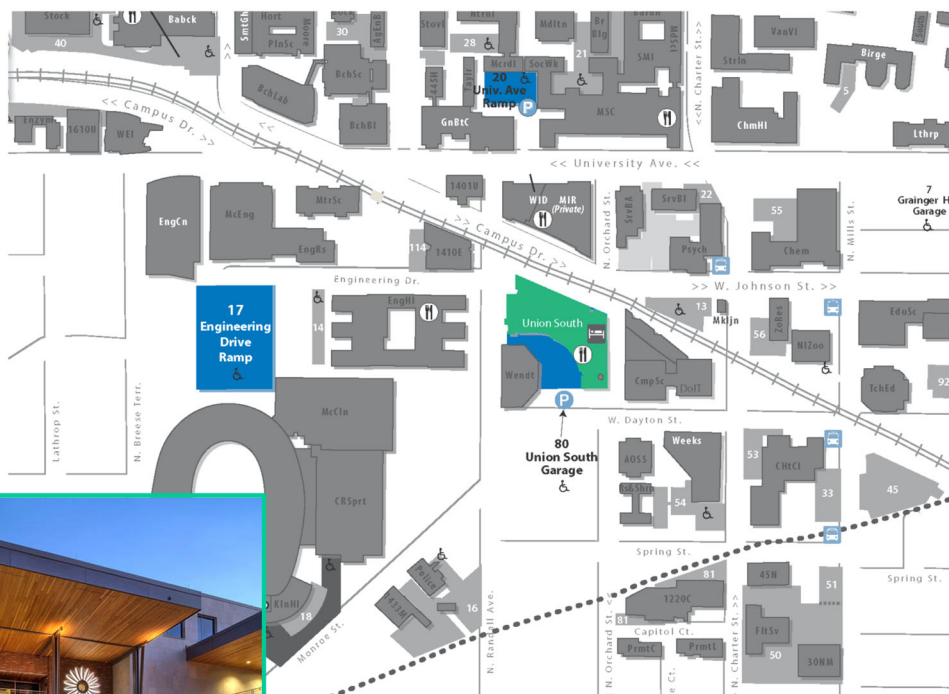


Sponsorship Information

Venue Location

The 30th Annual ITS Wisconsin Transportation Conference will be held on **Thursday, October 17, 2024** at **Union South** on the University of Wisconsin Madison Campus in the Varsity Hall. The address is [1308 W. Dayton Street, Madison, WI 53715](https://www.wisc.edu/varsity-hall). The building location and parking is shown in the graphic below:

PARKING NEAR UNION SOUTH

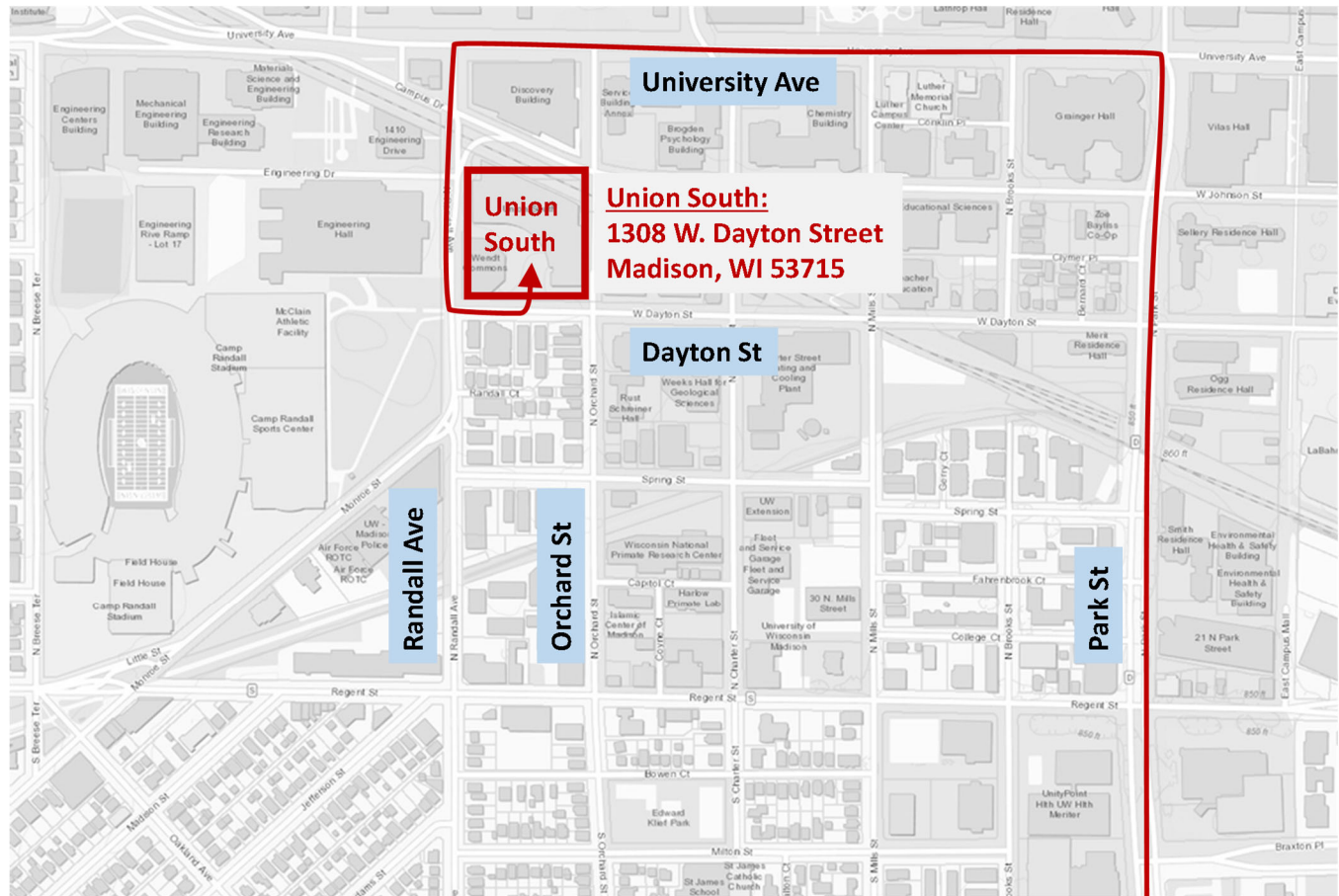


union.wisc.edu/eventservices • 608-262-2511 • events@union.wisc.edu



Hotel rooms are available at [DoubleTree Hotel Downtown Madison – ITS Wisconsin](https://www.doubletree.com/hotel/downtown-madison) (next to the Kohl Center). Hotel block of 10 rooms reserved: \$189 for two queen or one king. Shuttle to Union South included.

Directions to Venue



Directions:

- From the East: Take I-39/90 to Hwy 12/18 (Madison Beltline)
- From the Southwest: Take US 18/151 to Hwy 12/18 (Madison Beltline)

then...

- Exit Hwy 12/18 at Park Street (Exit 261)
- Proceed north on Park Street about 2 miles to University Ave., turn left
- Proceed to Randall Ave., turn left
- 1308 W. Dayton is on the left, at Orchard Street
- Parking is located below street level under Union South's plaza



HELPING YOU TRAVEL BETTER SINCE 1991

Sponsorship Opportunity

Item	Category	Cost	Notes
Registration	Students	\$ 20	For walk-in registration, students will have to pay \$20 (may/may not include meal, depending on the food availability)
	Public Sector	\$ 85	includes meals
	General Admission	\$ 135	includes meals
	Parking Add-On	\$ 15	Parking Pass for Engineering Drive Ramp (Lot 17) (1525 Engineering Drive , <1/4 mile west of Union South)
Sponsorship		\$ 500	Recognition on the ITS WI website, conference program, poster board, and sponsor logo will also be displayed on screen during breakfast, morning break, afternoon break and lunch.

Sign up for conference sponsorship at the [conference registration site link!](#)

Social Event

The ITS Wisconsin Chapter is hosting a pre-conference social event the night before (Wednesday October 16th) in Madison, WI. The event is free to attend. We will likely have a company-sponsored appetizers for this event. Further information on the social event will be posted on the [conference website](#).

Contact Information

For additional information on this event, please visit the ITS Wisconsin website: <https://itswisconsin.org/2024-its-conference/>

Please contact Joe Urban if you have any questions.

Email: joseph.urban@strand.com

Phone: 608-251-2129 ext. 1091