



ITE 2005 Technical Conference and Exhibit

February 28–March 1, 2005 • Las Vegas, NV, USA

Sponsorship Opportunities

Build goodwill and gain unprecedented exposure by becoming an ITE sponsor!

Build Goodwill

Sponsorship at an ITE event shows your commitment to the industry and to the professionals who dedicate their time to serving the public. Build goodwill and gain unprecedented exposure by becoming an ITE sponsor. Most importantly, you don't have to be an industry giant to show your support.

Support the Transportation Industry

Sponsorship increases your company's exposure for its products and services by having your name prominently displayed:

- On ITE on the Web—*new this year*
- In the ITE 2005 Technical Conference and Exhibit Program (*if received by January 24*)
- On signs posted in prominent locations at the Technical Conference and Exhibit
- In *ITE Journal* as part of our sponsor thank you ad

ITE has a diversified member base comprised of city, state and local traffic engineers; planners; transportation agency administrators; transportation demand management specialists; consultants; transportation safety specialists; and geometric design professionals. These individuals have the decision-making power to purchase your products, software and services for their agencies and firms.

For more information on becoming a sponsor at the ITE 2005 Technical Conference and Exhibit, please contact Christina Denekas, ITE Marketing Sales Associate at +1 202-289-0222 ext. 128 or via e-mail at cdenekas@ite.org.

ITE Sponsorship Opportunities

General Sponsorship

ITE offers four levels of general sponsorship: Platinum, Gold, Silver and Bronze. Select a level of sponsorship that's right for you.

Sponsorship Levels

BRONZE \$500
Your company name will appear in the 2005 Technical Conference and Exhibit Program, in *ITE Journal*, on signage at the Technical Conference and Exhibit and listed (in order of sponsorship level) on a pop-up ad on the ITE 2005 Technical Conference and Exhibit homepage starting when ITE receives your sponsorship through the end of the conference.

SILVER \$750
You will receive all of the benefits listed above, but we will use your company logo and name for greater recognition.

GOLD \$1,000
All the benefits above, plus your company logo with a link to your Web site will appear as a banner ad on the Technical Conference and Exhibit homepage.

PLATINUM \$2,500
Platinum sponsors will enjoy all the benefits above, plus your logo banner ad will also appear on the ITE homepage.

Beverage Break Sponsorship

Sponsor or co-sponsor a coffee/beverage break. Your company name and logo will be placed prominently at each coffee/beverage station. Attendees will be grateful to you for rejuvenating them.

Sole Sponsorship \$5,000
Co-sponsorship (Up to two sponsors) \$2,500
Partial sponsorship (Up to six sponsors) \$750

Scheduled Breaks:

Monday, February 28	Tuesday, March 1
9:30 a.m.–10:30 a.m.	9:30 a.m.–10:30 a.m.
3:30 p.m.–4:00 p.m.	3:30 p.m.–4:00 p.m.

Sponsorship Order Form

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Sponsoring Company

Contact

Firm Name

Address

City, State/Province, Zip/Postal Code

Phone

Fax

E-mail

Signature

Payment Information:

Visa

American Express

MasterCard

Check

Name as it appears on credit card

Credit card number

Expiration date

Signature

Date

2005 Technical Conference and Exhibit Sponsorship Opportunities

Platinum (\$2,500) \$ _____ (sponsorship amount)

Gold (\$1,000) \$ _____ (sponsorship amount)

Silver (\$750) \$ _____ (sponsorship amount)

Bronze (\$500) \$ _____ (sponsorship amount)

Beverage Break \$ _____ (sponsorship amount)

Total Sponsorship \$ _____

Authorized Signature: _____ Date: _____

NOTE: To take advantage of promotional opportunities, the completed sponsorship form and payment must be to ITE no later than February 11, and by January 24 to appear in the Technical Conference and Exhibit Program. Make checks payable to Institute of Transportation Engineers.

Complete this form and send to:
Christina Denekas, Marketing Sales Associate
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Washington, DC 20005-3438 USA
fax +1 202-289-7722