2017 IBTTA Atlanta

85th Annual Meeting & Exhibition
September 10-12, 2017
Atlanta Marriott Marquis
Atlanta, Georgia

www.IBTTA.org/atlanta

Exhibitor and Sponsorship Prospectus
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!

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 25 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.

Do you plan on attending the 85th Annual Meeting & Exhibition in Atlanta, Georgia, September 10-12, 2017?*

- Yes
- No
- Unsure at this time

*Source: 2016 Post Denver Annual Meeting Survey
WHY SHOULD YOUR COMPANY EXHIBIT AT THE IBTTA 85TH ANNUAL MEETING & EXHIBITION?

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.

As an exhibitor, you’ll 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 Atlanta. Your competition knows that tolling industry buyers attend this meeting with the expectation of finding solutions to their problems. Don’t be left out!

IBTTA DELEGATE PROFILE

Based on aggregated data from the 2016 Annual Meeting

DELEGATE ATTENDANCE BY REGION

- Australia
- South America
- Africa
- Asia
- Europe
- North America

DELEGATE ATTENDANCE BY TITLE

- Board Member
- Senior Management
- Mid-Level /Administrative
- Other

EXHIBIT HALL HOURS*

Sunday, September 10
SET UP
10:00am – 6:00pm

Monday, September 11
EXHIBIT SHOW HOURS
Breakfast 7:00am – 8:30am
Refreshment Break 10:30am – 11:00am
Lunch Noon – 2:00pm
Refreshment Break 3:30pm – 4:00pm
Evening Reception 5:30pm – 7:00pm

Tuesday, September 12
EXHIBIT SHOW HOURS
Breakfast 7:00am – 8:30am
Refreshment Break 10:00am – 10:30am
Lunch Noon – 2:00pm
Refreshment Break 3:30pm – 4:00pm

Tuesday, September 12
TEAR DOWN
4:00pm – 6:00pm

*Hours subject to change

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

RESERVE YOUR SPACE NOW!

= Booths sold as of August 15, 2017

[76 TOTAL BOOTHS]
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 2017 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 August 1, 2017, a refund of 50% of Exhibit Space cost will be granted.
   - Cancellation of Exhibit Space after August 1, 2017, 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. See page 3 for details.

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

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. Please sign and return with the Exhibit Booth Reservation Form on page 6.

Signature

Date

EXHIBITOR INFORMATION

- Booth space measures 10’ x 10’ (approximately 3m x 3m) and includes standard background and side rail drapes, one draped 6’ or 8’ 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/atlanta.

- 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 $425 per person (exhibit floor only). All exhibit personnel MUST register using the official IBTTA Exhibit Personnel Form.

- The $425 floor 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 and lunch in the hotel on Monday and Tuesday. An Exhibitor wishing to attend all functions should register as a full Delegate.

- Exhibitors registering prior to September 1, 2017, will appear in the advance registration list given to all Delegates.
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

**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

**IMPORTANT NOTE:**
One complimentary exhibit floor only registration is included with each exhibit booth. Additional booth personnel will need to register at $425* 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. All booth staff MUST complete the Exhibit Personnel Form. Your organization will be recognized as an Exhibitor when IBTTA receives full payment.

**COMPANY INFORMATION**

Organization (to be listed in program)

Contact Name

Email

Mailing Address

City                             State       Postal Code       Country

Phone

**BOOTH CHOICE** (Assigned on first-come, first-served basis)
Booths measure approx. 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 = $___________

**PAYMENT METHOD**

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

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

See Exhibit Terms and Conditions on page 5. Upon receipt of completed form and full payment, IBTTA will send confirmation to contact on this form.

**QUESTIONS?**

Contact Terri Lankford at tlankford@ibtta.org or (202) 659-4620 x11.
MAXIMIZE YOUR EXPOSURE TO THE TOLLING INDUSTRY

Make the most of the IBTTA 85th 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
- One (1) Gold item from the following page
- Company logo, description and link on the IBTTA Annual Meeting event page
- Listing in mobile app
- Preliminary and final attendee registration lists
- Listing, logo and company description in final program
- Company logo on sponsor reel
- Prominent signage featuring company logo
- Complimentary distribution of company literature from registration area

**SILVER ($12,000)**
- One (1) complimentary delegate registration
- One (1) Silver item from the following page
- Company logo, description and link on the IBTTA Annual Meeting event page
- Listing in mobile app
- Preliminary and final attendee registration lists
- Listing, logo and company description in final program
- Company logo on sponsor reel
- Signage featuring company logo
- Complimentary distribution of company literature from registration area

**BRONZE ($6,000)**
- One (1) Bronze item from the following page
- Company logo, description and link on the IBTTA Annual Meeting event page
- Listing in mobile app
- Preliminary and final attendee registration lists
- Listing, logo and company description in final program
- Company logo on sponsor reel
- Signage featuring company logo
- Complimentary distribution of company literature from registration area

Sponsorship opportunities are exclusive to IBTTA members.

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

Contact Terri Lankford at tlankford@ibtta.org
## Sponsor Contact Information

<table>
<thead>
<tr>
<th>Organization (to be listed in program)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Title</td>
</tr>
<tr>
<td>Mobile Phone</td>
</tr>
</tbody>
</table>

## Sponsorship Level and Payment Information

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

## Questions?

Contact Terri Lankford at tlankford@ibtta.org or (202) 659-4620 x11 or (240) 393-6957 to discuss your choices or to customize a package.

---

### Sponsorship Contact Information

- **Organization (to be listed in program)**
- **Name**
- **Title**
- **Mobile Phone**
- **Office 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 or (240) 393-6957 to discuss your choices or to customize a package.
IBTTA 85th Annual Meeting & Exhibition
September 10-12, 2017
Atlanta Marriott Marquis

JOIN US

For details, visit the exhibitor and sponsorship section of IBTTA’s website at www.IBTTA.org/atlanta