



2025 Conference & Expo

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

From Horses to Highways: Improving Safety with Transportation Innovation

Become a Sponsor!

Dear ITS Midwest Members and ITS Midwest friends,

Consider a conference sponsorship to enhance your exhibitor experience or a free-standing sponsorship to boost your presence at the 2025 ITS Midwest Conference & Expo (ITSMW25). Sponsoring ITS Midwest gives you visibility and recognition as a leader committed to advancing ITS. Sponsors gain valuable opportunities to strengthen or build partnerships with a maximum number of participants. Many of our members have been in the ITS business for many decades and are involved in all facets of transportation planning, development, deployment, and research. We are offering various sponsorship packages to meet different strategic needs and budgets. Check the next pages for details.

What is included in the conference fee?

Conference fee includes: access to all sessions, the Vendor Showcase, Exhibitor Hall, breakfasts, lunch, and the Social Event on Thursday 9/24 (\$100/pp value). Specific sponsor benefits may vary according to the partnership package you have chosen. Please consult the sponsorship table in this document for details.

Sponsor Checklist

- [Check Sponsorship Level Availability FIRST](#)
Before registering as sponsor, please check current sponsorship availability on the event page at itsmidwest.com/meetinginfo.php?id=59
- [Register early as sponsor at \[itsmidwest.com\]\(https://itsmidwest.com\)](#)
Sponsorships are offered on a first-come, first-served basis, so act now before these opportunities sell out and become a sponsor today!
Registration will close on 9/15/25.

ITS Midwest appreciates your ongoing support and we look forward to working with you



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Sponsorship Packages	Availability	Minimum Support Level each
Social Event Sponsor receives four (4) complimentary registrations*, exclusive event signage and branding, and a company logo displayed at all breaks and lunch	2	\$10,000
Diamond Sponsor receives four (4) complimentary registrations*, booth in the Exhibitor Hall (Standard)**, top tier recognition on signage, moderate conference session, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch	3	\$6,000
Platinum Sponsor receives four (4) complimentary registrations*, 2 nd tier recognition on signage, moderate technical session, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch	4	\$4,000
Breakfast, Break, Lunch Sponsor receives three (3) complimentary registrations*, lunch signage, introduction of workshops, and a company logo displayed at all breaks and lunch	2	\$4,000
Give-Away Sponsor receives two (2) complimentary registrations*, and 3 rd tier recognition on signage, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch	2	\$2,000
Gold Sponsor receives two (2) complimentary registrations*, 3 rd tier recognition on signage, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch	6	\$2,000
Silver Sponsor receives one (1) complimentary registration*, 4 th tier recognition on signage, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch	12	\$1,000

All sponsors receive the following form of digital promotion: Sponsor is listed with company/organization logo in ITSMW25 Sponsors list on ITS Midwest website, and gets promotional post on LinkedIn and X.

* Complimentary registration value: \$410 each (Early Bird Member Registration Rate)

** Standard exhibitor booth value: \$1,350 (Exhibitor Base Member)