

Sponsorship and Partnership Opportunities

Integrated Mobility Driving Smart Cities

ITS World Congress 2017

OCTOBER 29 - NOVEMBER 2

Palais des congrès Convention Center
Montréal, Québec, Canada



ITS World Congress 2017

Montréal 

Connect your company with the ITS market that is projected to reach \$143 billion by 2020.

Intelligent Transportation Systems are at the center of the explosion of wireless sensor networks, the broader adoption of emerging ITS technologies, smart city infrastructure, evolving vehicle technologies and an ever increasingly connected network. Sponsorship at the 2017 ITS World Congress has the power to bring your company in direct alignment with the innovators, change agents and visionaries within global Intelligent Transportation Systems. Strengthen your company's market share, influence industry viewpoints and build organizational awareness as a 2017 ITS World Congress Sponsor.

Sponsorship/Partnership at the 2017 ITS World Congress provides **opportunities** to:

- Establish market leadership through high profile branding and media exposure
- Reinforce existing business and generate new business engagements
- Engage with the right professionals to increase your company's industry impact
- Show your role as a key supporter of ITS, Smart cities and a connected world

Partner Levels:

Packages are designed to connect your organization with the global leadership that will be in attendance, before, during and after the event. Sponsorship opportunities allow for increased visibility, educational impact and targeted networking with key stakeholders at the event. Our menu allows for your company to create the right marketing combination, with additional recognition based on your level of support.

Premier:	\$150K +
Gold:	\$100K – \$149K
Silver:	\$50K – \$99K
Bronze:	\$25K – \$50K
Industry:	\$10K – \$24K
Supporter:	< \$10K

www.itsworldcongress2017.org

Produced By:



In Conjunction with:



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Sponsorships are available within **three primary categories:**

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

- Welcome Receptions
- Exhibit Floor Receptions and Refreshment Breaks
- VIP Gala Sponsors
- Industry-specific Gatherings
- C-Level Summits
- VIP Reception
- Leadership Breakfasts
- VIP Lounges
- Press Room
- Smart Cities Sponsorship
- Board Dinner

#2 EDUCATION Bringing together professionals to inform, share tools, technologies and future solutions

- Program Sponsorships
- Opening Plenary Sponsorships
- Student Educational Sponsorships
- Hack-a-thon
- Pre-Congress Email Promotion
- Conference Bag Insert
- Pre/Post Event Email Communications
- Single Session Sponsorships
- Tours
- Demonstration Sponsorships

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

- Multiple High-profile Signage Opportunities
- Hotel Room Keys & Hotel Signage
- Badge Holder
- Lanyards
- Conference Bag
- Registration Area
- Mobile App
- Coffee & Beverage Breaks
- Sustainability Sponsor
- Charging Station(s)
- Digital and Video Wall Signage
- Conference Attendee Gift
- Transportation Sponsorships

We look forward to working with you to create the right package to meet your organization's objectives.

For more information, contact the 2017 Montréal ITS World Congress Sponsorship Team:

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The 2017 ITS World Congress Will Host the Largest Gathering of Intelligent Transportation Professionals Globally.

Technology and Buyer Interests:

- Advanced Traffic Management Systems
- Autonomous & Automated Vehicle Solutions
- Automotive and OEM
- Commercial Vehicle Operations
- Connected Vehicle Technologies
- Consumer Electronics
- Electronic Toll/Fare Collection Systems
- Emergency Response Communications
- Fleet Management Systems
- GPS/GIS Technology Applications
- In-Vehicle Navigation/Safety
- Location-based Technology Solutions
- Modeling and Simulation Tools
- Signaling and Controls
- Smart City Solutions
- Telecommunication & Wireless Solutions
- Parking Management Systems

Sponsorships Connect You to Buyers

From brand awareness to high level engagement opportunities, we have options to meet your marketing needs and budget. Let us customize a sponsorship package with our three main sponsorship categories **Experience, Education & Impression**

Experience:

- **Welcome Reception** - Sponsor one of the premier networking events at the World Congress on the exhibit show floor. Open to all Conference Registrants **Exclusive Sponsor - \$40,000 or individual at \$15,000 - 4 available.**
- **Policy Roundtable Reception** - This high-level event celebrates the gathering of the Policy Roundtables at the ITS World Congress. Invitees include International Ministers, Corporate leadership and DOT leadership at this premium ITS World Congress networking opportunity - **Exclusive Sponsor - \$65,000 or individual at \$25,000 - 4 available**
- **DOT Roundtable** - One of the highest-level policy events at the ITS World Congress. The Policy Roundtable brings thought leadership from government, business and technology all together to discuss the leading issues facing ITS. Exclusive Sponsorship level, a Senior Executive will have an opportunity to make remarks. **Exclusive Sponsor - \$50,000 or individual at \$20,000 - 4 available**
- **Coffee and Refreshment Breaks & Board Meeting Coffee** -
 - Board Leadership Coffee Break, Sunday October 29th - **\$8,000**
 - Coffee & Beverage Breaks (*Daily or Exclusive*) - **\$8,000 Daily or \$30,000 week**
 - May include branded coffee cup sleeve for **\$12,000 (per day)**
- **Exhibit Floor Lunches** - Grab the attention of Conference Attendees during exclusive exhibit floor hours by hosting lunch on the exhibit hall floor. Includes signage and opportunity to provide collateral with company messaging. **\$20,000 each**
- **Gala Sponsorships (*Diamond, Gold, Silver & Table*)** - One of the most prestigious ITS World Congress events, the Gala is available for ticketed attendees and is an opportunity to place your company front and center to ITS leadership.
 - **Diamond Sponsor** - Premier Level of Gala Support at the Gala event. Premium signage, seating for VIP guests (3 tables), promotion on website and in printed directory. Opportunity for senior executive to provide brief 4 minute remarks. **\$50,000 - 1 available**
 - **Gold Sponsor** - High visibility signage, seating for VIP guests (2 tables) promotion on website and printed directory. Opportunity to provide unique table center giveaways or premium item giveaways for Gala guests. **\$25,000 - 2 available**
 - **Silver Sponsor** - Recognition as high level Gala supporter, seating for VIP guests (1 table) promotion on website and printed directory. Opportunity to provide premium item giveaway for Gala guests. **\$15,000 - 4 available**
 - **Gala Table Sponsor** - **\$2,500 each** - includes 10 seats

- **Smart Cities Party** - One of the hottest parties at the ITS World Congress, the Smart Cities Party celebrates Smart Cities and ITS innovation and what is to come around the corner - setting the tone for a new generation of ITS. *(see page 6 for additional Smart Cities Sponsorship Opportunities)*
 - **Gold** - Receives VIP registrations, Drink tickets, Premier Branding at event onsite, and in the onsite program, website and mobile app. Opportunity to provide 2-4 min welcome remarks and premium item for party guests - **\$25,000 - 1 available**
 - **Silver** - Receives VIP registrations, Drink tickets, High level branding at event onsite, and in the onsite program, website and mobile app. Opportunity to provide premium item for guests - **\$15,000 - 2 available**
 - **Bronze** - Receives VIP registrations, Drink tickets, branding at event onsite, and in the onsite program, website and mobile app. Opportunity to provide additional collateral - **\$10,000 - 3 available**

- **VIP Dinner** - This is the event, taking place at Le Cirque Montreal, to connect your company to the ITS World Congress VIP's at an amazing venue. Attendees include designated VIP's in attendance, including the ITS World Congress Organizing Committees from each region, Board of Directors, Major Sponsors, Dignitaries, ITS Leadership Circle. Monday October 29 from 7pm - 9pm. Sponsorship includes pre-event and onsite recognition, via signage and the ITS World Congress Website and Mobile App. **Exclusive Sponsor - \$50,000 or individual at \$20,000 - 3 available.**

- **VIP Reception** - Welcome VIP's in attendance to the VIP Reception in advance of the VIP Dinner. Attendees include ITS World Congress Organizing Committees from each region, Board of Directors, Major Sponsors, Dignitaries, ITS Leadership Circle. Sponsorship includes onsite recognition, signage and promotion. Opportunity to provide a premium item to reception attendees. **Exclusive Sponsor - \$20,000 or individual at \$10,000 - 4 available**

- **Press Room Sponsorship** - Opportunity to host the international media in attendance at the ITS World Congress Press Room. Includes opportunity to host company press event as well as pre-event and onsite recognition. **Exclusive (includes Press Event) \$15,000 or individual at \$5,000 - 3 available**

Education:

Smart Cities Pavilion Sponsorships

The Smart Cities Area will be the epicenter of the ITS World Congress in Montreal. Within its own dedicated area in the exhibit hall, this area will provide an experiential look at smart cities in action. Invited cities will be featured highlighting their smart city technologies, innovations and solutions with daily educational programming on the Smart Cities Stage.

Smart Cities Pavilion Premier Partner Sponsorship

\$100,000 (3 available)

Showcase your brand throughout the 2017 ITS World Congress and take part in year-round engagement opportunities exclusive to this high level sponsorship. From speaking opportunities, reception recognition, branding throughout the event and on-line this sponsorship will offer a comprehensive experience for your executive team and showcase your company as a thought leader within the Smart Cities Pavilion. *Details available upon request*

Smart Cities Pavilion Ecosystem Sponsorships

Choose your Smart Cities Ecosystem and gain exposure via three sponsorship levels within each ecosystem category including:

Gold - \$50,000 (1 available) - Silver - \$25,000 (2 available) - Bronze - \$10,000 (3 available)
Details available upon request

- ☐ **Cloud Backbone**
- ☐ **Cybersecurity**
- ☐ **Connected & Automated Vehicles**
- ☐ **Controls**
- ☐ **Health & Environment**
- ☐ **Infrastructure (Gold - **SOLD**)**
- ☐ **Lighting**
- ☐ **Public Safety**
- ☐ **Weather**
- ☐ **Wireless Backbone**

- **Keynote/ Plenary Sponsorships** - The ITS World Congress Keynotes are the cornerstones for each day of innovative programming. Bringing World ITS leadership, visionaries and discussion to the World Congress Stage, sponsors receive branding recognition at one of the highest level conference opportunities. Includes brief speaking opportunity for Senior Executive and meet and greet with keynote speakers, and VIP seating at the Keynote event. Includes pre-event and onsite recognition via signage, the ITS World Congress website, and Mobile App.

Opportunities include: Opening Keynote, Monday; Tuesday Keynote; Wednesday Keynote and Thursday Keynote. **Keynotes: \$25,000 each**

- **Break Out Sessions** - Connect your organization with the cutting edge content taking place at the event. Logo inclusion in printed guide, signage outside room and opportunity to provide collateral for session participants. Pricing and options available upon request.
- **Tour & Demo Sponsorships** - Much of ITS is experienced, and Tours and Demos provide attendees with hands-on experience to engage with technologies, solutions and sponsors. **Pricing and Options Available Upon request.**
- **Student Essay Contests (American **SOLD**, European & Asian) \$10,000 each**

Impression:

Showcase your brand via lobby signage (video or banners), in the hands of attendees with the 2017 ITS World Congress Mobile App, give-aways, branding within on-site attendee service areas and more.

- **Signage & Banners** - Starting prices at \$1,500+

- Meter Boards - \$2,000 each
- Lobby Banners - \$3,000+
- Floor/Stair Clings - \$2,500+
- Window Clings - \$1,500+
- Electronic Signage - \$5,000+

Attendee Items & Services

- **Hotel Room Key** - **SOLD**
- **Lanyards** - \$30,000
- **Badge Holder** - **SOLD**
- **Conference Bag** - \$50,000
- **Conference Bag Insert** - \$2,500

- **Charging Stations** - These are cool stations where you can leave your phone an return - most popular item \$10,000 each

- **Registration Area** - The most visited area at the event - \$25,000

- **VIP Lounge** - Exclusive C-level engagement opportunity - \$25,000

- **Wifi Sponsor** - \$20,000

- **Transportation Sponsors** - Promote your services exclusively to ITS World Congress attendees during the event - \$15,000+



2017 ITS World Congress Mobile App Sponsorship

Feature your company as the Mobile App provider offering in-depth connection opportunities with attendees leading them to your website and your exhibit space during the event. Opportunities include:

- **Overall Mobile App Sponsor:** \$20,000 - Exclusive or individual \$10,000 (2 available)
- **Splash Page:** \$10,000 Exclusive or individual \$4,000 (3 available)
- **Top Exhibitor Listing:** \$8,000 (1 available)
- **Enhanced Exhibitor Listing:** \$495
- **Push Notification:** \$1,000 each

Sponsor Benefits:

As a Sponsor, at certain levels of investment, your company receives additional deliverables which may include event signage with your logo, speaking opportunities and more. These benefits provide additional marketing exposure as a 2017 World Congress sponsor to provide pre, during and post show exposure.

Sponsor Benefits	Premier Partner \$150K+	Gold \$100K - \$149K	Silver \$50K - \$99K	Bronze \$25K - \$49K	Industry \$10K - \$24K	Supporter <\$9,999
Collateral Distribution	✓	✓	✓	✓	✓	✓
Delegate List	✓	✓	✓	✓	✓	✓
Company Recognition on Sponsorship Meter Boards, event website, and in program guide	Logo	Logo	Logo	Logo	Name Listed	Name Listed
Full Registrations	10	8	6	4	2	
Access to VIP Lounge	8	6	4	2		
Company logo on Plenary and event video screens when applicable	✓	✓	✓	✓		
Social Media Highlights	✓	✓	✓	✓		
Gala Tickets	Table	4	2	1		
Dedicated Meter board sign(s) (artwork from Sponsor)	2	1				
One (1) Email highlight of company within an ITSA event email with link to your website	✓	✓				
Speaking Opportunity at a mutually agreed upon sponsored event	✓					
Onsite Info Session (one dedicated Info Session session for your group)	✓					
One (1) Dedicated Email blast to WC17 attendees (sent via ITSA)	✓					

Events and items may be subject to change based on program changes or availability