IBTTA 2020
CONNECT WITH THE TOLLING COMMUNITY

- 85% ATTENDEES WHO ARE DECISION MAKERS
- 100% ATTENDEES WHO VISIT THE EXHIBIT HALL
- 26 COUNTRIES REPRESENTED AT MEETINGS
- UP TO 10 HOURS FOCUSED ON EXHIBITS PER EVENT
- MORE THAN 2,500 ATTENDEES EXPECTED IN 2020

Based on 2019 meeting data

LET’S TALK!
YOUR SPONSORSHIP AND EXHIBITS TEAM

SALES
Ancilla Brady, 202-659-4620 x19 or abrady@ibtta.org

SERVICE
Terri Lankford, 202-659-4620 x11 or tlankford@ibtta.org

Whether your organization is an industry leader with new offerings or a startup eager to introduce your brand, IBTTA has a meeting—and a price point—that’s right for you.

TECHNOLOGY SUMMIT
April 2-4, 2020 | San Diego, CA

IBTTA/TRB/AASHTO INTERNATIONAL TRANSPORTATION FINANCE SUMMIT
May 7-9, 2020 | Denver, CO

MAINTENANCE & ROADWAY OPERATIONS WORKSHOP
July 12-14, 2020 | Louisville, KY

88TH ANNUAL MEETING & EXHIBITION
September 13-15, 2020 | Austin, TX

INTERNATIONAL SUMMIT
October 26-27, 2020 | Seville, Spain

IBTTA 2020
MORE THAN UP TO
SPONSORSHIP & EXHIBIT OPPORTUNITIES

ITEM SPONSORSHIPS
Back by popular demand! Sponsor an item at the Technology or Annual Meetings. A perfect way for attendees to take notice of your organization in a tangible way. Items are co-branded with IBTTA.

GOLD LEVEL
Gold sponsorship maximizes your brand throughout the meetings with recognition, signage and promotion. Sponsorship includes one complimentary registration.

SILVER LEVEL
Silver sponsorship delivers recognition, signage and promotion for your brand and raises your profile among attendees. (Consider Gold, it’s way better!)

EVENING EVENT
Get special attention as an Evening Event Sponsor during every Workshop/Summit. Multiple sponsors are welcome!

PROGRAM BACK COVER
Promote your brand on the back cover of the printed program.

REGISTRATION LIST
Promote your brand on the front cover of the printed list of registrants.

SPONSORS ROW
Display your retractable banner in the IBTTA meeting registration area. This unique feature of the meeting is an ideal opportunity for a company unable to exhibit but wanting increased exposure or for an exhibitor to draw attendees to their booth in the exhibit hall.

CUSTOMIZED PACKAGES
Contact the Sales Team to create a customized sponsorship for your company.

EXHIBIT SPACE RATES
Face-to-face interaction is vital to your business and exhibiting at an IBTTA conference can be an integral and effective part of your sales strategy. Exhibit space is 10’x10’ (3 m x 3 m).

TECHNOLOGY SUMMIT
Member Exhibitor ....................... $2,200
Non-Member Exhibitor .......... $3,500

SPECIALTY WORKSHOPS
(MAINTENANCE, FINANCE AND INTERNATIONAL)
Member Exhibitor ...................... $2,000
Non-Member Exhibitor .............. $3,000 (per Workshop)

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

Exhibit space is limited – RESERVE TODAY!

Interested in the 2020 Annual Meeting & Exhibition?
Visit www.IBTTA.org/austin
CONNECT WITH THE RIGHT AUDIENCE

HOT TOPIC SUMMIT

TECHNOLOGY SUMMIT
April 2-4, San Diego, CA

Immerse yourself in the latest business and operations issues affecting the toll industry while promoting your brand. As technology changes faster than ever, customer expectations change with it. Now in its 12th year and continually growing, this Summit is expected to bring 900+ professionals focusing on next generation technology and business innovation. Make sure your product/service stands out! Attendees who come to these conferences are ready to do business, network and learn about new technologies.

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INTERNATIONAL SUMMIT
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Whether you want to reach roadway operations and asset managers, finance experts or global decision makers, each Specialty Workshop allows you to target your marketing dollars more efficiently. Each workshop has between 150-300 attendees and provides a setting to raise your visibility. Sponsor and exhibit at one of these Specialty Workshops OR showcase your brand across all three workshops with a combined package item. Call the Sales Team to build your combo pack.

ANNUAL MEETING

88TH ANNUAL MEETING & EXHIBITION
September 13-15, Austin, TX

Participate in IBTTA’s largest meeting of the year. Raise your profile with senior level professionals and leaders that control all aspects of toll facilities, worldwide. This event covers the full spectrum of issues including policy, finance, change management and connected communities and should be a key component of your marketing program. Information about IBTTA's Annual Meeting can be found at www.IBTTA.org/austin.
## RATES & BENEFITS

### HOT TOPIC SUMMIT

#### TECHNOLOGY SUMMIT
April 2-4, San Diego, CA

<table>
<thead>
<tr>
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