

Who Should Exhibit, Costs & Benefits

Who Should Exhibit

If you are involved in the design, development or manufacture of information, communication and transportation technologies that focus on safety, security and mobility, you can't afford to miss out on the limitless opportunities to connect with an international audience in one of the world's greatest cities.

Accelerate your sales, improve your bottom line and increase your brand awareness by:

- Meeting face-to-face with potential customers
- Introducing and allowing delegates to experience new products
- Building leads among powerful domestic and international markets from Australia, Asia-Pacific, Europe, Latin America and Canada
- Expanding sales around the globe
- Facilitating name/brand recognition
- Meeting new developers, manufacturers and suppliers

Cost to Exhibit

For floor plan layout information, visit the virtual trade show floor [here](#).

Cost per square foot: U.S. \$40.00

Cost per 10' x 10' space: U.S. \$4,000.00

To Reserve Booth Space

1. Select your desired booth area on the enclosed floor plan.
2. Complete the exhibit space contract.
3. Submit your desired booth area, completed contract and a 50% deposit payable to ITS America as directed in the contract. Space is assigned on a first-come, first-served basis on receipt of contract and deposit.

Exhibitor Benefits

Virtual Trade Show

Web page featuring your organization's information, including logo and product information; provides attendees and media with extra coverage months before, during and post-show.

Preliminary Program

Provides pre-meeting exposure before tens of thousands of prospective delegates.

Final Program & Exhibitor Directory

Listing in a resource directory that is distributed to all show attendees for them to keep as a year-round resource.

Exhibit Hall Passes

An opportunity to contact prospects and clients with a personal invitation to see you at the leading ITS event.

Media

Opportunity to provide advance press information directly to media that are attending the event.

On-Site Press Office

Opportunity to distribute your press and corporate information to all attending media.

Unopposed Exhibit Hall Hours

More exclusive exhibit time than ever before to connect with prospective and current buyers.