



OUR CONFERENCE

Engage with 350+ ITS professionals – people from the public sector, private sector, and academia in Canada’s largest ITS focused conference. With “Zoom fatigue” being a frequently uttered phrase, we wanted to have a different sort of conference – a conference that’s not just endless presentations. Instead of simply duplicating all the elements of a physical conference, we’ve completely reworked this conference to make it engaging and worthwhile. Our core mission is bringing people together to have real conversations, and real discussions, not just endless presentations. Get ready to join us in a different and innovative virtual conference, and help us to create connections that matter.

itscanada2021.ca
#itsc2021

ITS CANADA 2021 VIRTUAL CONFERENCE

June 21-22, 2021

SUMMER CONFERENCE
Creating Connections that Matter

November 29-30, 2021

WINTER CONFERENCE
Challenges and Innovation in a Changing World

SPONSOR PROSPECTUS

- Be a visible leader in fostering innovation and technology in transportation
- Connect with the largest community of ITS professionals in Canada
- Access live and recorded sessions for training and information
- Sponsor Benefits (next page) span across both the Summer and Winter conferences

NEW

SPONSORSHIP VISIBILITY THIS YEAR

- A focus on creating a lasting and meaningful interactive virtual conference
- Individual sponsor recognition within our new conference portal during sponsored activities
- Delegate welcome kits containing sponsor materials and recognition
- Opportunities for increased social media recognition and shareable materials
- A completely revamped conference program, filled with real engagement, interaction, and the latest in transportation technology
- ...and more to come



HOW TO BECOME A SPONSOR

- Registrations taken on a first-come, first-served basis
- Sponsors must confirm their specific sponsorship request directly with ITS Canada to reserve the opportunity
- Without full payment, ITS Canada will not guarantee nor hold the event sponsorship
- We accept VISA, MasterCard, AMEX and EFT as payment options
- Sponsors are encouraged to commit early to maximize their profile for both virtual conferences in 2021

SPONSOR BENEFITS
Logo on ITS Canada 2021 event website
Logo in Portal Sponsor Tab
Logo in Primary Conference Portal
Logo on Delegate Kit Program
Recognition in all press releases related to events
Prominent sponsor recognition
Summer & Winter Conference registrations
Social Media Recognition spots
Access to Pre-conference delegate list
Speaking opportunity – Main Plenary
Virtual Interview Recording, 1 x 5min
Session Sponsor / Logo Placement
Primary Sponsor of VIP Reception or Exhibitor Reception
Sponsor of Reception Interactive Activity
Physical Delegate Kit – Primary Sponsor
Physical Delegate Kit – Content Contribution*

\$7,500 2 available	\$4,000 4 available	\$2,000 5 available	\$1,000 4 available
PLATINUM	GOLD	SILVER	BRONZE
●	●	●	●
●	●	●	●
●			
●			
●	●	●	●
●	●		
●	●		
3	2	1	
3	2	1	
●			
●			
●			
Main Plenary Keynote	Technical Sessions	Product & Service Showcase	Exhibit Hall Breaks
●			
	●	●	
	●	●	●

* Sponsors may contribute physical contents for the delegate kit mailouts, size and weight limitations apply.

