p>Verbal recognition before Plenary Session being sponsored</p> <p>Verbal recognition in remarks before opening plenary</p> <p>Recognition in of <i>ITE Spotlight</i></p> <p>Up to two sections in Exhibitor/Sponsor Showcase</p>	\$7,500
Title Sponsorship	Non-Exclusive	<p>Listed as ITE 2020 Annual Meeting and Exhibit with <i>support provided by</i></p> <p>Logo on Annual Meeting Slider</p> <p>Logo on all pre-session powerpoint sliders</p> <p>Logo on title opening session powerpoint slide</p> <p>Recognition in descriptive narratives about conference</p> <p>Verbal recognition before every session. "Welcome to xxx session. We'd like to thank our title sponsors (list them) for their support of the ITE 2020 Annual Meeting and Exhibition." (are the people moderating each day getting a script?)</p> <p>Verbal recognition in remarking before opening plenary</p> <p>Up to three sections in Sponsor Showcase</p> <p>Special invitation to exclusive events throughout the rest of 2020 and into 2021</p>	\$9,000

*Fee is for participation only. Purchase and distribution costs to be paid for by sponsoring organization. Looking for ideas? We can put you in touch with our vendor to help you with an order and fulfillment.

- Face covering/masks
- Stainless sports bottles
- Scratch pad
- Charging cables
- Hand sanitizer gel



- Pop sockets
- Phone wallet
- Charging pad
- Cleaning cloth
- Earbuds with microphone

