

ITS CANADA 2021 VIRTUAL CONFERENCE

Summer Conference

June 21-22, 2021

Creating Connections that Matter

Winter Conference

Nov 29-30, 2021

Challenges and Innovation in a Changing World

SPONSOR PROSPECTUS

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.

WHY BECOME A SPONSOR?

- ❖ 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

WHAT’S NEW 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.



SPONSOR BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Logo on ITS Canada 2021 event website	X	X	X	X
Logo in Portal Sponsor Tab	X	X	X	X
Logo in Primary Conference Portal	X			
Logo on Delegate Kit Program	X			
Recognition in all press releases related to events	X	X	X	X
Prominent sponsor recognition	X	X		
Summer & Winter Conference registrations	3	2	1	
Social Media Recognition spots	3	2	1	
Access to Pre-conference delegate list	X			
Speaking opportunity – Main Plenary	X			
Virtual Interview Recording, 1 x 5min	X			
Session Sponsor / Logo Placement	Main Plenary / Keynote	Technical Sessions	Product & Service Showcase	Exhibit Hall Breaks
Primary Sponsor of VIP Reception or Exhibitor Reception	X			
Sponsor of Reception Interactive Activity		X		
Physical Delegate Kit – Primary Sponsor	X			
Physical Delegate Kit – Content Contribution*	X	X	X	X

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

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.
- ❖ Payment (VISA, MasterCard, AMEX, EFT or check payable to “ITS Canada”)
- ❖ Sponsors are encouraged to commit early to maximize their profile for both virtual conferences in 2021.