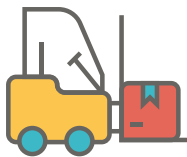


Transportation & Innovation Expo

SPONSORSHIP OPPORTUNITIES



A conference and expo featuring sustainable transportation, infrastructure and technology solutions



April 27 & 28, 2027

Madison Marriott West
1313 John Q Hammons Dr,
Middleton, WI 53562

..... Presented By



Get Involved



Luncheon Sponsor **\$6,000**

- 5 minute presentation during lunch
- Attendee Roster
- Logo and four sentence bio on marketing & conference materials
- Website exposure for up to four months after the event
- One booth (including draping, piping, 8x10 table & 2 chairs) and four passes
- Prime Table near front w/sponsorship tents on all tables during meals

**Two spots available*



Breakfast Sponsor **\$3,000**

- 5 minute presentation during breakfast
- Attendee Roster
- Logo placement on marketing and conference materials Logo (Up to 4 sentence bio)
- Website exposure for up to four months after the event
- One booth (including draping, piping, 8x10 table & 2 chairs) and two passes
- Table near front w/sponsorship tents on all tables during meals

**Two spots available*



Reception Sponsor **\$2,500**

Want an audience but not a booth?

- 5 minute presentation during exhibitor networking reception
- Attendee Roster
- Logo placement on marketing and conference materials Logo (Up to 4 sentence bio)
- Website exposure for up to four months after the event

**Five spots available*



Exhibit Booth **\$1,000**

- One booth (including draping, piping, 8x10 table & 2 chairs) and two passes
- Decorate as you see fit - we encourage banners & swag!



Refreshment **\$1,000**

- Attendee Roster
- Logo placement on marketing and conference materials
- Website exposure for up to four months after the event

**Four spots available*



Ride & Drive **\$500**

- Your logo and a 4 sentence bio in all marketing & conference materials related to the ride & drive
- Large Sign at entrance of Expo bearing your logo



Tote Bag **\$500**

- Logo to be placed on conference tote bag with WCC & you may include promotional materials.



Program **\$250**

- Your Logo & a 4 sentence bio in the event program

Purchase a **Booth** before Valentine's day & receive a \$250 Early Bird Discount.

Sponsors are invited to help us plan to ensure they get maximum value for their generosity. Booths, Display spots and test drive slots are limited and prioritized for sponsors.

Showcase your brand

The **Transportation & Innovation Expo** is Wisconsin's largest sustainable transportation exposition, gathering industry leaders from around the Midwest and Canada, seeking to provide attendees with the opportunity to discover the latest in advanced transportation technologies. We offer groundbreaking sessions covering the latest innovations in sustainable vehicle technology, with hands-on demonstrations and expert advice on how to build transportation-related businesses in this ever-changing market.

Sponsors and exhibitors will have a captive audience to foster one-on-one conversations and to develop a rich network of fellow industry professionals. T&I expo attendees look to the conference year after year to educate themselves on the latest innovations in the sustainable transportation industry. Take this opportunity to showcase your business in front of an audience of colleagues, experts in the industry, and potential new hires. Looking for business opportunities, employees, or partners? T&I is *the* place to exhibit or connect with people who will help your business grow. A limited number of booths, display areas and ride & drive slots are available, secure your spot now!

Benefits of Sponsorship & Exhibiting:

- Brand visibility & relationship building
- Targeted reach & generate leads
- Showcase your vehicle or equipment within the 30,000 square-foot Madison Marriott West venue.
- Participate in the Ride & Drive. Show off your alternative fuel or electric vehicle; Get potential buyers behind the wheel during our outdoor Ride & Drive.

Agenda

April 27, 2027

- **11 am - 4:00 p.m.** Exhibitor and vehicle display set-up (Exhibition Hall)
- **4:00 pm - 6:00 p.m.** Welcome reception with networking, drinks, and hors d'oeuvres

April 28, 2027, 7:30 a.m. - 4:00 p.m.

- Exposition hall featuring the latest and greatest in sustainable transportation technology, fascinating displays, and informative exhibit booths with a vendor scavenger hunt to drive engagement
- Exhibitor social with drinks and appetizers, continental breakfast, coffee bar, lunch, and snacks between breakout sessions with over a dozen top industry leaders and key policy makers to discuss the latest in sustainable transportation.
- Ride & Drive opportunities & outdoor vehicle demonstrations
- Networking events and much more!

CONTACT

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Visit wicleancities.org for more information.

