

SPONSORSHIP PACKAGE



ITS CANADA 2026 
ANNUAL CONFERENCE & EXHIBITION
EDMONTON • MAY 20 - 22
LEAN TIMES • SMART MOVES



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WHY BECOME A SPONSOR

- Generate New Business Leads, Partnerships and Sales
- Connect with Your Target Market
- Opportunities for Building Increased Social Media Engagement
- Demonstrate ITS expertise and Build your Brand Reputation
- Strengthen Customer Relationships
- Amazing Networking Opportunities with the ITS Community
- Convey your Organization's Support for the Important Work of ITS Canada

SPONSOR OPTIONS

EXECUTIVE SPONSOR - \$10,000 (2 spots available)

DIAMOND SPONSOR - \$7,500 (2 spots available)

PLATINUM SPONSOR - \$5,000 (1 spot available)

GOLD SPONSOR - \$3,000 (5 spots available)

SILVER SPONSOR - \$2,000 (3 spots available)

AWARDS SPONSOR - \$3,000 (1 spot available)

TECHNICAL TOUR SPONSOR - \$3,000 (1 spot available)

ALL SPONSOR PACKAGES INCLUDE

Logo on ITS Canada 2026 Event Website

Name Recognition in Press Releases

Pre and Post Conference Delegate List



LEAN TIMES · SMART MOVES
Delta Hotels Edmonton South Centre, Edmonton, AB

#ITSC Edmonton2026 www.itscanada.ca

@its-sti-canada @itssticanada @ITS_STI



EXECUTIVE SPONSOR **SOLD OUT**

\$10,000 - 2 SPOTS AVAILABLE

- Presenting Sponsor : Logo integrated in the logo of the event with the mention “Presented by”
- Logo in All Electronic Correspondence
- 6 VIP Reception Invitations
- Access to the VIP Lounge
- Presenting Sponsor Logo on Backdrop Banners in All Press Photo Opportunities
- Presenting Sponsor Logo Placement on All Printed Materials
- Presenting Sponsor Logo on All Communications
- Opportunity to have a Quote in the Press Release
- Attendees list with all the emails who opt-in
- Participation in the Virtual Swag bag
- Exclusive Sponsor of the VIP Reception Tuesday May 19th, have your company logo featured on signage, and provide opening remarks at the reception, or
- Exclusive Sponsor of a keynote or panel speaking slot to showcase thought leadership in transportation, innovation, sustainability, or infrastructure

DIAMOND SPONSOR

\$7,500 - 2 SPOTS AVAILABLE

- Presenting Sponsor : Logo integrated in the logo of the event with the mention “Presented by”
- Logo in All Electronic Correspondence
- 4 VIP Reception Invitations
- Presenting Sponsor Logo on Backdrop Banners in All Press Photo Opportunities
- Presenting Sponsor Logo Placement on All Printed Materials
- Presenting Sponsor Logo on All Communications
- Opportunity to have a Quote in the Press Release
- Attendees list with all the emails who opt-in
- Participation in the Virtual Swag bag
- Sponsor of the International Forum on May 20th
- Or Keynote Speaker Introduction on May 22nd

PLATINUM SPONSOR

\$5,000 - 1 SPOT AVAILABLE

- Prominent Sponsor Name Recognition
- Logo in All Electronic Correspondence
- 4 VIP Reception Invitations
- Logo on Backdrop Banners in All Press Photo Opportunities
- Prominent Logo Placement on All Printed Materials
- Attendees list with all the emails who opt-in
- Participation in the Virtual Swag bag
- Sponsor of the welcome reception May 20th

GOLD SPONSOR

\$3,000 - 5 SPOTS AVAILABLE

- 2 VIP Reception Invitations
- Logo on Backdrop Banners in All Press Photo Opportunities
- Prominent Logo Placement on All Printed Materials
- Attendees list with all the emails who opt-in
- Participation in the Virtual Swag bag

SELECT 1 OF THE 5 GOLD SPONSOR CHOICES:

- A. Young Professionals Meet & Greet **SOLD OUT**
- B. Charging station
- C. Participation in a breakout session or panel discussion (subject to availability). Recognition during the session as a Gold Sponsor. **SOLD OUT**
- D. Mention in one pre-event email and one post-event thank-you message
- E. Speaking opportunity at Banquet Dinner cocktail reception **SOLD OUT**





SILVER SPONSOR

\$2,000 - 3 SPOTS AVAILABLE

- 1 VIP Reception Invitation
- Logo on Backdrop Banners in All Press Photo Opportunities

SELECT 1 OF THE 3 SILVER SPONSOR CHOICES:

- A. Branded Lanyards **SOLD OUT**
- B. Coffee Breaks **SOLD OUT**
- C. Mobile App

WE CAN CUSTOMIZE YOUR SPONSORSHIP PACKAGE!

For more information, please contact:
Janneke van der Zee, Managing Director
Email: janneke@itscanada.ca

AWARD SPONSOR

\$3,000 - 1 SPOT AVAILABLE

- 2 VIP Reception Invitations
- Logo on Backdrop Banners for Award Photos
- Prominent Logo Placement on All Printed Materials
- Attendees list with all the emails who opt-in
- Participation in the Virtual Swag bag

TECHNICAL SPONSOR

\$3,000 - 1 SPOT AVAILABLE

- 2 VIP Reception Invitations
- Logo on Backdrop Banners for Award Photos
- Prominent Logo Placement on All Printed Materials
- Attendees list with all the emails who opt-in
- Participation in the Virtual Swag bag

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ITS SOLUTIONS FOR EVERY COMMUNITY
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