

2018 SPONSOR AND EXHIBITOR PROSPECTUS

National Rural ITS and ITS Arizona
Annual Conference + Exhibit

October 21–24, 2018 (Exhibit Dates: October 21–23)

We-Ko-Pa Conference Center | Fort McDowell, AZ | www.nritsconference.org



About the National Rural ITS and ITS Arizona Annual Conference + Exhibit

If your company manufactures a product, offers a service, or provides technology related to intelligent transport systems (ITS), you will not want to miss this incredible opportunity to demonstrate your thought leadership by supporting this event, networking with your existing customers, and connecting with prospective new ones.

The Institute of Transportation Engineers (ITE), with support from the ITS JPO, and ITS Arizona are partnering to create a conference that serves as a one-stop resource focusing on ITS implementation in local communities. This is an unparalleled opportunity to hear new and thoughtful perspectives on a wide variety of ITS topics.

This event will bring together both traditional and nontraditional users to address issues affecting rural and small communities, as well as touching on topics of special interest to Arizona transportation professionals. Attendees can expect to hear about subjects such as:

- Supporting Tourism and Special Events: Traveler Information, Parking, and More
- Connected Vehicle and Infrastructure Applications
- Rural ITS Weather Applications (Snow, Ice, Fog, Flood, and Dust)
- Rural and Small Community Traffic Management Technology—Traffic Signals and More
- Rural Traffic Incident and Emergency Management Strategies
- Freight ITS in Rural Corridors
- Small Investments = Big Payoffs
- What Gets Measured Gets Done: Performance Metrics
- Next-Generation ITS Technology Today
- Big Data—All Communities Large and Small
- Urban, Rural, and in Between: ITS Planning and Innovative Project Funding
- Technologies to Support More Effective Emergency Response
- ITS Safety Initiatives
- Multimodal Transportation Technology (Light Rail, Bus, Bicycles, Pedestrians, Commuter Rail)
- Developing and Maintaining Public Sector Resources and Workforce
- Using Technology to Solve Tribal Transportation Issues
- Pedestrians and Accessibility: Is There ITS for That?
- Applications to Improve Reliability of Freeways and Arterial Operations
- How to Explain It: Communicating the Benefits of ITS

Why Should You Be Involved?

This will be among the most widely attended ITS conferences in 2018, and the only one focused entirely on local ITS implementation issues, bringing together a wide range of attendees representing:

- Public and private transportation
- Transit
- Tourism
- Public safety enforcement
- Freight industry
- Medical service professionals engaged in the operations, maintenance, and use of the transportation system

Elected and appointed officials, business and community leaders, emergency responders, and public safety personnel will contribute to the rich dialogue while learning about the technical challenges facing the transportation industry.



Exhibiting at the National Rural ITS and ITS Arizona Annual Conference + Exhibit

Expand your reach and build awareness by having a presence. Join more than 40 other organizations and showcase your products and services, as well as demonstrate your latest technology. Reserve your booth today.

RENTAL FEES:

10 ft. x 10 ft.	\$850
10 ft. x 20 ft.	\$1,275

The rental fee for each 10-ft. x 10-ft. booth includes*:

- One 6-ft.-tall draped table, two chairs, and wastebasket
- One 8-ft.-tall back drape and two 3-ft. side drapes
- Carpet**
- One complimentary full registration to all plenary and technical sessions, food functions, and the exhibit hall
- One complimentary additional exhibit booth personnel registration
- Booth ID sign

- Company listing in the on-site program distributed to all attendees. The listing will include your company name, a short description, and a contact email address.
- Listing on the online floor plan including your company name, your booth number, and a hyperlink to your company website
- Listing by company name in the October issue of *ITE Journal*

*Exhibitors are responsible for reading the conference rules and regulations included in the exhibitor kit. This document includes important information regarding height restrictions of booth structures.

**The exhibit hall is carpeted. If an exhibitor would like additional carpet, it will need to be ordered via our decorator, Brede Exposition Services, at an additional fee.

Please note: Exhibits cannot exceed 8 ft. in height without written approval from ITE.

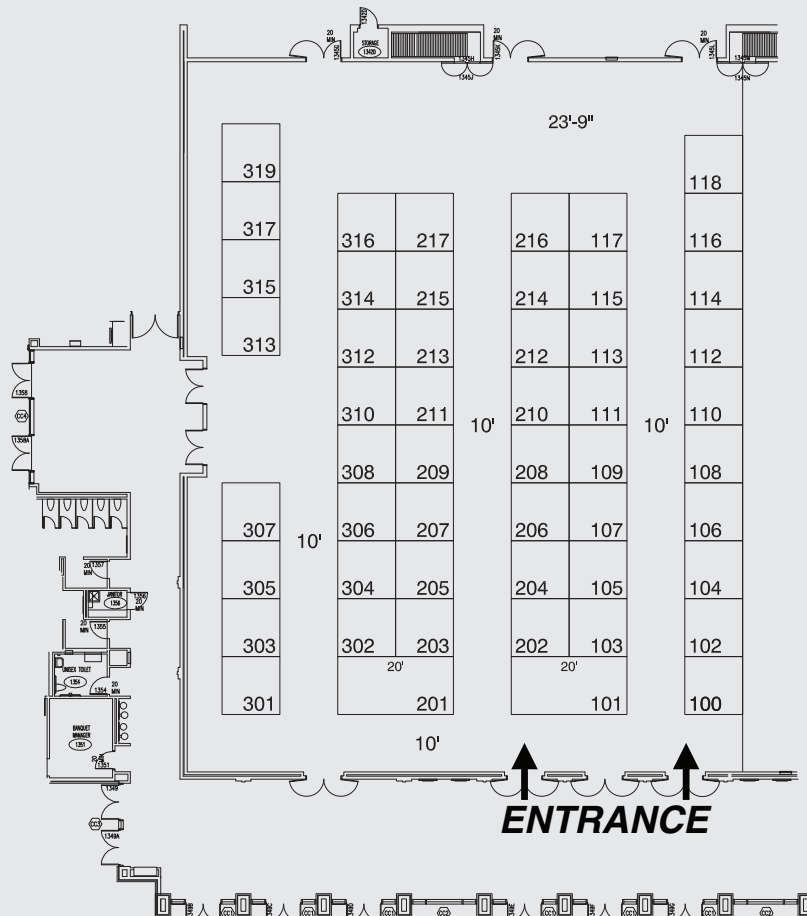


Exhibit Hall Schedule

SUNDAY, OCTOBER 21

7:00 a.m.–4:00 p.m.	Exhibitor Setup
6:00–7:30 p.m.	Welcome Reception in Exhibit Hall (Exhibit Hall Open)

MONDAY, OCTOBER 22

7:30 a.m.–5:00 p.m.	Exhibit Hall Open
7:30–8:30 a.m.	Breakfast
9:45–10:30 a.m.	Networking Break
Noon–1:00 p.m.	Lunch
2:30–3:15 p.m.	Networking Break

TUESDAY, OCTOBER 23

7:30 a.m.–3:30 p.m.	Exhibit Hall Open
7:30–8:30 a.m.	Breakfast
10:00–10:45 a.m.	Networking Break
Noon–1:00 p.m.	Lunch
2:30–3:15 p.m.	Networking Break
3:30–8:00 p.m.	Exhibitor Hall Teardown

Previous Exhibitors

360 Network Solutions
 Adaptive Micro Systems LLC
 ADDCO
 Advanced Traffic Products
 AM Signal, Inc.
 American Signal Company
 Ameron Pole Products
 Applied Information
 ASTI/Work Area Protection
 Boschung America
 Campbell Scientific
 Clark Transportation Solutions
 CohuHD Costar
 Cubic Transportation Systems
 Daktronics
 Digital Traffic Systems Inc.
 Digiwest
 Eberle Design Inc./Reno A&E
 Econolite
 EtherWAN Systems Inc.
 eX2 Technology
 FLIR Systems Inc.
 Gades Sales Company Inc.
 GRIDSMART Technologies
 High Sierra Electronics
 IBI Group
 Image Sensing Systems
 Information Display Company
 Information Logistics
 INRIX
 Intermountain Traffic LLC
 Iteris Inc.
 ITS America
 ITS Tennessee
 Kar-Gor Inc.
 Kimley-Horn
 Lee Engineering
 LiveView Technologies
 Lufft USA Inc.
 Marr Traffic
 MG Squared
 MSI Tec
 Multilink
 National Center for Rural Road Safety
 Peek Traffic Corporation (formerly NW Signal)
 Olsson Associates
 Pelco by Schneider Electric
 Q-Free Open Roads
 Quality Counts
 RoadSNAP
 Rhythm Engineering
 Salander
 SES America
 Siemens Industry Inc.
 Sierra Transportation & Technologies
 Simrex Wireless
 Site Safe Products LLC
 Southern Lighting & Traffic Systems
 Southern Manufacturing
 Street Smart Rental
 Summit Traffic Solutions
 Swarco Traffic Americas
 TAPCO
 Temple Inc.
 Tomar Electronics, Inc.
 TrafficVision
 Transportation Control Systems
 University of Tennessee Center for Transportation Research
 Utilicom Supply Associates
 Vaisala
 Wavetronix LLC
 Wireless Technology Inc.



Sponsorship

The National Rural ITS and ITS Arizona Annual Conference + Exhibit provides you with an impactful and powerful marketing and promotional opportunity. A sponsorship demonstrates your commitment to the transportation profession and builds awareness of your brand among attendees. There is a wide range of sponsorship activities to fit any budget or marketing goal. Do not pass up this opportunity to maximize your organization's participation in one of the most influential ITS events of 2018.

All sponsors will be recognized

- In marketing materials, including the registration brochure and on-site program
- On the conference website
- In promotional emails
- Via ITE's and NRITS' social media platforms: Twitter (more than 5,000 followers), LinkedIn (more than 4,500 followers), and Facebook (more than 4,500 followers)

	FRIEND OF ITS (\$500–\$749)	BRONZE (\$750–\$1,249)	SILVER (\$1,250–\$1,999)	GOLD (\$2,000–\$3,999)	PLATINUM (\$4,000 and above)
Complimentary Registrations	n/a	n/a	1	2	3
Complimentary Ad in On-Site Program	n/a	n/a	1/4 Page	1/2 Page	Full Page
Drink Tickets	n/a	n/a	1	2	3

Combine a sponsorship with an exhibit booth to MAXIMIZE your exposure!



Sponsorship À La Carte Opportunities

WELCOME RECEPTION

Help us kick off the 2018 National Rural ITS and ITS Arizona Annual Conference + Exhibit in style! Enjoy a cash bar and hors d'œuvres with conference attendees and guests!

\$12,000 exclusive

\$4,000 nonexclusive*

"BUY THE HOUSE A ROUND" HOSTED BAR

Attendees will appreciate your sponsorship of the hosted bar during the welcome reception.

\$8,500 exclusive

\$3,500 nonexclusive*

BREAKFAST

It's the most important meal of the day. Give attendees a solid head start and create a favorable impression of your brand by sponsoring their breakfast. Two opportunities: October 22 and October 23.

\$5,000 exclusive

\$2,500 nonexclusive*

LUNCH

A terrific opportunity and a chance to refuel for the afternoon. Your brand will gain a boost through your sponsorship of this opportunity. Two opportunities: October 22 and October 23.

\$20,000 exclusive

\$4,000 nonexclusive*

OPENING PLENARY

Make a strong statement about your organization's leadership role in the transportation industry with this prominent sponsorship opportunity! The sponsoring organization will have the opportunity to make opening remarks. Additional recognition includes three to five social media mentions before, during, and after the session.

\$3,500

DELEGATE BAGS

A very popular attendee takeaway! Carried around by attendees, these bags will prominently display your company logo. Sponsor will receive overages.

\$6,000

WI-FI SPONSORSHIP

Keep attendees connected! This sponsorship underwrites the Wi-Fi provided by ITE during this conference. Benefits include recognition throughout the meeting, including signage and table tents in all rooms acknowledging the sponsoring organization.

\$4,000

LANYARDS

See your name prominently displayed on each annual meeting attendee. Sponsor will receive overages.

\$2,500

BADGE HOLDERS

A sponsorship opportunity in high demand. Attendees have your organization's name prominently displayed on their badge holder.

\$2,500

NETWORKING BREAK

Attendees will appreciate your support as they enjoy re-energizing refreshments between sessions. Signage will recognize the sponsoring organization.

MORNING BREAK

\$2,000 single break, exclusive

\$1,000 single break, nonexclusive*

AFTERNOON BREAK

\$3,500 single break, exclusive

\$2,000 single break, nonexclusive*

TECHNICAL SESSION

Showcase your commitment to a topic by sponsoring the concurrent technical sessions of your choice! Attendees will see your branding immediately when they enter the meeting room. Sponsoring organizations will also be recognized prior to and during the meeting through social media callouts.

\$500

***Nonexclusive sponsors will be listed as co-sponsors of the event in marketing materials and on the conference website.**



Advertising

Expand your reach and build awareness by taking advantage of the following advertising opportunities.

Increase your exposure by advertising in the National Rural ITS and ITS Arizona Annual Conference + Exhibit on-site program. This guide is used by attendees to plan their agenda every day and includes session locations and times, speaker information, exhibitor descriptions, registration desk times, and much more!

PLACEMENT	RATES
1/4 Page.....	\$150
Size: 3.5 in. x 4.75 in.	
1/2 Page.....	\$300
Size: 7.5 in. x 4.75 in.	
Full Page.....	\$600
Trim Size: 8.5 in. x 11 in.	
Full Bleed: 8.75 in. x 11.25 in.	
Live Area: 8 in. x 10.5 in.	
Inside Front Cover.....	\$750
Inside Back Cover.....	\$900
Back Cover.....	\$900
Full-Page Spread.....	\$1,100



Exhibitor Application

National Rural ITS and ITS Arizona Annual Conference + Exhibit

Meeting Dates: October 21–24, 2018 | Exhibit Dates: October 21–23, 2018

Application to exhibit, from _____ (company name), herein called "Exhibitor," to Institute of Transportation Engineers (ITE). In accordance with the following terms, conditions, and regulations governing exhibits of the National Rural ITS and ITS Arizona Annual Conference + Exhibit, the undersigned hereby makes application for exhibit space(s) which, when accepted, becomes a contract.

BOOTH INFORMATION

Size Requested (e.g., 10 ft. x 10 ft., 10 ft. x 20 ft.) _____

Location Requested. Multiple spaces can be combined to create a larger space.

Preferred booth location(s):

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Any companies that you wish **not** to be near:

Any companies that you wish to be near:

CONTACT INFORMATION

All show-related information should be sent to this person:

Contact Name

Agency/Firm/Organization Name

Street Address

City

State/Province

Zip/Postal Code

Country (if other than U.S.)

PAYMENT INFORMATION

Payment in full is required at the time of the application. A nonrefundable application fee of \$250 is included in the rental fee.

☐ American Express ☐ Visa ☐ Mastercard ☐ Check made payable to The YGS Group

Name on Credit Card

Card Number

3- or 4-Digit Security Code

Expiration Date

Billing Address

City

State/Province

Zip/Postal Code

Country (if other than U.S.)

Phone

Authorized Signature

Total Registration Fees: \$ _____

Cancellation Policy: The U.S. \$250 application fee is nonrefundable. For space cancellations prior to September 20, 2018, exhibitors forfeit 30 percent of total booth rental fee (plus the application fee). There is no refund for cancellations after September 20, 2018. Send your application form and exhibit booth(s) rental fee in U.S. dollars to The YGS Group, Attn.: Amber Nalls, 3650 West Market Street, York, PA 17404, or email to amber.nalls@theygsgroup.com. Checks should be made payable to The YGS Group.



Sponsor Application

National Rural ITS and ITS Arizona Annual Conference + Exhibit

Meeting Dates: October 21–24, 2018 | Exhibit Dates: October 21–23, 2018

- | | |
|--|--|
| <input type="checkbox"/> Welcome Reception: \$12,000 \$4,000 | <input type="checkbox"/> Lanyards: \$2,500 |
| <input type="checkbox"/> "Buy the House a Round" Hosted Bar: \$8,500 \$3,500 | <input type="checkbox"/> Badge Holders: \$2,500 |
| <input type="checkbox"/> Breakfast: \$5,000 \$2,500 | <input type="checkbox"/> Networking Morning Break: \$2,000 \$1,000 |
| <input type="checkbox"/> Lunch: \$20,000 \$4,000 | <input type="checkbox"/> Networking Afternoon Break: \$3,500 \$2,000 |
| <input type="checkbox"/> Opening Plenary: \$3,500 | <input type="checkbox"/> Concurrent Technical Sessions: \$500 |
| <input type="checkbox"/> Delegate Bags: \$6,000 | <input type="checkbox"/> Other: _____ \$ _____ |
| <input type="checkbox"/> Wi-Fi Sponsorship: \$4,000 | |

CONTACT INFORMATION

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Agency/Firm/Organization Name

Street Address

City

State/Province

Zip/Postal Code

Country (if other than U.S.)

PAYMENT INFORMATION

☐ American Express ☐ Visa ☐ Mastercard ☐ Check made payable to The YGS Group

Name on Credit Card

Card Number

3- or 4-Digit Security Code

Expiration Date

Billing Address

City

State/Province

Zip/Postal Code

Country (if other than U.S.)

Phone

Authorized Signature

