

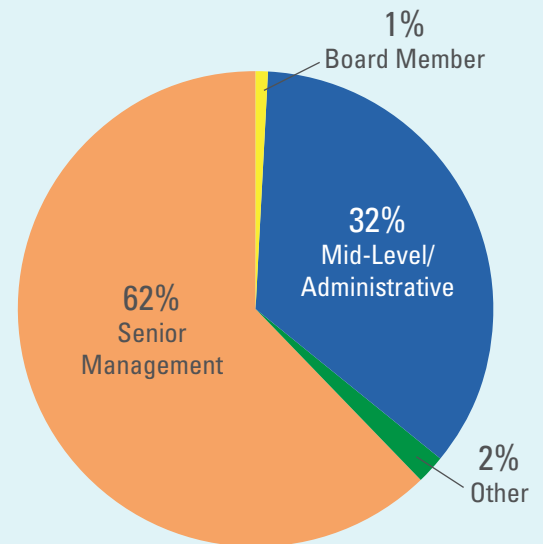
# SPONSOR & EXHIBITOR RESERVATION INFORMATION

## FOUR GREAT REASONS TO SPONSOR AND EXHIBIT IN ORLANDO

1. **Network with new and experienced industry professionals.**
2. **Expand your brand recognition** as a valued meeting sponsor within the tolling industry while supporting IBTTA.
3. **Strengthen existing business relationships** and forge new ones in a networking environment only found at an IBTTA event.
4. **Spend face-to-face time with prospects and customers** during all meals, refreshment breaks, the Evening Reception with Exhibitors and the Monday Evening Event.

## WHO ATTENDS THIS MEETING?

### Delegate Profile by Title



*Data based on information from the 2018 Managed Lanes, AET & Technology Summit (Charlotte, NC)*

**800+**  
**ATTENDEES**  
projected to attend

**AGENCY DECISION MAKERS** focused on finding the latest technologies and best practices in business operations.

**36** exhibit spaces are going fast!

## EXHIBIT IN ORLANDO!

Exhibit opportunities are open to members and non-members.

Exhibitors have access to attendees during meal functions, refreshment breaks and our Evening Reception with Exhibitors. Booth spaces are 10' x 10' (3m x 3m) and include one table and two chairs.

Benefits include:

- One complimentary "exhibit floor only" registration/booth
- Listing, logo and company description in final workshop program
- Preliminary and final attendee registration lists
- Company listing on IBTTA's meeting page
- Listing in IBTTA Mobile Meetings App
- Recognition in email blasts leading to meeting
- Acknowledgement from the general session stage

### EXHIBIT HOURS

#### SUNDAY, MARCH 31

8:00am – 3:00pm Set Up  
5:30pm – 7:30pm Welcome Reception with Exhibitors

#### MONDAY, APRIL 1

7:00am – 8:30am Breakfast with Exhibitors  
10:00am – 10:30am Refreshment Break with Exhibitors  
Noon – 1:30pm Lunch with Exhibitors  
3:00pm – 3:30pm Refreshment Break with Exhibitors

#### TUESDAY, APRIL 2

7:00am – 8:30am Breakfast with Exhibitors  
10:00am – 10:30am Refreshment Break with Exhibitors  
Noon – 1:30pm Lunch with Exhibitors  
2:00pm – 4:00pm Tear Down

# SPONSOR & EXHIBITOR RESERVATION FORM

## ITEM SPONSORSHIP (\$7,500 per item)

Promote your organization with a tangible item that attendees see and use throughout the meeting. Items are co-branded with IBTTA and include:

- Audio Visual
- Keynote Speaker
- Lanyards
- Luggage Spotters
- Meeting WiFi

## GOLD LEVEL (\$6,000)

Gold sponsorship maximizes your brand throughout the meeting and allows your product or service to stand out.

- Includes 1 comp registration PLUS all Silver Level Benefits below

## SILVER LEVEL (\$4,000)

Silver sponsorship is turnkey and promotes your brand to industry professionals focused on business and technology.

- Listing, logo and company description in final workshop program
- Recognition in promotional email blasts leading to meeting
- Listing in IBTTA Mobile App
- Complimentary distribution of company literature in registration area
- Acknowledgement from general session stage with corporate logo on sponsor reel
- Preliminary and final attendee registration lists for designated meetings
- Company logo on signage

## CONTACT INFORMATION

Organization (to be listed in program)

Contact Name

Title

Mailing Address

City State Postal Code

Country

Phone

Email

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- EVENING EVENT (\$5,000)** – Get special attention as an Evening Event Sponsor during the opening event that delegates enjoy at every conference.
- PROGRAM BACK COVER (\$3,000)** – Promote your brand on the printed program that every attendee receives and refers to throughout and following the meeting.
- REGISTRATION LIST (\$2,000)** – Promote your brand with logo placement and recognition on the printed list of registrants. All attendees receive this and refer to it long after the meeting concludes.
- SPONSORS ROW (\$1,500)** – Display your retractable banner in the IBTTA meeting registration area. This new sponsor area is an ideal opportunity for a company unable to exhibit but wanting increased exposure.

## PRICING

### SPONSORSHIP

- Audio Visual Production.....\$7,500
- Keynote Speaker (one sponsor).....\$7,500
- Meeting WiFi (one sponsor).....\$7,500
- SOLD** Lanyards (co-branded with IBTTA) .....\$7,500
- Luggage Spotter (co-branded with IBTTA).....\$7,500
- Gold Level.....\$6,000
- Evening Event.....\$5,000
- Silver Level.....\$4,000
- SOLD** Program Back Cover (one sponsor).....\$3,000
- SOLD** Registration List (one sponsor).....\$2,000
- Sponsors Row.....\$1,500

### EXHIBITS

- Member Exhibitor .....\$2,200
- Non-Member Exhibitor.....\$3,500

**Ask about adding a Food Station to draw more attention to your booth!**

## PAYMENT INFORMATION

SPONSORSHIP TOTAL \$ \_\_\_\_\_

EXHIBITOR TOTAL \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

### PAYMENT METHOD

- Check enclosed
  - Wire Transfer / ACH
  - Bill me
- (Contact Harry Smith at hsmith@ibtta.org for details)

**Return this form to:** 1146 19th Street, NW, Suite 600, Washington, DC 20036-3725

Tel: +1 (202) 659-4620 x11 | Email form to: Terri Lankford at tlankford@ibtta.org