

EXHIBITOR & SPONSORSHIP PROSPECTUS



Next Generation Integrated Mobility:

Driving Smart Cities

EXHIBIT & SPONSOR AT ITS WORLD CONGRESS 2017

for an unparalleled opportunity to meet with key decision-makers from across the entire intelligent transportation spectrum.



www.itsworldcongress2017.org

ITS WORLD CONGRESS 2017
Montréal | OCTOBER 29 - NOVEMBER 2

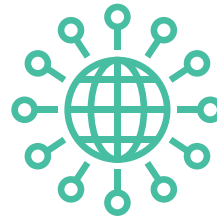
Where Transportation and Technology Intersect



Produced by ITS America, in conjunction with ITS Canada and co-organized by ITS Europe and ITS Asia-Pacific, ITS World Congress 2017 brings together leaders in intelligent and transformative transportation—policymakers, business luminaries, entrepreneurs, investors, implementers, academics, researchers and the media—looking to experience the next-generation technology enabling the smart transportation of tomorrow.



**Tap into a market
expected to reach
\$143 billion by 2020**



**Access the entire spectrum
of intelligent transportation,
under one roof**



**Reach new buyers,
generate leads, write
orders and expand into
new markets**



**Connect with the leaders
paving the way for the
latest advancements**

**EXHIBIT & SPONSOR TODAY:
www.itsworldcongress2017.org**



ITS WORLD CONGRESS 2017
Montréal | OCTOBER 29 - NOVEMBER 2

ITS World Congress 2017

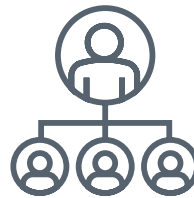
By the Numbers

A veritable who's who of the intelligent transportation industry will descend on the historic city of Montréal this year to discuss, debate and debut the latest technologies that are driving the next generation of transportation.

YOUR BRAND IN FRONT OF AN INFLUENTIAL AUDIENCE



49 U.S. states
and more than **50**
countries in attendance



40% of attendees are
C-Level executives and
senior management



10,000+ intelligent
transportation
professionals
expected to attend



56% make the final
decision or influence
purchasing

Source: ITS World Congress 2014 Detroit

ACCESS THE ENTIRE SPECTRUM OF TRANSPORTATION

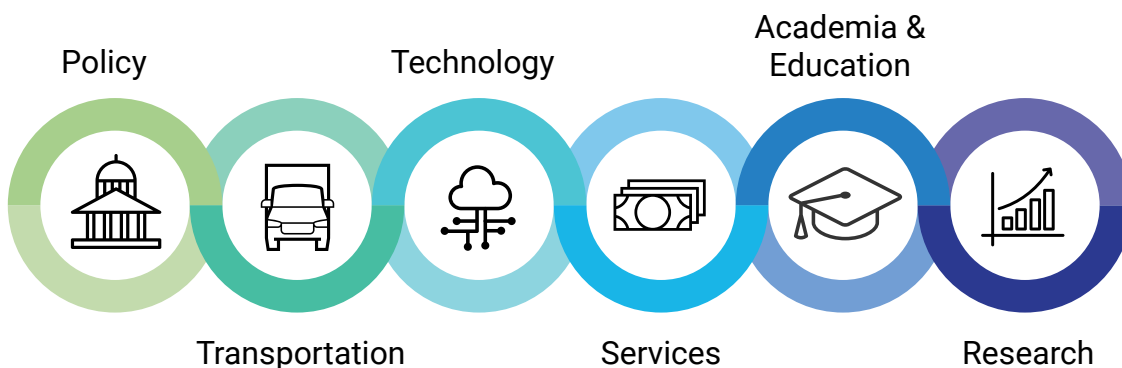


EXHIBIT & SPONSOR TODAY:
www.itsworldcongress2017.org

ITS WORLD CONGRESS 2017
Montréal | OCTOBER 29 - NOVEMBER 2



Get Your Share of the Billion-Dollar ITS Industry

Intelligent transportation professionals visit the ITS World Congress Exhibit Hall for these high-demand products and services. **MAKE SURE THEY FIND YOU AMONG THEM.**

Autonomous Vehicle Technology

Automotive and OEM Manufacturers & Suppliers

Connected Vehicle Technologies

Electronic Toll/Fare Collection Systems

Emergency Response Communications Equipment & Technologies

Fleet Management Systems

GPS/GIS Technology and Applications

Information and Communications Technologies

Modeling and Simulation Tools

Parking Management Systems

Signaling and Control

Systems

Software Development

Surveillance Technology

Systems Engineering

Telecommunications

Telematics

Traffic Management Systems

Variable Message Signs

Vehicle Safety Systems



PAST ATTENDEES INCLUDE BIG NAMES AND GLOBAL LEADERS

Amazon
Web Services
Cisco
DENSO

Ericsson, Inc.
Ford
General Motors
Google

IBM
Mitsubishi
Panasonic
Siemens

Toyota
Ver-Mac
Zipcar

EXHIBIT & SPONSOR TODAY:
www.itsworldcongress2017.org

ITS WORLD CONGRESS 2017
Montréal | OCTOBER 29 - NOVEMBER 2



Sign Up for Exhibit Space Today

The most influential stakeholders in the rapidly expanding intelligent transportation industry will converge at ITS World Congress 2017— and they're seeking your solutions. **MAKE PLANS NOW TO EXHIBIT.**

EXHIBIT SPACE RATES:

ITS America Member* \$4,500 USD per
10' x 10' (100 ft² or about 9.3 m²)

Non-Member \$5,000 USD per
10' x 10' (100 ft² or about 9.3 m²)

**Membership must be active at time of reservation to receive the member rate. For more information on membership please visit www.itsamerica.org. Rates include an allocation of exhibitor badges.*

EXHIBIT SPACE INCLUDES:

- Four (4) exhibitor staff badges per 10' x 10' space reserved
- One (1) full conference registration per contracted exhibiting company
- Twenty (20) complimentary exhibit hall one-day passes to distribute to clients and prospects
- Pre- and post-show attendee registration lists
- Pre-registered media list and complimentary press kit distribution in the onsite ITS pressroom
- Inclusion in the Final Program

The Show Floor is already more than 80% percent SOLD OUT!
Reserve your space.

Carly DiVito, Exhibit Manager, Corcoran Expositions
312-541-0567 x643 | carly@corcexpo.com



EXHIBIT & SPONSOR TODAY:
www.itsworldcongress2017.org

ITS WORLD CONGRESS 2017
Montréal | OCTOBER 29 - NOVEMBER 2

Become a Sponsor at ITS World Congress 2017

Sponsors at the ITS World Congress 2017 establish market leadership and generate high-profile branding and media exposure to power new leads and business connections.

SPONSORSHIPS ARE AVAILABLE WITHIN THREE PRIMARY CATEGORIES:



1. EXPERIENCE:

opportunities that create a dynamic environment to network and share concepts and technologies with a targeted audience



2. EDUCATION:

bringing together professionals to inform, share tools, technologies and future solutions



3. IMPRESSION:

build excitement and create brand awareness through creative logo placement and promotion

Visit www.itsworldcongress2017.org to see the full list of sponsorship offerings or contact the ITS Sponsorship Sales Team today.

Companies A – L

Tracy Mulligan

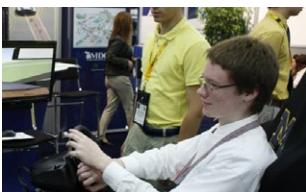
206-465-8346 | tmulligan@itsa.org

Companies M – Z

Kelly Alexis

703-909-2256 | kalexis@itsa.org

ASK ABOUT A SMART CITY SPONSORSHIP TODAY!



New in 2017, the Smart Cities Pavilion will be a cornerstone of the ITS World Congress in Montréal. It will bring together demonstrations by world-class cities highlighting their smart city technologies, innovations and solutions, and provide a stage for cutting-edge thought leadership on the Smart Cities Ecosystem topics:

Infrastructure
Cloud Backbone
Big Data Analytics
Wireless Backbone

Cybersecurity
Connected & Automated
Vehicles Controls
Health & Environment

Lighting & Signals
Public Safety
Intelligent Living and Mobility –
Weather, Traffic, Mapping

Traffic Management & Traveler
Information Systems



SPONSOR TODAY:
www.itsworldcongress2017.org

ITS WORLD CONGRESS 2017
Montréal | OCTOBER 29 - NOVEMBER 2