



TRB Conference on **Smart Transportation: Data, Automation, and Intelligence**

June 7–9, 2027 • Pittsburgh, PA

Patron & Exhibit Opportunities

Position your organization at the forefront of Smart Transportation's future!

The TRB Conference on Smart Transportation, to be held at the Wyndham Grand Pittsburgh hotel, will bring together researchers, practitioners, industry leaders, and public agency staff to explore advances in data, automation, artificial intelligence, and connected technologies that are shaping the future of transportation.

As a patron or exhibitor, your organization will connect with influential decision makers, demonstrate industry leadership, and build relationships with professionals advancing the next generation of transportation systems.

Patron and exhibitor opportunities provide targeted visibility before, during, and after the conference—helping your organization increase visibility, engage directly with transportation leaders, generate qualified business opportunities, and demonstrate leadership in one of the fastest-growing technology sectors.

Why Participate as a Patron or Exhibitor?

- Connect with transportation executives.
- Demonstrate leadership in your industry.
- Showcase your smart transportation products and services.
- Increase brand visibility before, during and after the conference.
- Generate high quality business opportunities.

Connect with Decision Makers



Attendees represent **a broad cross-section of the smart-transportation community**, including public agencies, technology providers, practitioners, consultants, researchers, systems integrators, data specialists, automation experts, infrastructure owners and operators, universities, policy organizations, and transportation service providers.

Industry Focus Areas

- Intelligent Infrastructure
- Connected and Automated Transportation Systems
- Artificial Intelligence
- Digital Twins
- Vehicle-to-Everything (V2X)
- Intelligent Transportation Systems (ITS)
- Transportation Data and Analytics
- Infrastructure Asset Management
- Predictive Maintenance
- Smart Intersections
- Real-Time Operations
- Transportation Cybersecurity
- Systems Integration
- Cloud-Based Transportation Systems
- Sensor Technology
- Communications Networks
- Freight Technology
- Resilient Infrastructure

Decision Makers

- Vice President
- Chief Technology Officer
- Chief Information Officer
- Senior Director
- Director
- Program Manager
- Project Manager
- Transportation Planner
- Traffic Engineer
- Systems Engineer
- Data Scientist
- Research Scientist
- Policy Analyst
- Operations Manager
- Innovation Lead
- ITS Manager
- Automation Lead
- Cybersecurity Manager
- Consultant
- Professor
- Associate Professor

Business Types

- DOT – Federal
- DOT – State
- DOT – Regional
- Metropolitan Planning Organizations
- Transit Agencies
- Tolling Authorities
- City and Local Governments
- Public Works Agencies
- Technology Companies
- Data and Analytics Providers
- Automation and AI Companies
- Connected Vehicle Companies
- Engineering Firms
- Planning Firms
- Contractor/Consultant
- Academia
- Research Institutions
- Policy Organizations
- Industry Associations
- Media

Patron Packages

Choose the level of participation that best aligns with your marketing objectives and budget. Each provides valuable opportunities to increase visibility and connect with transportation leaders.



Reserve your patron package by: **May 10, 2027**

Benefits	Diamond \$15,000 Limit 2	Platinum \$10,000 Limit 8	Gold \$7,500 Limit 10	Silver \$5,000 Limit 12	Bronze \$3,000 Unlimited
Exclusive Opportunities <i>(one per patron):</i> Lanyards: Logo on lanyards, plus full-page ad in Printed Program <i>(must register by April 30, 2027)</i> – OR – Printed Program: Logo on front cover of Printed Program, plus full-page ads on inside front and inside back covers <i>(must register by May 10, 2027)</i>	 				
Ad in Printed Program	See Above	Full Page	Half Page	Quarter Page	
Registrations	5	4	3	2	1
Acknowledgement during the Plenary Session					
Tabletop Exhibit					
Recognition on main page of conference website <i>(logo and link)</i>					
Logo on Welcome Slide in the Plenary Session					
Recognition on Patron page of conference website <i>(logo and link)</i>					
Logo in Printed Program and on signs					

Tabletop Exhibits

Purchase a tabletop exhibit and you'll have the opportunity to promote your products and services directly to attendees.

Benefits:

- One skirted 6-foot table with two chairs
- Logo in the Printed Program and on the conference website
- One complimentary registration (Additional staff must register at the standard rate.)



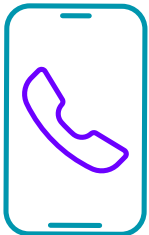
Cost: \$3,000 Reserve your tabletop exhibit by: **May 10, 2027**

Ready to Participate?

Act Now!

Secure your patron package or tabletop exhibit today! [Reserve now](#)

Questions? Contact:



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& Exhibit Sales
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Why Partner with TRB?

For more than 100 years, TRB has convened transportation leaders from government, industry, and academia to advance transportation through research, innovation, and collaboration. Conference patrons demonstrate their commitment to supporting the exchange of ideas that improve transportation systems around the world.

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TRB TRANSPORTATION RESEARCH BOARD