

# CITE CONFERENCE SPONSORSHIP RETURN ON INVESTMENT

## TARGETING YOUR MARKET

Take advantage of this opportunity to show Canada's community of transportation professionals that you are a true leader in the field. Through conference sponsorship, you can reach over 3,200 Canadian Institute of Transportation Engineers (CITE) members and subscribers through multiple channels.

## SOCIAL MEDIA

Our networks offer you the unique opportunity to connect with a targeted group of individuals: leading decision-makers in the industry and practicing transportation professionals.

### Seniority Level of our Followers\*

CXO	4%
Director	4%
Manager	11%
Senior	29%
Technical	52%

### Followers' Job Functions\*

Engineering & Planning	52%
Operations	23%
Research	10%
Program & Project Management	9%
Education	6%

*\*Data represents CITE's LinkedIn followers*

Meet your business goals by reaching these key players through CITE conference sponsorship. Posts thanking your company and connecting to your social media account will be broadcast to followers on our social media networks leading up to and during the conference.



1429

LinkedIn connections



422

Twitter followers



223

Facebook followers

## EMAIL MARKETING

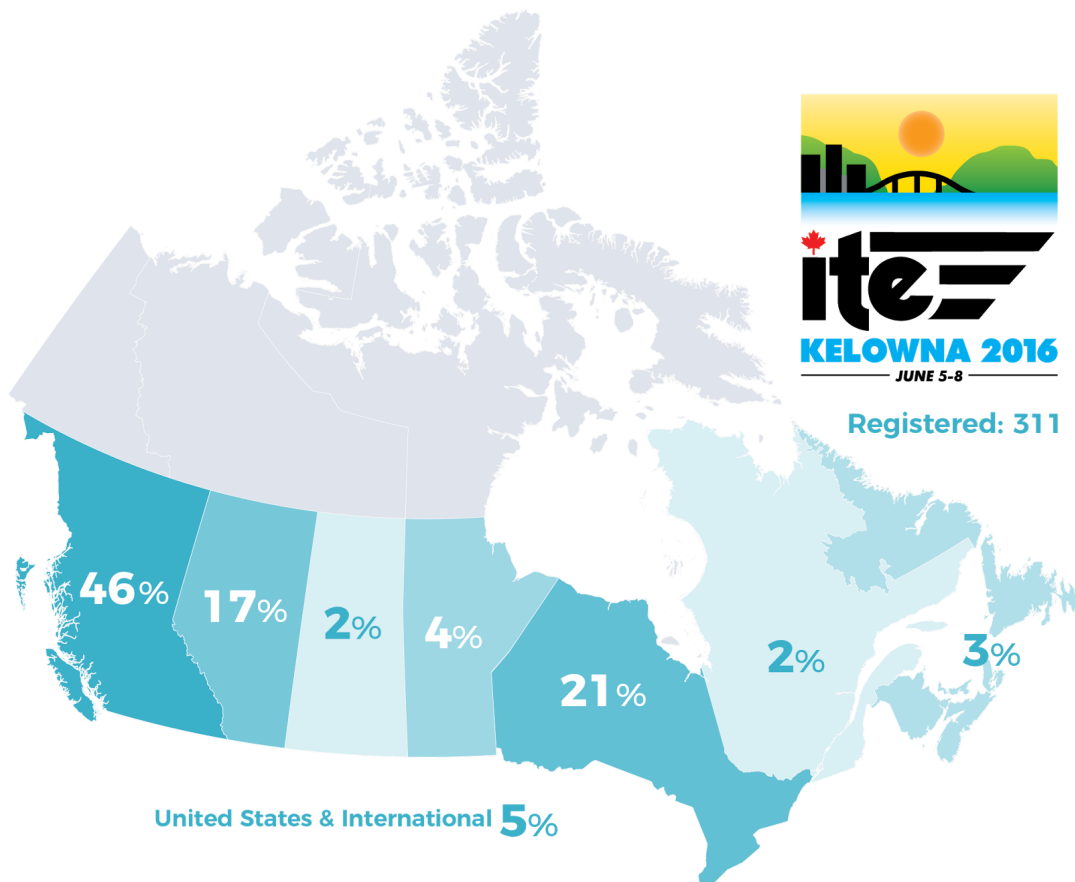


All conference related emails sent to our **3245** mailing list subscribers will include a thank you to sponsors with company names featured.

## ATTENDEE PROFILE

CITE annual conferences are the premier event for Canada's community of transportation professionals, attended by practitioners and decision-makers from across the country.

### GEOGRAPHIC SNAPSHOT



### SECTOR BREAKDOWN



The 2017 Joint ITE/CITE Annual Meeting and Exhibit included **419** registered Canadian attendees spanning the industry.

#### Distribution of Canadian Attendees

Public Sector	50 %
Private Sector	27 %
Students	11 %
Vendors	11 %
Agencies	1 %