

“IMSA sponsorship provides a unique opportunity to drive brand awareness and to position ourselves as a key supplier to the traffic community. It has proven to be an outstanding event to showcase FLIR products to the decision makers attending.”

-Mark Boggs, National Sales Manager, North America, FLIR- ITS

Diamond – Networking Event **Exclusive** **SOLD**

- Logo featured at Networking Event (Monday) with opportunity to distribute promo item
- Twelve Networking Event tickets
- Logo featured at Sunday Exhibit Opening Reception and Monday Exhibit Hall Afternoon Reception
- Logo featured at Annual Banquet (Tuesday)
- Full page color ad on outside back of conference program**
- Eight booth selection points



Platinum – Exhibit Hall Water **Exclusive** **SOLD**

- Branded water dispensers - one in your booth and three more in the exhibit hall plus the Platinum Sponsorship benefits
- One additional booth selection point

Platinum \$5000

- Logo featured at Sunday Exhibit Opening and Monday Exhibit Hall Afternoon Receptions
- Logo featured at Annual Banquet (Tuesday)
- Two Annual Banquet Tickets
- Full-page color ad in conference program**
- Five booth selection points
- IMSA raffle in booth



Gold - Conference Bag **Exclusive** **SOLD**

- Logo on 1000 conference bags plus Gold Sponsorship benefits
- One additional booth selection

Gold - Charging Station **Exclusive** **SOLD**

- Logo on two charging stations outside exhibit hall plus Gold Sponsorship benefits
- One additional booth selection point

Gold \$2500

- In your booth: Monday Exhibit Hall Afternoon Reception snacks/beverages
- Half-page color ad in conference program**
- Three booth selection points
- IMSA raffle in booth

Diamond, Platinum and Gold Sponsorships include:

- Inclusion in Spinner Program -- all attendees scanned at your booth will be entered in an IMSA-sponsored and promoted prize draw
- Lead Generation Package (lead scanner facilitated and supported by supplier including on-site support technician)
- 20-minute live product demo in exhibit hall theater
- Pre-registration list for one-time use
- Logo on exhibit hall entrance graphic



Sponsorship Opportunities

"Iteris has been a long-time supporter and exhibitor of the annual IMSA Forum & Expo. By adding an exclusive sponsorship to our effort, we've ensured maximum presence and exposure at the conference, which has helped drive booth traffic and ultimately generated sales. Thanks to IMSA for the additional opportunities to reach our customers!"

-Adam Lyons, Director of Marketing, Roadway Sensors, Iteris

Silver – Lanyard SOLD

Exclusive

- Logo on all attendee lanyards plus Silver Sponsorship benefits
- One additional booth selection point

Silver - \$1000

- Logo featured at Exhibit Hall Student Refreshment Breaks and Lunches (Mon & Tues) with opportunity to distribute promo item
- Pre-registration list for one-time use
- Quarter-page color ad in conference program**
- Logo on exhibit hall entrance graphic
- Conference bag insert (printed or logo item supplied by sponsor*)
- Two booth selection points
- \$100 off Lead Generation Package

Bronze - \$750 each

- Snacks/beverages in your booth during one break (Monday morning or Tuesday morning)
- Pre-registration list for one-time use
- Logo in conference program
- Logo on exhibit hall entrance graphic
- Conference bag insert (printed or logo item supplied by sponsor*)
- One booth selection point
- \$50 off Lead Generation Package

The more we have, the more people will come to the exhibit hall!



Lead Generation Package

\$300 (or included with Diamond, Platinum and Gold Sponsorships)

- One lead scanner (facilitated and supported by supplier including on-site technician)
- Ability to 'Pick a Winner' – randomly choose exhibitor-provided prize raffle winner(s) using lead scanner
- Conference bag insert (printed or logo item supplied by exhibitor*)
- Pre-registration list for one-time use

All booths include:

- Two booth staff registrations per 10x10 space (plus \$100 for each additional booth staff registration). Each booth staff registration includes:
 - Sunday Exhibit Opening Reception
 - Monday Afternoon Exhibit Hall Reception
 - Lunch on Monday and Tuesday in the Exhibit Hall
- Discount on Networking Event and Annual Banquet tickets
- Post-event registration list for one-time use



*Bag inserts: 1000 mailed to IMSA office by June 15th

**Ads: PDF (no bleed) emailed to IMSA by June 30th (Full page: 8"x10.5" Half page: 5"x8" Quarter page: 5"x3.75")