

2026 Midwest Traffic Safety Conference SPONSOR PROSPECTUS



***Westin Hotel
Itasca, Illinois***

November 10-12, 2026

The Mission of the Midwest Center for Traffic Safety

At the Midwest Center for Traffic Safety, our mission is to reduce traffic-related fatalities and serious injuries across the region by implementing evidence-based strategies grounded in the Safe System Approach. We aim to address the most pressing issues contributing to roadway deaths—impaired and distracted driving, speeding, and lack of seat belt use—by advancing equitable education, enforcement, engineering, and emergency response practices. Through collaborative partnerships, data-driven research, and community engagement, we strive to create safer, more resilient transportation systems for all users, especially the most vulnerable. Our work supports long-term cultural change and sustainable improvements in road safety, ensuring that every journey, regardless of mode, age, income, or background, is safe.



What is the Midwest Traffic Safety Conference?

The Midwest Traffic Safety Conference is the perfect opportunity for law enforcement, prosecutors, crash investigators, and fleet managers to come together and learn about the latest developments in traffic safety. With seminars on impaired driving and crash investigation, attendees will leave with knowledge to help keep our roads safe. Join us for this three-day event and make a difference in your community.

Who attends the Midwest Traffic Safety Conference?

The conference, which began in 2019, attracts attendees from around the world. Participants have come from various countries, including China and Oman. Additionally, we welcome prosecutors and officers from across the United States, with representatives from as far away as Washington and Virginia, as well as Wisconsin, Iowa, Indiana, South Dakota, Michigan, Missouri, and, of course, Illinois. The average attendance is around 300 people, and when you include speakers, volunteers, and other participants, the total number of attendees during the three-day conference approaches 400.



The Conference is Possible through Partnerships with:



WHY SPONSOR?

SPONSORING THE 2026 MIDWEST TRAFFIC SAFETY CONFERENCE OFFERS ORGANIZATIONS THE OPPORTUNITY TO:

- CONNECT WITH 300+ SAFETY PROFESSIONALS AND AGENCY LEADERS
- DEMONSTRATE COMMITMENT TO ROADWAY SAFETY AND INNOVATION
- SHOWCASE PRODUCTS, TECHNOLOGY, AND EXPERTISE
- BUILD PARTNERSHIPS WITH PROSECUTORS, LAW ENFORCEMENT AGENCIES, TRAFFIC SAFETY STAKEHOLDERS
- GAIN VISIBILITY BEFORE, DURING, AND AFTER THE EVENT

WE OFFER MULTIPLE SUPPORT LEVELS DESIGNED TO FIT A VARIETY OF BUDGETS, WITH HIGH-VALUE BENEFITS THAT MAXIMIZE EXPOSURE AND ENGAGEMENT.



Sponsorship Levels (Vendor Booths will be November 10-11, 2026)

Presenting Sponsor – \$5,000+

The highest level of visibility and recognition. Limited to 5 organizations.

Benefits include:

- Recognized as Presenting Sponsor in all event materials and signage
- Logo included on conference name badges
- Complimentary double vendor booth in a premium location
- Six complimentary conference registrations
- Full-page advertisement in program booklet
- Inclusion in all press releases and media outreach
- Logo and link featured prominently on the conference homepage
- Social media spotlights (minimum four posts)
- Option to include promotional items in attendee bags

Platinum Sponsor – \$2,000

High visibility with expanded engagement.

Benefits include:

- Featured logo on signage and program booklet
- Complimentary vendor booth in a premium location
- Four complimentary conference registrations
- Half-page advertisement in program booklet
- Recognition at general sessions
- Two social media spotlights
- Option to include promotional items in attendee bags

Gold Sponsor – \$1,500

Strong branding and attendee engagement.

Benefits include:

- Logo on signage and program booklet
- Complimentary vendor booth
- Two complimentary registrations
- Quarter-page advertisement in the program booklet
- One social media spotlight

Silver Sponsor – \$750

A budget-friendly branding opportunity.

Benefits include:

- Logo in program booklet and signage
- One complimentary conference registration

Vendor & Exhibitor Opportunities

Two-Day Vendor Table – \$1,150

November 10-11, 2026

Includes:

- 6' table with electricity
- Two exhibitor passes
- Listing in the program booklet
- Lunch is included

Creative Add-On Sponsorship Opportunities

These optional add-ons enable sponsors to differentiate themselves and showcase their brand in unique ways to attendees.

- Networking Reception Sponsor – \$2,500. Limited to two organizations.
 - Naming rights for the Tuesday or Wednesday evening reception
 - Your signage throughout the event space
- Keynote Session Sponsor – \$3,000
 - Branding on-stage and in keynote promotions
 - Organization recognized during introduction





Contact Information

**For sponsorship inquiries, please contact:
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**Thank you for supporting safe roads, safe
communities, and a safer Midwest for all.**