



2025 Conference & Expo

Sep. 23-25 | Hyatt Regency Lexington
Lexington, Kentucky

From Horses to Highways: Improving Safety with Transportation Innovation

Exhibitor Opportunities

Dear prospective exhibitors,

The 2025 ITS Midwest Conference & Expo (ITSMW25) will host a vendor showcase and an exhibitor hall that event participants can attend. The exhibition is open to commercial exhibitors offering equipment, software and services related to ITS.

Why participate?

ITSMW25 gives you access to a significant share of ITS professionals. We anticipate numerous participants from the four Chapter member states and beyond. The Conference & Expo will attract authoritative companies and leading experts in the intelligent transportation systems community. By exhibiting, you will profile your company as one of the latest ITS solutions and technology provider. Don't miss this fantastic opportunity to advertise and reach out to an extended audience of ITS professionals and experts. Check which of the packages listed here suits your needs and register today!

Exhibitor Packages

The following options are available regarding Exhibitor packages:

| | | | | |
|--------------------------------|--------------------|---------|------------|---------|
| Base Exhibitor Space | ITS Midwest Member | \$1,350 | Non-member | \$1,600 |
| Premium Exhibitor Space | ITS Midwest Member | \$1,600 | Non-member | \$1,850 |

The floor plan of the vendors area is TBD and at this moment not available yet. See next page for the “Exhibitor Spaces at a glance” table to compare prices vs benefits and determine the package plan that’s right for your business or organization.

Exhibitor Checklist

- Check Space Availability FIRST**
Exhibitor space is limited and available for registrations received on a first come, first served basis. **Before registering as exhibitor, please contact us first at exhibitors@itsmidwest.com to check that space is available.** You may also contact us at the phone numbers listed in the footer of this page.
- Before registering as exhibitor, apply for ITS Midwest Membership**
If you are not an ITS Midwest member or your membership is expired, **joining ITS Midwest before registering is a smart move**, because it allows you to get a nice discount on the registration fee, plus it comes with all the great benefits included in an ITS Midwest membership . Make sure also to check if you could be already entitled to Corporate Membership.
More information at https://itsmidwest.com/Become_a_Member
- Register early at itsmidwest.com**
Premium Exhibitor spaces are offered on a **first-come, first-serve basis**, so act now before these spaces sell out!



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Exhibitor Spaces at a Glance

| Spaces / Benefits | Premium | Base |
|--|----------------|----------------|
| ITS Midwest Member ▶ | \$1,600 | \$1,350 |
| Non-member ▶ | \$1,850 | \$1,600 |
| Number of Available Spaces or Size ▶ Offered on first-come, first-serve basis | 4 | TBD |
| In Return You Get ▼ | | |
| Invitation and Complimentary Registrations | | |
| Number of people included in registration Value: \$410 each (Member – Early Bird) - \$510 each (Non-Member – Early Bird) | 2 | 2 |
| Opportunities with Meeting Program | | |
| Participation in the Vendor Showcase during the technical program | ● | ● |
| List of Event Registrants | ● | ● |
| Space and Display Table in the Vendor Area | | |
| Proximity to central foot traffic and/or beverage/snacks access | ● | |
| Space available for refreshments/snacks in this area | ● | |
| One 2'x6' table | ● | ● |
| Two chairs | ● | ● |
| One basic table skirt | ● | ● |
| Space between all tables is 2.0' | ● | ● |
| Space behind each table is 3.0' | ● | ● |
| Internet | | |
| Complimentary Wi-Fi available | ● | ● |
| Power | | |
| Available through hotel (included) | ● | ● |
| Official Meeting Program | | |
| Logo displayed in the Conference Program | ● | ● |
| Digital Promotion | | |
| Mention in Exhibitors list on official Conference & Expo website | ● | ● |
| Promotional posts on social media (LinkedIn, X) | ● | ● |



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Exhibitor FAQs

- Move in date: 9/23/25 – AM (exact details will be made available in August)
- Set up: TBD
- Shipping costs: Shipping costs are not included in exhibitor fee
- Shipping address for materials or containers (additional fees may occur):

ITS Midwest – VENDOR NAME

Hyatt Regency Lexington

401 West High St.

Lexington, KY 40507

All **shipments should not be scheduled to arrive at the Hyatt Regency Lexington Hotel more than 3 days before event.** All shipments shall be coordinated directly with the Hyatt Regency Lexington. Please include arrival date for the guest collecting the package, the number of boxes, pallets, etc. in the shipment, point of origin (company, city), how the items are being shipped and when they are scheduled to arrive. Any additional information like tracking numbers, size, weight, etc. will be helpful in the proper handling and processing of your shipment once it arrives at Hyatt Regency Lexington. Exhibitors are responsible for handling shipments to their event space and out of the exhibitor space after the Conference & Expo.

- Exhibit days: 9/23/25, 9/24/25, & 9/25/25 (time for breakdown on 9/25 TBD)
- Booth size 10x10 with table 2'x6' (2-chairs and table skirt will be provided)
- Electrical hook-up is included
- Booths will be assigned, a layout will be provided when available
- Wi-Fi included
- Register online **by September 15, 2025.** Be sure to take advantage of member discounts by becoming an ITS Midwest member, [itsmidwest.com/Become_a_Member](https://www.itsmidwest.com/Become_a_Member)
- Refunds: Refunds for cancellations and “no-shows” cannot be provided due to guarantees for space and food services.



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- Lodging: The 2025 ITS Midwest Conference & Expo is being held at the Hyatt Regency Lexington Hotel in Lexington, Kentucky, conveniently located **6 miles from Blue Grass Airport**. If you require lodging, please visit itsmidwest.com to book your room. There you will find also information on the cut-off date for room reservations, after which the event group nightly rate may not be available.
- What is also included in my conference fee besides the exhibitor package benefits listed before in this document? In addition to the benefits listed in page 2 of this document you will get:
 - ✓ Access to all sessions
 - ✓ Breakfasts
 - ✓ Lunch
 - ✓ Social Event on Thursday 9/24 (\$100/pp value)
- Further questions? Contact Brian. See contact information below.
- Questions about the venue? ITSMW25 co-chairs Nathan, Zack, and Shane will answer any questions regarding the venue and contact our representative at the venue for answers if they cannot address. Contact them at meeting@itsmidwest.com

Visit itsmidwest.com/meetinginfo.php?id=59 for current information on ITSMW25

Thank you for your participation and interest in ITS Midwest.

We look forward to seeing you in Lexington this September!

Exhibitors ITSMW25

Brian Plum

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E: exhibitors@itsmidwest.com