

Dublin

IBTTA 83RD ANNUAL
MEETING & EXHIBITION

SPONSORSHIP & EXHIBITOR PROSPECTUS

August 30–September 2, 2015
DoubleTree Hilton | Dublin, Ireland



IBTTA
TOLLING. MOVING SMARTER.
www.IBTTA.org/dublin

HOSTED BY
NRA
An tUdarás um Bóithre Náisiúnta
National Roads Authority

IBTTA 83RD 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 area where companies like yours meet with current and prospective clients, answer their questions and offer solutions with innovative and cutting-edge products and services.

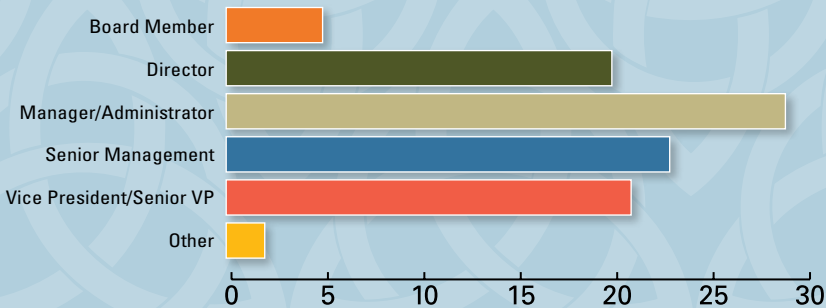
As a meeting sponsor, you can maximize your organization's exposure with a lasting impression of your corporate brand on a variety of collectible items and special event activities. Delegates will know that your organization is responsible for helping to make the Annual Meeting a huge success!



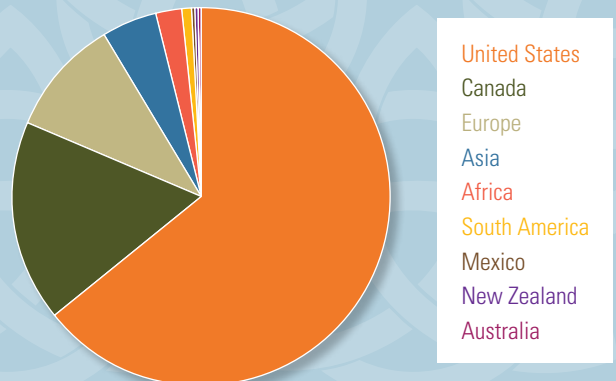
IBTTA DELEGATE PROFILE

(Based on aggregated data from the 2013 and 2014 Annual Meetings)

DELEGATE ATTENDANCE BY TITLE



DELEGATE ATTENDANCE BY REGION



DUBLIN

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 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.

WHY SHOULD YOUR COMPANY EXHIBIT AT THE IBTTA 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 Dublin. Your competition knows that tolling industry buyers attend this meeting with the expectation of finding solutions to their problems. Don't be left out!

EXHIBIT AREA HOURS*

SET UP

Sunday, August 30

8:00am – 6:00pm

EXHIBIT SHOW HOURS

Monday, August 31

Refreshment Break
10:30am – 11:00am

Dessert Following Lunch
1:00pm – 2:00pm

Refreshment Break
3:30pm – 4:00pm

Welcome Reception
5:30pm – 7:00pm

Tuesday, September 1

Refreshment Break
10:00am – 10:30am

Dessert Following Lunch
1:00pm – 2:00pm

Refreshment Break
3:30pm – 4:00pm

TEAR DOWN

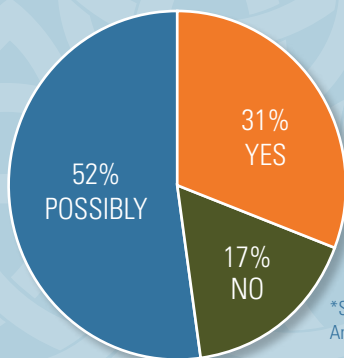
Tuesday, September 1

5:30pm – 7:00pm

*Hours subject to change

Contact Terri Lankford at tlankford@ibtta.org or (202) 659-4620 x11 for more information or to sign up.

Do you plan on attending the 83rd Annual Meeting & Exhibition in Dublin, Ireland August 30–September 2, 2015?*



*Source: 2014 Post-Austin Annual Meeting Survey

NEW FOR THIS YEAR...

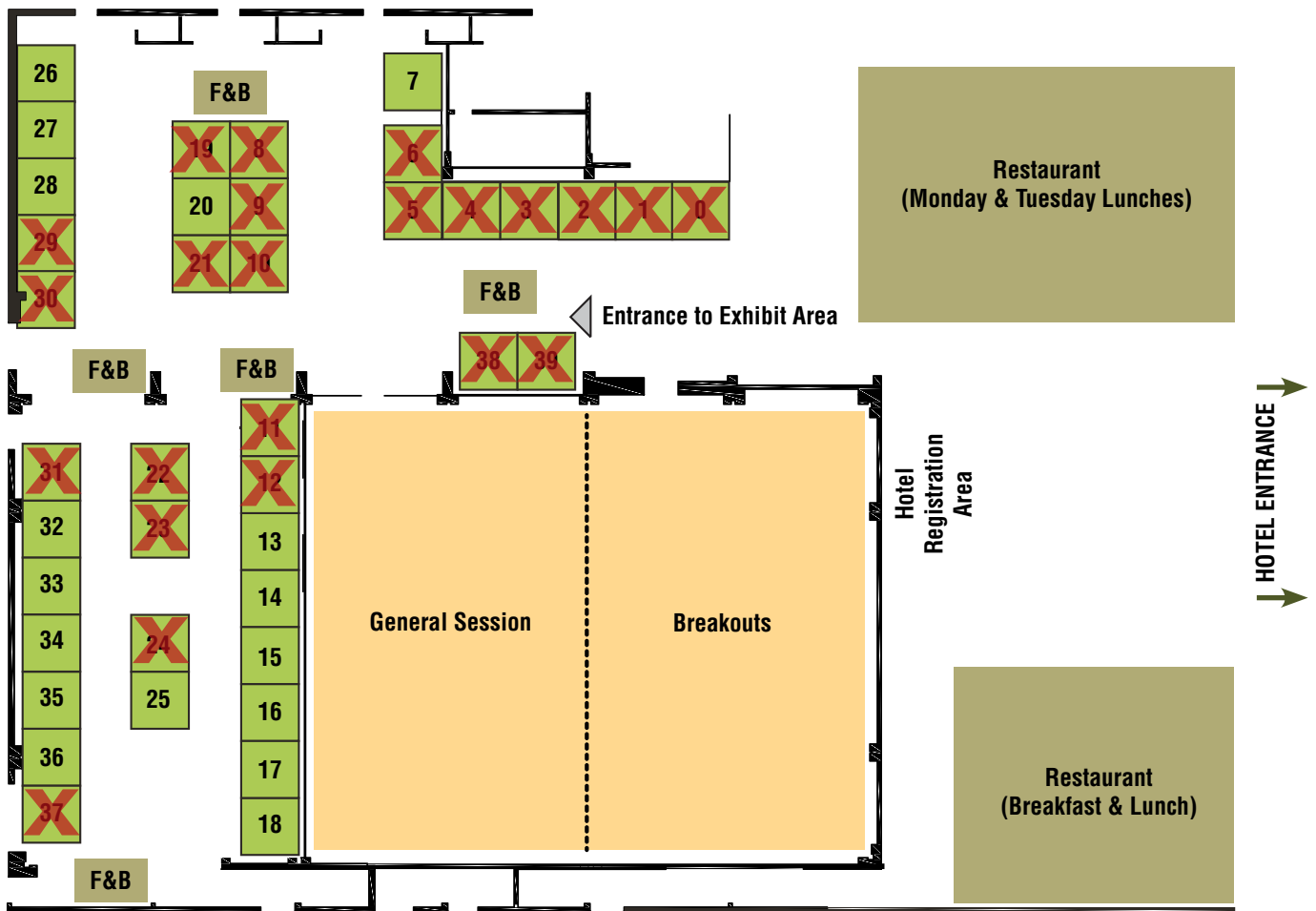
Due to the unique setting of our Dublin meeting and distinctive space we occupy in the DoubleTree Hilton Hotel, we will practice a different pattern for the exhibit show this year. In addition to the *Reception with Exhibitors*, exhibitors will have an opportunity to meet with attendees during the Dessert services in the exhibit area (following lunches on Monday and Tuesday) as well as the traditional *Refreshment Breaks* on those days.

Instead of taking place in the exhibit area, IBTTA meal functions will be held in the hotel's restaurant, where breakfast is included in the room rate for all registered hotel guests in the IBTTA Block. IBTTA lunches are included in IBTTA meeting attendee registrations. Although the official show hours will not include breakfasts and lunches, the exhibit area will be open for exhibitors to conduct private meetings at any time throughout the meeting.

EXHIBIT

EXHIBIT AREA FLOORPLAN

IBTTA 83rd Annual Meeting & Exhibition | August 30—September 2, 2015 | DoubleTree Hilton



F&B = Food & Beverage

X = Sold as of August 4, 2015



Increase Your Visibility in the Tolling Industry — Exhibit in Dublin 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 web page
- Recognition in email promotion leading to meeting
- Listing in mobile app
- Preliminary and final registration lists

PLUS!!

- One complimentary **exhibit floor only** registration

COMPANY INFORMATION

Organization (to be listed in program) _____

Contact Name _____

Email _____

Office Phone _____

EXHIBIT BOOTH ON-SITE CONTACT

Name _____

Mobile Phone (used to contact on-site) _____

Email _____

Mailing Address _____

City _____

State _____

Postal Code _____

Check this box if:

- this contact is to be registered as the one complimentary exhibit floor only attendee for the company.
- this contact will register as a full Delegate by filling out the Attendee Registration Form available online at www.IBTTA.org/dublin.

Additional booth personnel will need to register (exhibit floor only) by filling out a separate Attendee Registration Form.

*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 area. 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/dublin. Your organization will be recognized as an Exhibitor when IBTTA receives full payment.

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

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 or scan to tlankford@ibtta.org

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

See Exhibit Terms and Conditions on next page. Upon receipt of completed form and full payment, IBTTA will send confirmation to contact on this form.



TERMS

IBTTA EXHIBIT TERMS AND CONDITIONS

1. **Payment:** Full payment is required before Exhibit Space will be reserved. All fees must be paid in U.S. dollars and drawn on a U.S. bank. Payor must assume all bank fees.
2. **Exhibitor Rate:** Your organization's 2015 IBTTA membership dues must be paid in full by time of reservation to qualify for the member-discounted Exhibitor rate.
3. **Cancellation Policy:** All Exhibit Space cancellations or reductions must be made in writing. Refunds are calculated as follows:
 - Cancellation or reduction of Exhibit Space prior to July 15, 2015, a refund of 50% of Exhibit Space cost will be granted.
 - Cancellation of Exhibit Space after July 15, 2015, no refund will be granted.
4. **Insurance:** Exhibitor shall effect insurance coverage for all exhibit merchandise at site and in transit exclusive of business interruption insurance, if applicable, and IBTTA shall not be responsible for any loss or damage thereto, howsoever incurred. The Exhibitor must carry his own fire insurance and public liability insurance of not less than one million dollars and provide proof of insurance to IBTTA prior to move-in. Please note the hotel may check for this when you move in, so be sure to have proof of insurance with you onsite.
5. **Exhibit Set-Up/Tear Down:** Installation and Dismantling of Exhibits may only be conducted during the time specified.
6. **Exhibit Guidelines:** IBTTA will follow the official Guidelines for Display Rules and Regulations as issued by the International Association of Exposition Management. A copy of these rules may be requested from the IBTTA office.
7. **Considerations:** The playing of music or loud noises within the exhibit or display area is strictly prohibited.

EXHIBITOR PRICING

I have read the terms and conditions set forth in this contract and I have agreed to abide by these terms and conditions which form a part of this contract between our firm (Exhibitor) and the International Bridge, Tunnel and Turnpike Association.

Signature

Date

Sign and return along with Exhibitor Reservation Form found on page 5.

QUESTIONS?

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

EXHIBIT INFORMATION

- Booth space measures 3m x 3m (approximately 10' x 10') and includes standard background and side rail drapes, one draped table, two chairs, one wastebasket and an ID sign. The exhibit area is carpeted and any additional furnishings or modular exhibits may be ordered through the designated decorating company.
- An Exhibitor Kit with order forms and shipping instructions will be provided to all Exhibitors and accessible online at www.IBTTA.org/dublin.
- Booth assignments will be made by IBTTA on a first-come, first-served basis upon receipt of payment and a completed, signed copy of this Exhibit Contract.
- Your organization will be recognized as an Exhibitor when full payment is received by IBTTA.

EXHIBITOR REGISTRATION INFORMATION

- 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). **All exhibit personnel MUST register using an official IBTTA Attendee Registration Form.**
- Exhibitors registering prior to August 14, 2015, will appear in the advance registration list given to all Delegates.
- The \$400 booth only registration 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 breakfast (for registered hotel guests only) and lunch in the hotel on Monday and Tuesday. An Exhibitor wishing to attend all functions should register as a full Delegate.

SPONSOR

IBTTA 83rd Annual Meeting & Exhibition | August 30–September 2, 2015

Make the most of the IBTTA 83rd 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
- Listing in mobile app
- 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
- Listing in mobile app
- Company logo on sponsor reel and IBTTA website
- 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
- Listing in mobile app
- Company logo on sponsor reel and IBTTA website
- 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!*

Contact us today!

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:

- SOLD** Audio-Visual Production
- SOLD** Closing Banquet
 - Directory of Delegates
- SOLD** Evening Reception with Exhibits
- SOLD** Hotel Key Cards
- SOLD** Keynote Speaker
- SOLD** Lanyards
- SOLD** Luggage Tag
- SOLD** Opening Evening Event (Multiple Options)
- SOLD** Portfolio
- SOLD** Printed Program Ad (back cover)
- SOLD** Registration Bags
 - Stylus/Pen
- SOLD** Thematic Report
 - Universal Plug Adapter
 - USB Drive

SILVER (\$12,000)

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

- Charging & Printing Station
- Hotel Room Drop
- Key Chains
- Monday Lunch
- Tuesday Lunch

BRONZE (\$6,000)

Choose one (1) of the following:

Session Refreshment Breaks

- Monday Morning
- Monday Afternoon
- Tuesday Morning
- Tuesday Afternoon

Dessert Following Lunch

- Monday
- Tuesday

SPONSOR CONTACT INFORMATION

Organization (to be listed in program)

Name

Title

Office Phone

Mobile Phone

Email

QUESTIONS?

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

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)

To secure your sponsorship, return this form with payment to IBTTA.

1146 19th Street, NW, Suite 600
Washington, DC 20036-3725
Fax (202) 659-0500

Dublin

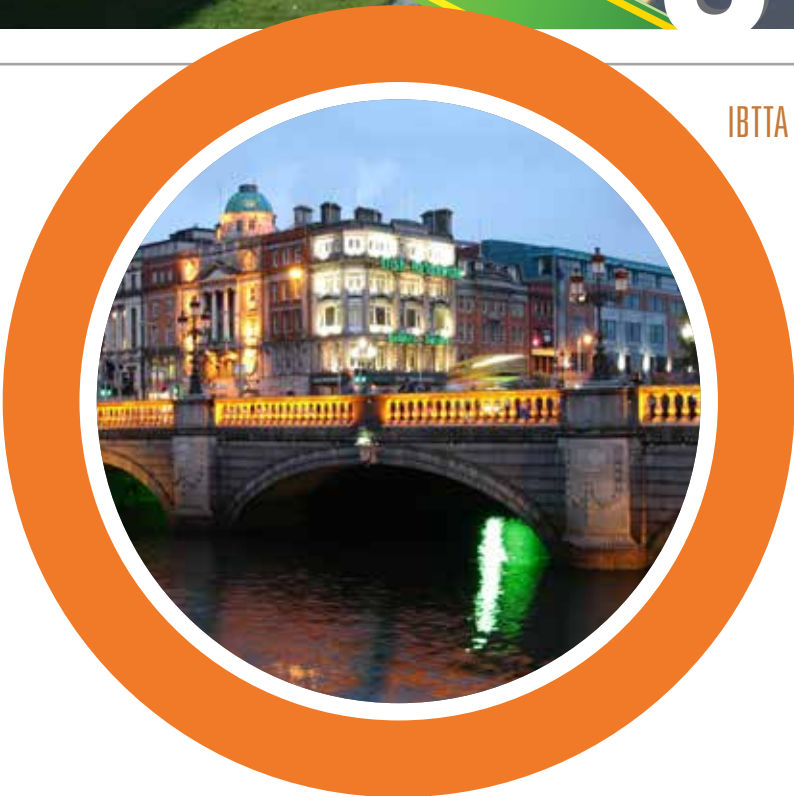
IBTTA 83RD ANNUAL MEETING & EXHIBITION



Make plans today!

JOIN US

IBTTA 83rd Annual Meeting & Exhibition | August 30—September 2, 2015



For details, visit the sponsorship and exhibitor sections of IBTTA's website at www.IBTTA.org/dublin

IBTTA
TOLLING. MOVING SMARTER.

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Washington, DC 20036

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