

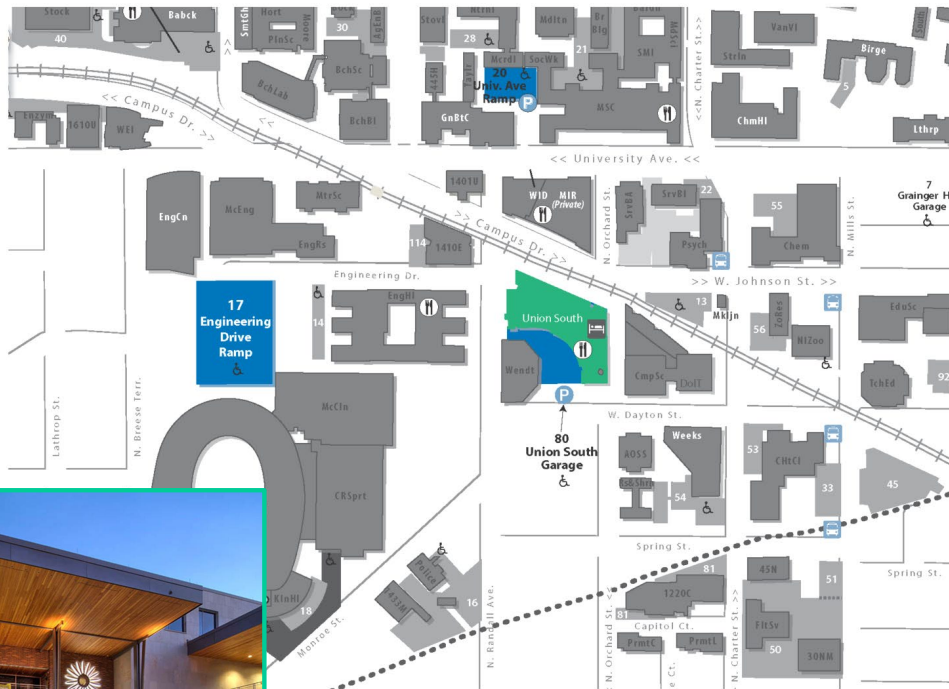


Sponsorship Information

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](#). The building location and parking is shown in the graphic below:

PARKING NEAR UNION SOUTH



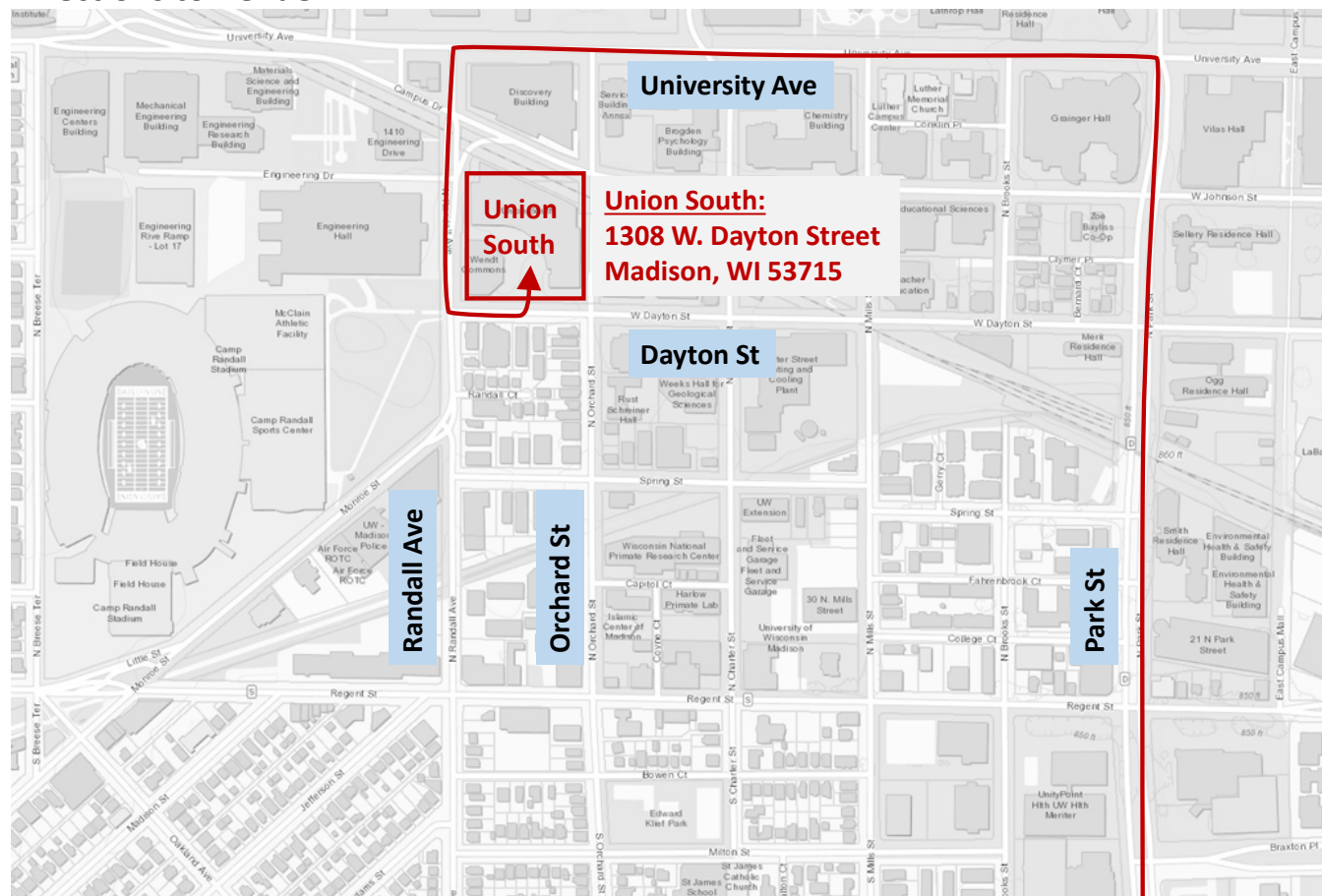
union.wisc.edu/eventservices • 608-262-2511 • events@union.wisc.edu

WISCONSIN UNION
CAMPUS EVENT
SERVICES

Hotel rooms are available [on site at Union South](#). 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



Sponsorship Opportunity

Item	Category	Cost	Notes
Registration	Students	\$ 20	Students will have to pay \$20 (walk-in or if registered ahead of time. May/may not include meal, depending on the food availability)
	Public Sector	\$ 100	includes meals
	General Admission	\$ 150	includes meals
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.

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

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 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/2026-its-conference/>

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

Email: jacey.reiman@oneatlas.com

Phone: 920-306-9137

Email: joseph.urban@strand.com

Phone: 608-251-2129 ext. 1091