

SPONSORSHIP & EXHIBITOR PROSPECTUS

IBTTA AUSTIN

★ 2014 ★

82ND ANNUAL
MEETING & EXHIBITION
★
AUSTIN, TEXAS

SEPTEMBER 14-17, 2014

www.IBTTA.org/austin

Hosted by



Who is IBTTA?

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in more than 20 countries and on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st century.



IBTTA 82ND ANNUAL MEETING & EXHIBITION

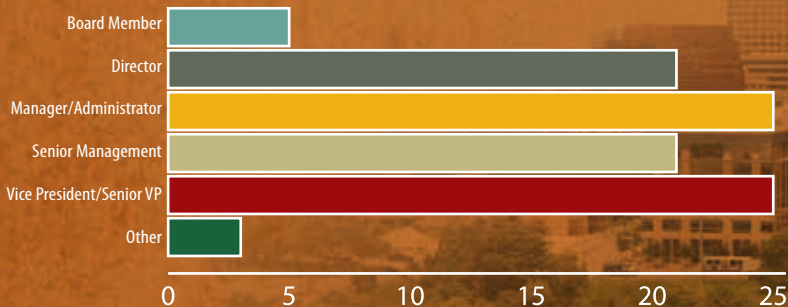
IBTTA has a strong tradition of bringing together toll industry professionals to share knowledge and ideas. A key part of that knowledge exchange takes place in the exhibit hall where companies like yours meet with current and prospective clients, answer their questions and offer solutions with innovative and cutting-edge products and services.

As a meeting sponsor, you can maximize your organization's exposure with a lasting impression of your corporate brand on a variety of collectible items and special event activities. Delegates will know that your organization is responsible for helping to make the Annual Meeting a huge success!

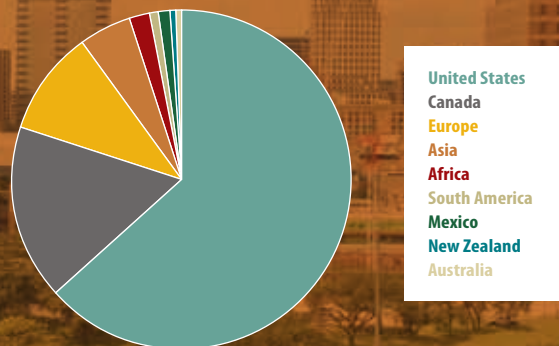
IBTTA DELEGATE PROFILE

(Based on aggregated data from the 2012 and 2013 Annual Meetings)

DELEGATE ATTENDANCE BY TITLE



DELEGATE ATTENDANCE BY REGION





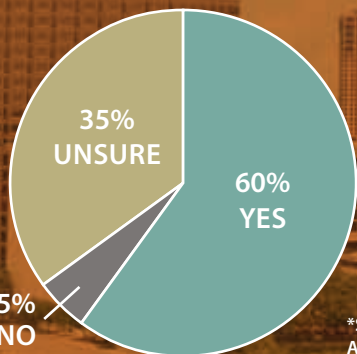
WHY SHOULD YOUR COMPANY EXHIBIT AT THE ANNUAL MEETING & EXHIBITION?

Showcase your brand and build visibility in the worldwide tolling industry. The majority of delegates participating in the IBTTA Annual Meeting are professionals in senior level positions. These key decision-makers are expected to make up over half of the attendance.

Meet with hundreds of current and prospective customers. Face-to-face interaction is vital to your business and exhibiting at an IBTTA meeting can be an integral and effective part of your sales strategy.

Show your competitive strength. The competition for your business will definitely be exhibiting in Austin. Your competition knows that tolling industry buyers attend this meeting with the expectation of finding solutions to their problems. Don't be left out!

Do you plan on attending the 82nd Annual Meeting & Exhibition in Austin, Texas September 14-17, 2014?*



*Source: 2013 Post Vancouver Annual Meeting Survey

EXHIBIT HALL HOURS

(Hours subject to change)

SET UP

Sunday, September 14
10:00am – 6:00pm

EXHIBIT SHOW HOURS

Monday, September 15

Lunch

Noon – 2:00pm

Refreshment Break

3:30pm – 4:00pm

Welcome Reception

5:30pm – 7:00pm

Tuesday, September 16

Breakfast

7:00am – 8:30am

Refreshment Break

10:00am – 10:30am

Lunch

Noon – 2:00pm

Refreshment Break

3:30pm – 4:00pm

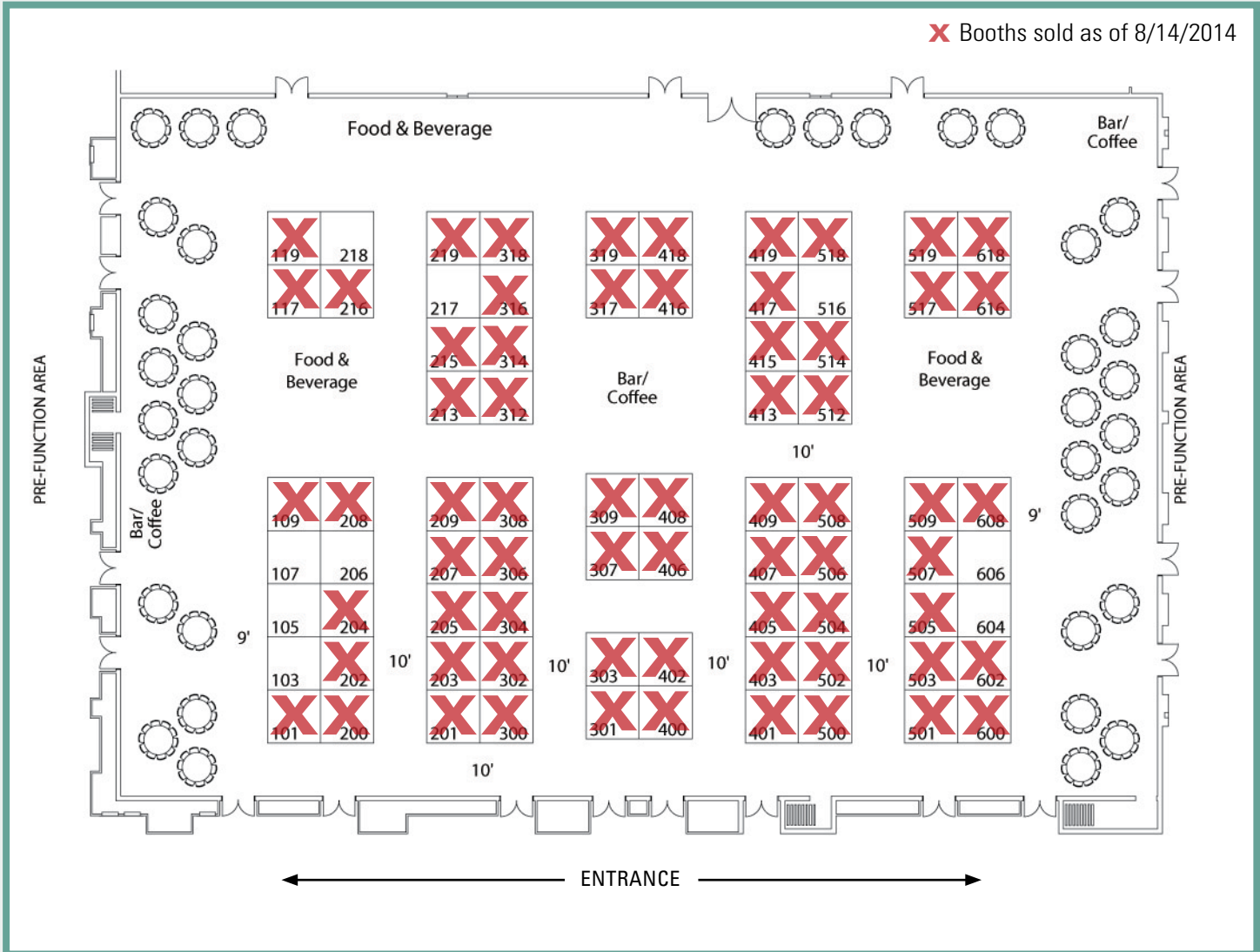
TEAR DOWN

Tuesday, September 16
4:00pm – 6:00pm

IBTTA 82nd Annual Meeting & Exhibition SEPTEMBER 14-17, 2014

EXHIBIT HALL FLOORPLAN

✗ Booths sold as of 8/14/2014





Exhibitor Reservation Form

IBTTA 82nd Annual Meeting & Exhibition

September 14-17, 2014 • Hilton Austin

Increase Your Visibility in the Tolling Industry! Exhibit in Austin at the IBTTA Annual Meeting

EXHIBITOR PRICING

Member Exhibitor Single Booth (\$3,000)
includes one exhibit floor only registrant

Non-Member Exhibitor Single Booth (\$4,800)
includes one exhibit floor only registrant

Benefits include:

- Listing, logo and company description in final program;
- Company listing on IBTTA's meeting page;
- Recognition in email promotion leading to meeting;
- Acknowledgement from the general session stage;
- Preliminary and final registration lists;

PLUS!!

- One complimentary **exhibit floor only** registration.

*IMPORTANT NOTE:

One complimentary exhibit floor only registration is included with each exhibit booth. Additional booth personnel will need to register at \$400 per person (exhibit floor only).

This fee applies to all activities in the exhibit area only and is for exhibitors wishing to bring "booth only" staff. The fee does not include sessions or tours, but it does include meal functions in the exhibit hall. Exhibitors wishing to attend all functions should register as a full Delegate. Individual tickets can be purchased for the additional activities. Each exhibitor **MUST** complete an attendee registration form located at www.IBTTA.org/austin. Your organization will be recognized as an exhibitor when IBTTA receives full payment.

COMPANY INFORMATION

Organization (to be listed in program)

Contact Name

Email

Office Phone

EXHIBIT BOOTH PERSONNEL

PRIMARY EXHIBITOR (main on-site contact)

Name

Mobile Phone (used to contact on-site)

Email

Mailing Address

City

State

Postal Code

- This primary exhibitor is to be registered as the one complimentary exhibit floor only attendee for the company.

Additional booth personnel will need to register (exhibit floor only) by filling out a separate attendee registration form.

BOOTH CHOICE (Assigned on first-come, first-served basis)
Booths measure 10 ft. x 10 ft. (approx. 3m x 3m)

First Choice _____ Second Choice _____ Third Choice _____
(see floorplan on previous page)

PAYMENT INFORMATION

Exhibit Booths

Member # _____ @ \$3,000 = \$ _____

Non-Member # _____ @ \$4,800 = \$ _____

Exhibit Booth Personnel

Exhibitor # _____ @ \$400 = \$ _____

TOTAL DUE \$ _____

PAYMENT METHOD

- Check Enclosed
 Wire Transfer/ACH (Harry Smith at hsmith@ibtta.org for details)

To secure your exhibit booth, return this form with payment to IBTTA.
1146 19th Street, NW, Suite 600, Washington, DC 20036-3725
Fax (202) 659-0500

QUESTIONS? Contact Terri Lankford at tlankford@ibtta.org or (202) 659-4620 x11.

Sponsor



Make the most of the **IBTTA 82nd Annual Meeting & Exhibition**. Take advantage of a sponsorship package and maximize your organization's exposure to the tolling industry. When sponsoring an item or special activity at the Annual Meeting, your company is demonstrating its leadership and gaining enhanced recognition in the tolling industry. Stand out among your competition with an Annual Meeting sponsorship!

GOLD (\$15,000)

- Two (2) complimentary delegate registrations
- Listing, logo and company description in final program
- Link on the IBTTA Annual Meeting web page
- Acknowledgement from general session stage
- Company logo on sponsor reel and IBTTA website
- Prominent signage featuring company logo
- Complimentary distribution of company literature from registration area
- Preliminary and final attendee registration lists
- Plus one (1) Gold item from the following page

SILVER (\$12,000)

- One (1) complimentary delegate registration
- Listing, logo and company description in final program
- Link on the IBTTA Annual Meeting web page
- Acknowledgement from general session stage
- Company logo on sponsor reel and IBTTA website
- Prominent signage featuring company logo
- Complimentary distribution of company literature from registration area
- Preliminary and final attendee registration lists
- Plus one (1) Silver item from the following page

BRONZE (\$6,000)

- Listing, logo and company description in final program
- Link on the IBTTA Annual Meeting web page
- Acknowledgement from general session stage
- Company logo on sponsor reel and IBTTA website
- Prominent signage featuring company logo
- Complimentary distribution of company literature from registration area
- Preliminary and final attendee registration lists
- Plus one (1) Bronze item from the following page

Sponsorship opportunities are exclusive to IBTTA members.

Not a member? ***Make an investment in your business and join IBTTA today!***



Sponsor Reservation Form

IBTTA 82nd Annual Meeting & Exhibition

September 14-17, 2014 • Hilton Austin

**Maximize Your Exposure to the Tolling Industry
at the IBTTA Annual Meeting!**

CHOOSE YOUR SPONSORSHIP LEVEL

GOLD (\$15,000)

All gold sponsors receive two (2) complimentary delegate registrations. Choose one of the following:

- Airport Shuttle
- SOLD** Audio-Visual Production
- Bag Drop & Coat Check
- SOLD** Closing Dinner (Tuesday)
- SOLD** Coffee Café
- SOLD** Cyber Center
- SOLD** Evening Reception with Exhibits
- SOLD** Hotel Key Cards
- SOLD** Keynote Speaker
- SOLD** Lanyards
- SOLD** Luggage Tag
- SOLD** Media Lounge
- SOLD** Meeting Wifi
- Opening Evening Event (Multiple Options)
- SOLD** Portfolio
- SOLD** Printed Program Ad (back cover)
- SOLD** Registration Bags
- Seated Massage
- SOLD** Stylus
- SOLD** Thematic Report
- USB Drive
- SOLD** Water Bottles
- Other Gold Sponsorship (Contact IBTTA to discuss ideas for customized packages)

SILVER (\$12,000)

All silver sponsors receive one (1) complimentary delegate registration. Choose one of the following:

- Closing Reception (Tuesday)
- SOLD** Directory of Delegates
- Eco-Friendly Pens
- Key Chains
- Lunch in the Exhibit Area (Monday)
- Lunch in the Exhibit Area (Tuesday)

BRONZE (\$6,000)

Choose one (1) of the following:

- Session Refreshment Breaks
 - Monday Morning
 - SOLD** Monday Afternoon
 - SOLD** Tuesday Morning
 - Tuesday Afternoon
- Tour and Events Buses

SPONSOR CONTACT INFORMATION

Organization (to be listed in program)

Name

Title

Office Phone

Mobile Phone

Email

SPONSORSHIP LEVEL AND PAYMENT INFORMATION

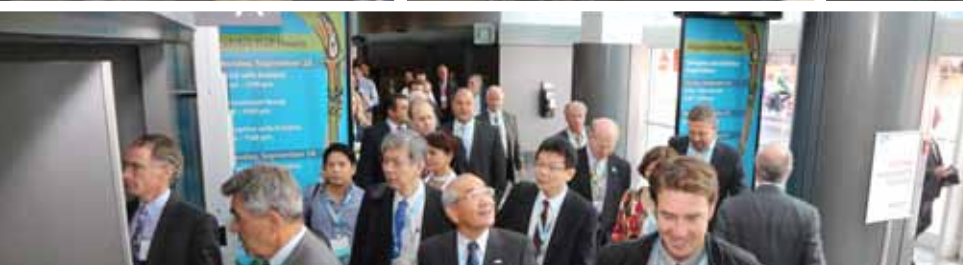
- Gold (\$15,000)
- Silver (\$12,000)
- Bronze (\$6,000)
- Check Enclosed
- Wire Transfer / ACH (Harry Smith at hsmith@ibtta.org for details)

QUESTIONS?

Contact Terri Lankford at tlankford@ibtta.org or (202) 659-4620 x11 to discuss your choices or to customize a package.

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For details and contract terms, visit the sponsorship and exhibitor sections of the IBTTA website at www.IBTTA.org/austin

IBTTA

TOLLING. MOVING SMARTER.

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