

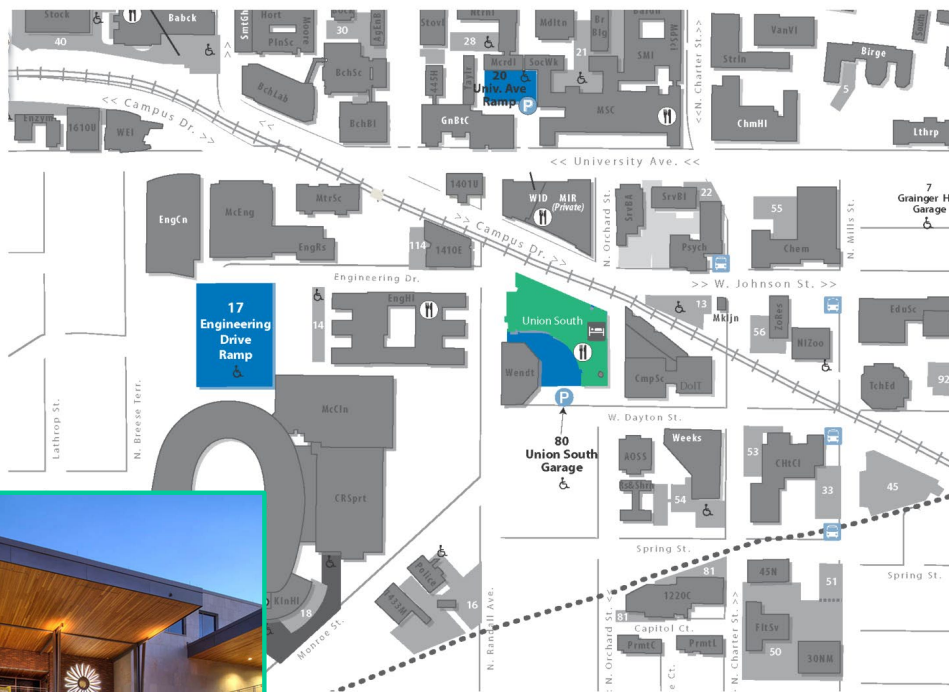


Exhibitor Information

Venue Location

The 32nd Annual ITS Wisconsin Transportation Conference will be held on **Thursday, November 12th, 2026** 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



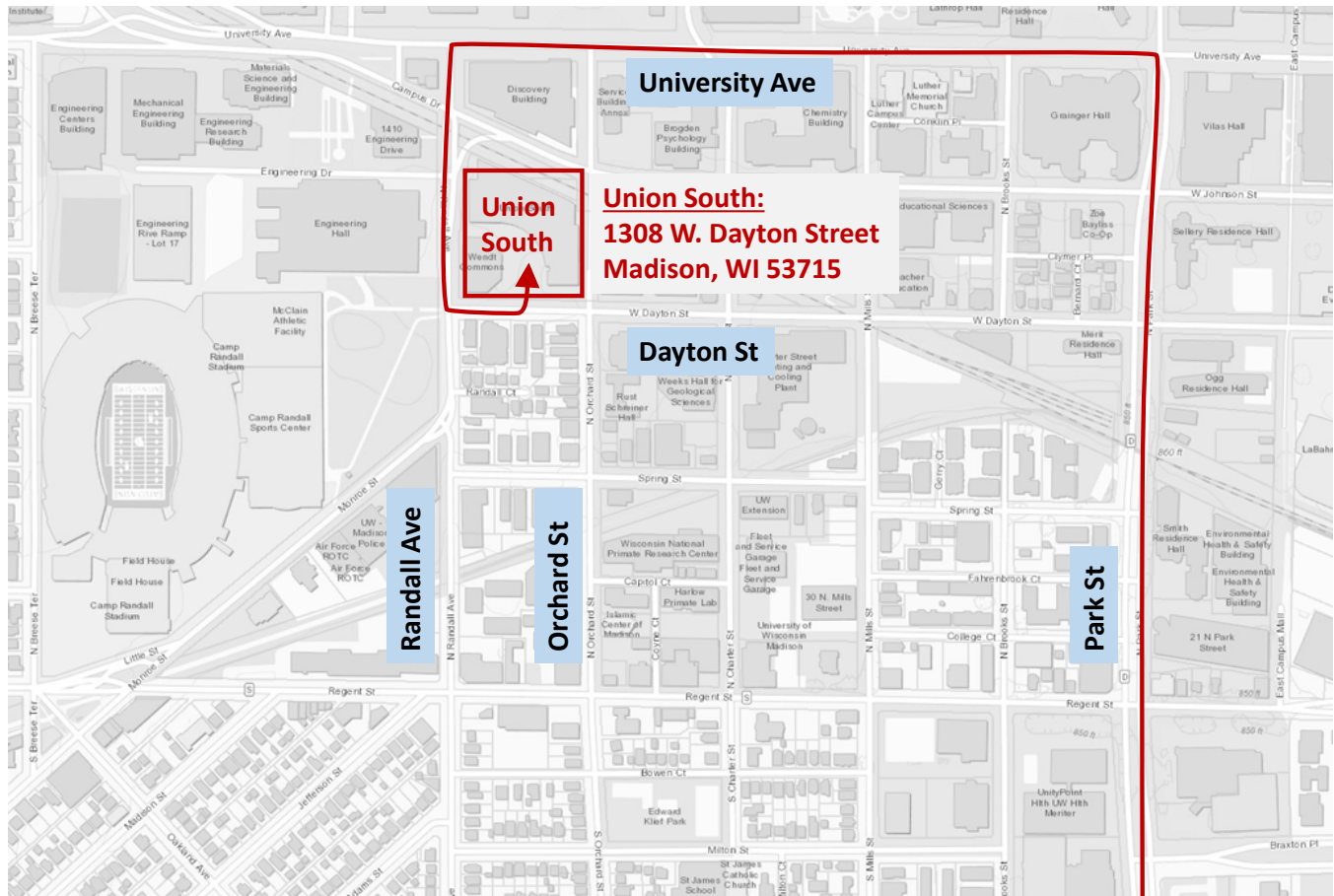
union.wisc.edu/eventservices • 608-262-2511 • events@union.wisc.edu



Hotel rooms are available [on site at Union South](https://union.wisc.edu/eventservices). Most are single Kings with a few double queens, details below:

- For the night before the conference (Wednesday, November 11th), 20 rooms are on hold.
- For the night of the conference (Thursday, November 12th), 10 rooms are on hold.
- The rate is tax-exempt \$110/night for one guest, with a second guest +\$20/night.
- Parking is \$18/night and is guaranteed.
- The link above will be active through October 26th, 2026.

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)

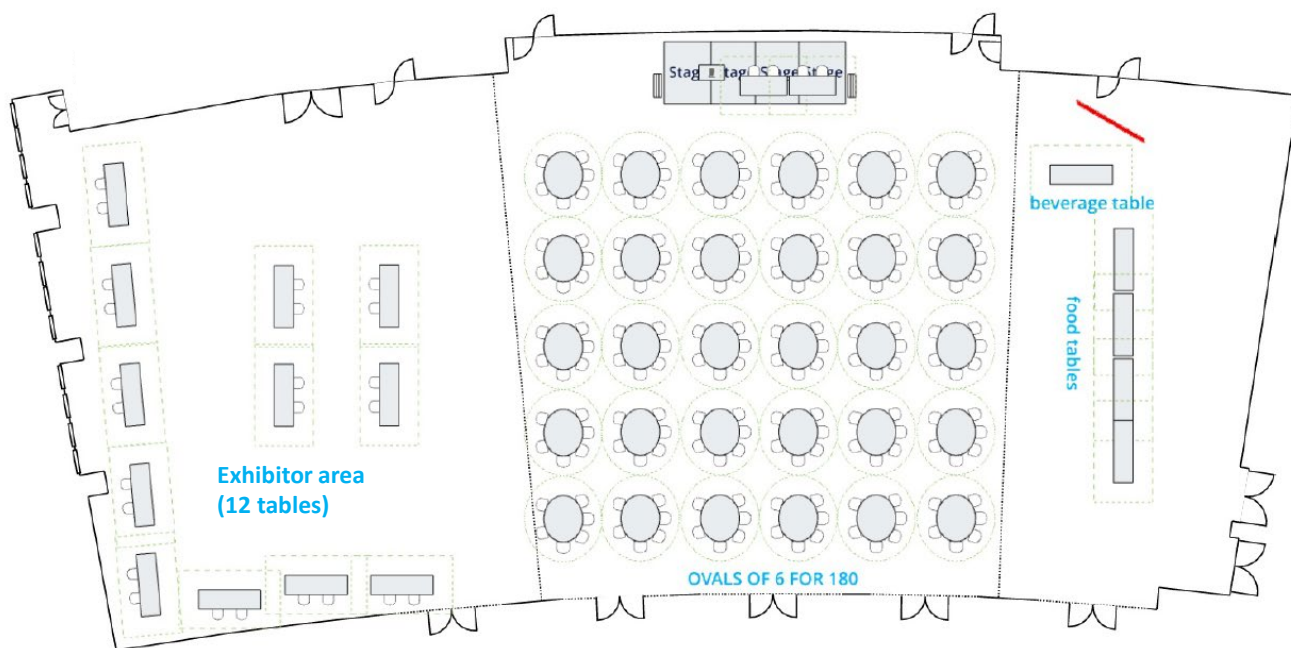
then...

- 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



Exhibitor Spaces

There are anticipated to be twelve (12) exhibitor spaces available for this conference in the Varsity Hall room setup. Each space includes a covered table (8-ft by 2.5-ft), two chairs, electrical service, and Wi-Fi internet. The conference Exhibitor Coordinator will work with each exhibitor to determine space assignment. The exhibitor space will be adjacent to the conference seating.



Booth Set Up

Exhibitors will be able to begin booth set-up starting at 6:00 AM Thursday, November 12th. The doors officially open to the building at 7:00 AM, registration starts at 7:30 AM, and the conference begins at 8:30 AM. A storage area would be available for drop-off of equipment on November 11th from 4:00 to 5:00 PM, if desired. Please coordinate with us if you are interested in a drop-off during this time.

One parking pass is included with exhibitor booth registration at the Union South garage on November 12th. Please note when considering parking at the Union South garage that there is an overnight fee (if you are not staying at the venue) and that a box truck will not fit in the parking garage. The venue does not allow set up the night before inside the facility, but you may park a vehicle with equipment over the night of November 11th in the parking lot adjacent to the conference venue.

All booths will need to be taken down by 6:00 PM.



Shipments

If you need to ship items for your booth, the venue requires that the attached form be completed. Packages will only be accepted 2 business days prior to the event. An example label for the shipping box is shown below:

Exhibitor: John Smith
Exhibitor Company: ITS 4 U, Inc.
Event Name: ITS WI Transportation Conference,
October 17th, 2024
Location of Event:
Union South
1308 W. Dayton St.
Madison, WI 53715

Exhibitor Booth Fees

The fee schedule for exhibitor items for the event is shown below. The fees include a covered/skirted table, two chairs, electrical service, Wi-fi, two full-day registrations, and a parking pass at Union South. In addition to the booth, exhibitors also have these benefits:

- A link to your company website on the ITS Wisconsin webpage, along with recognition of being an Exhibitor for the event
- Your company logo on the event program and PowerPoint presentation
- Receive an email list of attendees one week before the event
- An opportunity to network with attendees throughout the event and during lunchtime.

Item	Cost	Includes
General Admission	\$ 150	Admission to the all-day event, includes meals
Exhibitor Booth	\$ 700	1 table, 2 general admission, recognition website, program, presentation, and 1-minute intro during lunch.
Sponsorship	\$ 500	1 table, 2 general admission, recognition in website, program, presentation, poster boards (breakfast, lunch, break), and 1-minute intro during lunch.
Extra Table	\$ 400	Additional table with 2 chairs

Please see the [registration link](#) here or visit the [conference website](#)!

The Wisconsin Chapter of ITS America



Social Event

The ITS Wisconsin Chapter is hosting a pre-conference social event the night before (Wednesday November 11th) in Madison, WI. The event is free to attend. We will likely have 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/2026-its-conference/>

Please contact Jacey Reiman or Joe Urban if you have any questions.

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Phone: 920-306-9137

Email: joseph.urban@strand.com

Phone: 608-251-2129 ext. 1091