

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 2026 ITS Midwest Conference & Expo (ITSMW26). 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 Tuesday 9/22. Specific sponsor benefits may vary according to the partnership package you have chosen. Please consult the sponsorship table in this document for details.

Register early!

Register early as sponsor at itsmidwest.com/meetinginfo.php?id=69

Sponsorships are offered on a first-come, first-served basis, so act now before these opportunities sell out and become a sponsor today!

Online registration will close on 9/3/26.

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

Partnering for Progress: Collaboration for Smarter Transportation

Sponsorship Packages	Availability	Minimum Support Level each
<p>Diamond Sponsor receives four (4) complimentary registrations*, booth in the Exhibitor Hall (Premium)**, top tier recognition on signage, moderate conference session, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch</p>	5	\$6,000
<p>Platinum Sponsor receives four (4) complimentary registrations*, 2nd tier recognition on signage, moderate technical session, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch</p>	5	\$4,000
<p>Gold Sponsor receives two (2) complimentary registrations*, 3rd tier recognition on signage, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch</p>	8	\$2,000
<p>Silver Sponsor receives one (1) complimentary registration*, 4th tier recognition on signage, sponsor recognition at lunch, and a company logo displayed at all breaks and lunch</p>	12	\$1,000

All sponsors receive the following form of digital promotion:

- Sponsor is listed with company/organization logo in ITSMW26 Sponsors list on ITS Midwest website, and
- Sponsor gets promotional post on LinkedIn and X.

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

** Standard exhibitor booth value: \$1,600 (Exhibitor Premium Member)