

# Now's the Time to Go Platinum

Make 2018 the year your company takes it to the next level and becomes a Platinum Sponsor of IBTTA. This annual sponsorship offers valuable and tangible benefits but it's MUCH more than that! It's an effective way to showcase your company's thought leadership in the industry and elevate your role in IBTTA.

Platinum sponsors are private sector members that help guide IBTTA's strategic thinking by delivering expertise and research on key issues that drive the industry.

## Thought Leadership

Going Platinum means representation on the IBTTA Platinum Advisory Council, an invaluable benefit, that offers a thought leadership platform for the industry.

- ✓ Participate on the Advisory Council, meeting throughout the year and serving as a partner to IBTTA to support the industry and provide research.
- ✓ Interact with IBTTA's Board of Directors, Executive and Liaison Committees, a group made up of 24 toll agencies, that represent almost \$8 Billion dollars in revenue.
- ✓ Provide expertise to the Board of Directors, which relies on the Advisory Council to inform them about critical emerging trends.
- ✓ Take a lead in Advisory Council research groups that study timely issues. Current research topics are: Connected Vehicles, Cybersecurity, Mobility as a Service and Tolling the Untolled States.

## Brand Reinforcement

- ✓ 10 Complimentary delegate registrations, to be used at any 2018 event (*max value = \$8,750*);
- ✓ Preliminary and final attendee registration lists with full contact information;
- ✓ First choice for sponsorship items at the Annual Meeting;
- ✓ One (1) ¼-page ad in each of the printed programs for all meetings;
- ✓ Discount on workshop exhibit space, first 10'x10' booth;
- ✓ Corporate logo on IBTTA's homepage with link to company website;
- ✓ Recognition in all IBTTA event programs, marketing materials, Meetings App and video;

### **MORE:**

Company logo displayed on all IBTTA event signage and sponsor reel; Complimentary meeting space in hotel during IBTTA meetings, when available; 5% off advertising in the IBTTA SmartBrief newsletter.

**Thought Leadership + Brand Reinforcement = Platinum Value!**

Start the process, contact Mary Cadwallader at [mcadwallader@ibtta.org](mailto:mcadwallader@ibtta.org), (202) 659-4620 x19

**DON'T MISS THE DEADLINE, December 31, 2017!**