

12th Annual

Conference and General Meeting

May 10 - 13, 2009 . Edmonton, Alberta

Transportation Solutions
for Growth and Sustainability



Sponsorship Package

Conference Website:
www.itscanada.ca/edmonton2009

Contact: Heather Navarra
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F. 905 294.1050

Hosted by: ITS Canada
itscanada@itscanada.ca



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Sponsorship Brief

Do you have a product or service that helps to design or operate a 21st century transportation system?

Do you want to position your firm or organization as a leader in the industry that is changing how we manage the movement of people, goods and services?

Do you have a new transportation-related product that will enhance productivity or improve the exchange of information?

If you answered, "Yes!" to any of these questions, then ITS Canada's 12th Annual Conference is the perfect marketing event for you.

Reach **over 200 senior public- and private-sector decision makers and influencers** from across Canada and abroad at this three-day professional development forum.

Sponsorship offers value-added marketing opportunities to ensure your organization stands out from the pack.

Hosted by

ITS Canada

www.itscanada.ca/edmonton2009

To book your sponsorship opportunity, contact:
Heather Navarra, Office Manager

P. 905 471.2970

F. 905 294.1050

Local Sponsorship Contact:

Dagny Alston, The DAGNY Partnership

P. 780 431.9551

F. 780 433.2458



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About the host organization ITS Canada

ITS Canada is a professional not-for-profit society recognized as the most knowledgeable source in Canada for information and advice on intelligent transportation systems.

The Society serves more than 750 individuals representing a wide range of public- and private-sector organizations, including representatives from all levels of government throughout Canada. ITS Canada welcomes both corporate memberships and individual decision makers from agencies and organizations committed to 21st century intelligent transportation systems.

A key focus for the Society is the ITS Architecture for Canada, initiated in 1999. Overall, the Architecture defines the functionality of ITS components and the information

flows among ITS elements to achieve total system goals. The Society provides a national focus for this work, and fosters multi-disciplinary partnerships to further ITS initiatives.

ITS Canada's profile extends far beyond Canada's borders, and includes prominent positions in the international ITS community.

ITS Canada hosts this annual national forum, which brings together industry leaders to meet, share new ideas, review the latest developments, understand industry direction and consider future projects. This networking and information sharing event is invaluable to any organization involved in the ITS industry.

About the Conference

ITS Canada's 12th Annual Conference, being held at Edmonton's Crowne Plaza Chateau Lacombe Hotel, begins Sunday, May 10, with an opening evening reception.

The three-day event offers a comprehensive program that includes three plenary sessions, one workshop and 14+ breakout sessions. The hands-on breakout sessions feature 40+ topics of interest presented by industry leaders and selected from an international Call for Abstracts.

The event also includes two off-site technical tours. Delegates choosing the first tour will get a first-hand look at the City of Edmonton's Traffic Control Centre and the CN Control Centre to view traffic coordination for these two key organizations. The second tour takes delegates south of the city, to the weigh station near Leduc, Alberta and to NavCan's traffic control centre at the Edmonton International Airport where visitors can view air traffic coordination in the Edmonton regional area.

A Conference trade show offers sponsors and delegates the opportunity to assess the latest technological advances.

The Conference program consistently attracts delegates representing virtually every facet of the transportation industry. ITS Canada conferences have included representatives from mapping information, transportation engineering, transportation goods movement, traveller information services, traffic management and technology, public policy makers and other transportation managers from all levels of government, international public policy makers, consumer associations and specialized multi-modal technologies.



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Sponsorship Benefits Package

Executive Sponsor \$10,000 or more (maximum 3)

Name recognition and logo placement

- Prominent size and positioning of corporate logo included in all pre-Conference promotional material
- Corporate logo included on Conference sponsor signage
- Corporate logo (large) included on Conference proceedings/program cover and delegate bag
- Logo included in the sponsorship list inserted in the Conference materials and/or program
- Logo included on the ITS Canada 2009 Conference website
- Web links from Conference site to sponsor's site

Incremental sponsor promotion at sponsored events

- Prominent headline sponsor recognition for each day (signage and verbal recognition)
- Opportunity to speak and/or introduce a plenary speaker. Corporate sponsors can provide a brief (2 – 3 minute) summary of their company or organization. Speaking and introduction opportunities would be offered at the Opening Plenary (Monday), Conference banquet (Tuesday p.m.), or Closing Plenary (Wednesday). If a sponsor wishes to host and deliver a breakout session, this could be negotiated as an alternate to the plenary session involvement.
- Corporate promotion on table centerpieces (tent or information cards with corporate logos and key facts from sponsors)
- Promotion through “Lunch Trivia Quiz” linking to facts available at the corporate display and/or the table tent cards

Distribution of corporate material

- Either the opportunity to insert a corporate profile or promotional material (provided by the sponsor) in delegate kits and/or Conference proceedings (up to 4 pages, 8.5” x 11”) or space for 2-page colour ad in proceedings or delegate package (Note: Program size has not been confirmed but the ad would be approximately 8” x 6”)
- Distribution in delegate kits of corporate promotional giveaways provided by the sponsors
- 1 free Exhibit Booth (10 foot) in prime location

Delegate attendance (negotiable with sponsorship level)

- Three free delegate registrations (negotiable with sponsorship level)
- Discounted rate for 3 Conference delegate registrations (\$100 off the posted rate)
- 3 guest passes to both Monday's and Tuesday's lunch presentations or 3 guest passes to Conference banquet

Exclusivity from corporate competitors may be negotiated for an additional contribution.



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Platinum Sponsorship \$5,000 (3 maximum)

Name recognition and logo placement

- Corporate logo included in all pre-Conference promotional material
- Corporate logo on Conference sponsor signage
- Corporate logo (medium-sized) included on Conference proceedings cover
- Logo included in the sponsorship list inserted in the Conference materials
- Logo included on Conference website
- Web links from Conference site to sponsor's site

Incremental sponsor promotion at sponsored events

- Sponsor recognition (signage and verbal recognition) at Conference plenary sessions and banquet
- Opportunity to introduce and co-host a lunch speaker. Corporate sponsors can provide a brief (2 – 3 minute) summary of their company or organization
- Corporate promotion on table centerpieces (tent cards with corporate logos and key facts)
- Promotion through “Lunch Trivia Quiz” linking to facts available at the corporate display

Distribution of corporate material

- Ancillary display space (maximum 6' x 2') in one breakout session room. Suitable for static unmanned tabletop display or 3' pull-up displays only
- Access to Sponsor Table for brochure distribution and/or a tabletop poster (maximum 18" x 24")
- Space for 1-page colour ad in proceedings or delegate package (approximately 4" x 6")
- Sponsor giveaways distributed in delegate kits

Delegate attendance

- Two free delegate registrations
- Discounted rate for 2 Conference delegate registrations (\$100 off the posted rate)
- 2 guest passes to both Monday's and Tuesday's lunch or 2 guest passes to the Tuesday banquet

Gold Sponsorship \$2,500 (10 maximum)

Name recognition and logo placement

- Corporate name in plain type included in pre-Conference print promotional material
- Corporate logo included on Conference sponsor signage
- Corporate logo (small) included on Conference proceedings cover
- Logo included in the sponsorship list inserted in the Conference materials
- Logo included on the ITS Canada 2009 Conference website
- Web links from Conference site to sponsor's site

Incremental sponsor promotion at sponsored events

- Sponsor recognition (signage and/or verbal recognition) at the Sunday reception or one of the workshops or breakout rooms (Monday, Tuesday or Wednesday)
- Opportunity to introduce and co-host one workshop or one breakout session speaker with ITS Canada host. Corporate sponsors can provide a brief (2 – 3 minute) summary of their company or organization

Distribution of corporate material

- Space for 1/2 page colour ad in proceedings or delegate package (approximately 4" x 3")
- Access to Sponsor Table for brochure distribution and/or a tabletop poster (maximum 18" x 24")

Delegate attendance

- One free delegate registration
- Discounted rate for 1 Conference delegate registration (\$100 off the posted rate)
- 1 guest pass to either Monday's or Tuesday's lunch



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Silver Sponsorship \$1,000 (unlimited)

Name recognition and logo placement

- Corporate logo included on Conference sponsor signage
- Corporate name printed in plain type included on Conference proceedings cover
- Logo included in the sponsorship list inserted in the Conference proceedings
- Logo included on the ITS Canada 2009 Conference website
- Web links from Conference site to sponsor's site

Incremental sponsor promotion at sponsored events

- Sponsor recognition (signage and verbal recognition) at one of the breakfasts (Monday, Tuesday or Wednesday) or one of the Technical Tours (Sunday or Monday)

Distribution of corporate material

- Access to Sponsor Table for brochure distribution

Delegate attendance

- Discounted rate for 1 Conference delegate registration (\$100 off the posted rate)

Bronze Sponsorship \$500 (unlimited)

Name Recognition

- Corporate name listed (in plain type) on sponsor signage
- Logo included on the sponsorship list inserted in the Conference proceedings
- Logo included on the ITS Canada 2009 Conference website
- Web links from Conference site to sponsor's site

Distribution of corporate material

- Access to Sponsor Table for brochure distribution