



Advancing the Future of Public Safety

2026 IMSA Forum and Expo



July 12-16, 2026 | Spokane, WA

EXHIBIT AND SPONSOR OPPORTUNITIES

- ▶ EDUCATION AND TRAINING
- ▶ INFORMATION AND RESOURCES
- ▶ PUBLIC SAFETY UPDATES
- ▶ PROFESSIONAL NETWORKING



FOR MORE INFORMATION, PLEASE CONTACT:

Shane Holt | sholt@naylor.com | (352) 333-3345



2026 IMSA Forum and Expo

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ENGAGE WITH LEADERS WHO DRIVE PUBLIC SAFETY

Experience the strength of the Pacific Northwest at the 2026 IMSA Forum and Expo in Spokane. Our sponsorship opportunities are designed to position your brand at the center of infrastructure innovation — connecting you directly with the professionals who keep traffic systems operating safely and reliably across North America.

Don't just attend. Stand strong. Stand out.

WHY ORGANIZATIONS INVEST IN IMSA'S FORUM AND EXPO



- 1. EXPOSURE:** More than 6 hours of exhibit time on Tuesday and Wednesday.
- 2. NETWORKING:** Continuing education, certification program, general sessions, and a Monday Opening Reception held in the expo hall providing critical time to meet with industry professionals.
- 3. HANDS ON INTERACTION:** Participate in product demos and get in front of hundreds of prospects to demonstrate your solutions.
- 4. INCLUSIVE PROGRAM:** Speakers from all across the industry attract multiple levels of professionals. Meals and breaks included with booth registration.
- 5. INCREASED VISIBILITY:** Maximize your exposure with additional advertising and sponsorship opportunities. Custom packages are available.
- 6. INDUSTRY RESPECT:** IMSA's Wednesday Gala recognizes industry professionals for their safety performance.
- 7. CONNECT:** Hundreds of industry professionals and others in attendance.
- 8. BUYING POWER:** IMSA's conference attendees have influence and/or buying power.



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IMSA Sponsorship Theme 2026: “Built for the Northwest.”

Strong Systems. Safe Intersections. Enduring Impact.

SPONSORSHIP OPPORTUNITIES



PACKAGES

Evergreen Presenting Sponsor **\$7,500**

Exclusive

- 10x20 Booth
- 5 Registrations
- Floor decals
- Mobile app push notification
- Journal ad
- Expo trail pass participant
- Signage at Opening Reception and Gala
- Logo included in select IMSA Forum and Expo materials and social media campaign
- Name on IMSA Forum and Expo materials

Cascade Sponsor **\$5,000**

Exclusive

- 10x10
- 3 Registrations
- Registration desk sponsor
- Mobile app push notification
- Expo trail pass participant
- Signage at Opening Reception and Gala
- Logo included in select IMSA Forum and Expo materials
- Name on IMSA Forum and Expo materials

River City Sponsor **\$3,500**

- 10x10
- 3 Registrations
- Expo trail pass
- Logo included in select IMSA Forum and Expo materials
- Name on IMSA Forum and Expo materials

Friends of IMSA **\$500**

- Logo included in select IMSA Forum and Expo materials
- Name on IMSA Forum and Expo materials

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SIGNATURE ATTENDEE ENGAGEMENT EXPERIENCES

Opening Reception Signature Drink Sponsor **\$5,000**

Exclusive

- Provide a signature drink to attendees at our Monday evening Opening Reception
- **Add optional:** Branded take-home silicone drink upgrade

Opening Reception Cocktail Napkins Sponsor **\$500**

Exclusive, Sponsor-Provided

- Provide branded cocktail napkins to attendees at our Monday evening Opening Reception

Gala Signature Drink Sponsor **\$5,000**

Exclusive

- Provide a signature drink to attendees at one or both of our evening events
- **Add optional:** Branded take-home silicone drink upgrade

Gala Reception Cocktail Napkins Sponsor **\$500**

Exclusive, Sponsor-Provided

- Provide branded cocktail napkins to attendees at our Wednesday evening Gala

Entertainment Sponsorship ***Pricing varies**

2 available

- Provide a signature drink to attendees at one or both of our evening events
- **Add optional:** Branded take-home silicone drink upgrade

Education Track Session Sponsorship **\$750**

- Logo inclusion in sessions/classes before and during the event
- Option to provide a handout in education sessions

Lunch Sponsor **\$2,500**

2 available

- Logo on lunch ticket and signage displaying the menu
- Tent card with your company logo and booth # at each table
- Listed wherever lunch is listed (schedule, mobile app, etc), "Sponsored by..."

Safety Pavilion **\$5,000**

Exclusive

Your company will have the opportunity to host a pavilion where attendees can try on various PPE. If provided by the sponsor, you can brand all PPE items with your company logo: safety glasses, hard hat stickers, and gloves

Field Demonstration Zone (Product Demo) Sponsor **\$1,500**

8 available (4 each day)

- Signage in the demonstration zone area
- Listed wherever demo is listed (schedule, mobile app, etc), "Sponsored by..."
- Verbal recognition before demos begins
- First demo slot or one guaranteed premium time slot
- 8-10 minute demo with video promotion

The Morning Summit Coffee Bar Upgrade **\$10,000**

2 available

- Barista bar with espresso drinks
- Branded coffee sleeves
- "Fueling the Field" signage
- Digital recognition on session slides
- **Add optional:** Branded insulated travel mug upgrade

The Expo Trail Pass **\$500**

20 available

Explore the Expo Trail. We are going on a hike...in the IMSA Expo Hall! Be one of a select number of exhibitors to participate. You provide the prize, and we will list your booth as one of the stops on the trail on Tuesday and Wednesday morning. Prizes will be drawn during Wednesday's lunch in the hall. Sponsorship includes logo on Expo Pass.

Masters of the Intersection Competition **\$5,000**

Position your brand at the center of hands-on engagement with a live, interactive competition.

- Two faulted controllers provided by sponsor; attendees and vendors compete to diagnose and resolve issues in real time
- Scheduled activation designed to drive focused traffic and participation
- Prominent sponsor signage at the competition area
- Inclusion in event emails, official program, and event website

BRAND AWARENESS OPPORTUNITIES

Safety Kits **\$1,000**

Sponsor-Provided

- Sponsor-provided safety kits distributed to every attendee
- High-utility item that reinforces your brand's commitment to safety
or contact the Naylor team for customization ideas

Luggage Tags

Exclusive

- Branded luggage tags sent to all attendees prior to the event
- Extends your visibility beyond the show floor and into attendees' travel experience
- Deadline for inclusion: June 1, 2026

BRAND AWARENESS OPPORTUNITIES CONTINUED

Photobooth

\$5,000

Exclusive

- Branding on the official event photo experience, with logo placement on all printed and digital photo outputs
- High-visibility activation during networking events with post-event shareability

Portable Chargers

\$1,500

Exclusive

- Branded charging units placed in high-traffic areas throughout the conference
- Continuous visibility as attendees recharge devices during sessions and expo hours

Lanyards

\$2,000

Exclusive

- Company logo prominently displayed on attendee badge lanyards worn throughout the entire event
- One of the most visible and high-frequency branding opportunities onsite

Hotel Key Cards

\$5,000

Exclusive

- Custom-branded room keys distributed to attendees staying at official host hotels
- Daily brand impressions from check-in through departure

Meter Boards

\$500

- Logo placement on directional meter boards guiding attendees throughout the venue
- Repeated brand exposure in key transition areas between sessions and expo floor

Floor Decals

\$500

- Branded floor graphics placed in high-traffic areas such as registration, expo entrance, and networking events
- Creative way to lead attendees toward key areas while reinforcing brand presence

Mugs

SOLD

- Sponsor-branded coffee mugs distributed at the event

Show Bags

\$1,500

Exclusive, Sponsor-Provided

- Sponsor-branded bags distributed to all attendees at registration
- Extended brand visibility beyond the event as attendees reuse bags in the field

SPONSORSHIP OPPORTUNITIES

Highlighters \$500

Exclusive, Sponsor-Provided

- Branded highlighters included in attendee materials for use during educational sessions
- Reinforces visibility in learning-focused environments

Show Bag Insert \$300

- One promotional item or literature piece included in official attendee bags
- Direct-to-attendee distribution ensuring guaranteed exposure

Notepads \$500

Exclusive, Sponsor-Provided

- Branded notepads for attendee use during education tracks
- Practical, high-retention item aligned with professional development

Conference Pens \$500

Exclusive, Sponsor-Provided

- Sponsor-branded pens distributed at registration or included in attendee bags
- Functional item used throughout the event and beyond

DIGITAL OPPORTUNITIES

WiFi \$3,500

Exclusive

- Exclusive branding on the conference WiFi login page and access instructions
- High-frequency visibility as attendees connect throughout the event

Mobile App Pricing coming soon!

Exclusive

- Premium logo placement within the event app, including splash screen and sponsor banner recognition
- Digital visibility before, during, and after the conference

Sponsor “Know Before You Go” Email \$2,500

Exclusive

- Logo inclusion and recognition in the official pre-event attendee email
- Direct brand exposure to all registered attendees prior to arrival

Retargeting Sponsorship Opportunities

Platinum	100,000 impressions	\$6,000 3 months*
Gold	75,000 impressions	\$5,000 2 months*
Silver	35,000 impressions	\$3,000 1 month*

** Digital sponsorship will run until impressions are reached or the duration ends*

BUILD YOUR OWN SPONSORSHIP PACKAGE

Customize Your Impact! Want to maximize your presence and really stand out from the crowd? Contact your Sales Representative to discuss a custom sponsorship!

** Sponsor must provide and pay for item. All items must be received no later than June 5, 2026. IMSA reserves the right to customize packages should they fit the scope of the conference plan*



EXHIBIT BOOTH



Booth Size	#Full Conference Expo Registrations	IMSA Priority Points *	Member Price	Non-Member Price
10X10	3	1	\$1965	\$2650
10X20	5	2	\$3280	\$3990
10X30	6	3	\$4540	\$5380
20X20	8	4	\$5790	\$6740
20x30	11	5	\$6300	\$7350
Equipment Booth (20x30)	12	5	\$6710	\$7790

- NOTE:**
- Company must be a member in good standing for 2026 in order to receive the member price. Companies that do not renew will be billed for the difference.
 - For additional workers, you will need to purchase a separate full conference or expo-only registration

What is included in the booth packages?

All booths include:

- 8' high back wall drape
- 3' high side rail drape
- One (1) 7" x 44" exhibitor identification sign indicating company name and booth number.
- One (1) 6' skirted table per booth or exhibitor
- One (1) wastebasket per booth or exhibitor
- Two (2) Century chairs (Gunmetal Grey and Chrome Frame) per booth or exhibitor
- Company name & logo listed on the IMSA Event Portal

*IMSA's Priority Points system honors long-time engagement and commitment to the organization. Sustaining members earn points for exhibiting, advertising, sponsoring and membership.

Booth Floorplan

An interactive map is available on the exhibitor's portal at <https://events.imsasafety.org/Events/IMSA2026/Map>

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Conference Dates

The 2026 IMSA Forum and Expo will be held **July 12-16, 2026** at the Convention Center in Spokane, WA.

Breaks/Receptions (Optional)

Breaks and Receptions will be served Monday and Tuesday. We recommend exhibitors staff their booths during the breaks, but those are not required.

Exhibitor Schedule

Monday, July 13, 2026 :

- Exhibitor Move In - 7:00 AM to 4:00 PM
- Opening Reception in Expo Hall 6:00 PM - 7:30 PM

Tuesday, July 14, 2026:

- Expo Hall Open - 9:00 AM - 3:00 PM

Wednesday, July 15, 2026:

- Expo Hall Open - 9:00 AM - 3:00 PM
- Exhibitor Move Out - 3:00 PM - 7:00 PM

Thursday, July 16, 2026:

- Exhibitor Move Out Continued - 8:00 AM - 12:00 PM

Payment

Full payment must be received with applications. All exclusive items are sold on a first-come, first-serve basis. All additional Conference Sponsorship items must be purchased and paid in full no later than **June 5, 2026**.

Cancellation

In the event a vendor wishes to cancel their participation, 50% of the total fee will be refunded through **June 5, 2026**. No refunds will be issued after **June 5, 2026**.

Liability

IMSA is not responsible or liable for injury, loss or damage that may occur to vendors and/or their exhibits during the conference.

Sponsor Provided Items

All sponsor provided items, such as pens, notebooks, kits, flyers, etc., must be received on or before **June 5, 2026**.

THANK YOU TO OUR

2025 SPONSORS AND EXHIBITORS



Altec Industries

American Traffic Safety Services Association

Applied Information, Inc.

Athens Technical Specialists, Inc.

Baldwin & Sours, Inc.

BAND-IT IDEX, INC.

Batteries Plus

Caliente Termico

Carmanah

Clary Corporation

Cost Cast

Cubic Transportation Systems

Current Lighting

CyberLock, Inc.

Eberle Design, Inc. (EDI)

Econolite

Electrical Safety Foundation International

ELTEC, Electrotechnics Corporation

ENCOM Wireless Data Solutions

EnerSys

FLIR

Fortran Traffic Systems Ltd.

Frey Manufacturing

General Traffic Equipment Corporation

Genetec

GGI Road & Traffic

Intelligent Security Systems Corporation

International Municipal Signal Association

Intuicom, Inc.

Iteris Inc.

ITS Plus, Inc.

Jasper Electronics

John Thomas, Inc.

K & K Systems, Inc.

LaneLight Traffic Technologies Inc.

Leotek Electronics USA LLC

LYT

Matthews Design & Engineering

MAX USA CORP.

MoboTrex

Multilink, Inc.

Netceed

Northwest Section

NoTraffic

O.M.J.C Signal, Inc.

Orange Traffic Inc.

Oriux

Path Master, Inc.

Pelco Solutions

Polara

Q-Free

RTB Safe Traffic, Inc.

RTC Manufacturing, Inc.

Safety Base Ltd.

Sentinel Pole & Traffic Equipment

Siemens Industry, Inc.

Sign Solutions USA

Signal-Tech

Simrex Corporation

Sky Bracket (Div. of Olson Aluminum)

Smartmicro US

Southern Manufacturing

Specialty Fleet Sales

Stamm Manufacturing

Struthers-Dunn, INC

SWARCO McCain, Inc

TAPCO (Traffic & Parking Control Company)

The Fiber Optic Association, Inc.

Tomar Electronics, Inc.

Traffic Control Products

Traffic Hardware & Design

TraStar, Inc.

Tri-State Section

Valmont Industries, Inc.

Visit Spokane

Yunex Traffic

Zoodico Traffic Solutions

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