

NC TRAFFIC SAFETY CONFERENCE & EXPO

Achieving Vision Zero

Sponsor & Exhibitor Prospectus

June 2–4, 2026

Pre-Conference Workshops on June 1

Benton Convention Center
Winston-Salem, NC

Hosted by:

NORTH CAROLINA



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Who Attends the NC Traffic Safety Conference?



Top Attendee Job Titles/Professions

- Law Enforcement
- Traffic Engineer/Planner
- City Manager/Administrator
- Traffic Researcher
- Firefighter/EMT
- Safe Kids Program Manager



Top Reasons Attendees Join Us

- Learn about new research & strategies
- Learn about new products & services



Our Attendees' Budget Range

100K — 1M+



The NC Traffic Safety Conference is one of the largest regional traffic safety conferences in the country with broad representation from **nearly every NC county.**



50% of our attendees are new to the conference each year.



What Our Exhibitors Say About the Conference

“*So glad we added this event to our exhibit schedule. Fantastic engagement and interest in our products. Our target audience is here; we will definitely return for 2026.*”

– First Time Exhibitor, Returning in 2026

“*Great conference for us...serious conversations about our system that will lead to sales in the future.*”

– First Time Exhibitor, Returning in 2026

“*We've exhibited at this conference since the beginning—always a great conference for us.*”

– Returning Exhibitor, Returning in 2026

Tiered Level Sponsorship

Any company or organization working in the traffic safety field can sponsor the conference.

Benefits	Diamond \$10,000	Platinum \$7,000	Gold \$5,000	Silver \$3,000	Bronze \$1,500	Exhibitor \$950
Complimentary Exhibit Booth*	20x20	20x20	10x20	10x10	10x10	10x10
Complimentary Registration	10	6	5	4	2	1
Listed in Mobile App with Company Description	✓	✓	✓	✓	✓	✓
Opportunity to Provide Door Prize(s) for Giveaway	✓	✓	✓	✓	✓	✓
Logo Recognition at Opening General Session	✓	✓	✓	✓	✓	
Logo Recognition on Signage in Meeting Area	✓	✓	✓	✓	✓	
Logo Recognition with Link on Conference Website	✓	✓	✓	✓		
Verbal Recognition at Opening General Session	✓	✓	✓			
Advertisement in Digital Program Booklet	Full Page	½ Page	¼ Page			
Logo Recognition on Rotating Banner in Mobile App	✓					
Logo on Signage Placed Out at Breaks	✓					

Advertise in the Digital Program



Full-Page Color Ad
\$1,000



Half-Page Color Ad
\$750



Quarter-Page Color Ad
\$500

*Booth includes: One 6' table clothed/skirted, 2 chairs, wastebasket, 110-volt electrical connection, pipe/drape dividers, company name sign. Booth spaces are assigned on a first come, first served basis and by sponsorship level.

Vehicle displays are welcome, and space is limited! Please contact us to discuss your vehicle type and size to be displayed. Additional exhibitor fees may apply depending on your space needs and electrical requirements.

High-Visibility Add-Ons

Add these exclusive opportunities to your sponsorship level. Only one available per add-on unless noted.

Bronze (and Higher) Add-Ons

- Lanyard Sponsor: \$850
- Wi-Fi Sponsor: \$1,000
- Attendee Bags Sponsor: \$1,500
- Breakfast or Lunch Sponsor (per meal): \$2,000

Silver (and Higher) Add-Ons

- Session Sponsor: \$3,000. Sponsor introduces session speakers. Only one sponsor per session. Each additional session: \$1,500.

Ask us about:

- More Add-on opportunities
- In-kind sponsorships
- Custom sponsorships and vehicle displays
- Cvent LeadCapture mobile app

Contact

Sponsorship Information:

dbedor@thetradeshowmanager.com

General Information:

info@nctrfficsafetyconference.org