

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

IBTTA

TOLLING. MOVING SMARTER.

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

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



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

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

SPECIALTY WORKSHOPS (MAINTENANCE, FINANCE AND INTERNATIONAL)

Member Exhibitor\$2,000
Non-Member Exhibitor\$3,000 (per Workshop)

Exhibit space is limited – RESERVE TODAY!



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.



SPECIALTY WORKSHOPS

IBTTA/TRB/AASHTO INTERNATIONAL TRANSPORTATION FINANCE SUMMIT

May 7-9, Denver, CO

MAINTENANCE & ROADWAY OPERATIONS WORKSHOP

July 12-14, Louisville, KY

INTERNATIONAL SUMMIT

October 26-27, Seville, Spain

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									
	Rate	Full Conference Registration	Exhibit Personnel Registration – Floor Only	Listing, logo and company description in final program	Preliminary and final attendee registration list	Company logo on general session reel	On Site Signage	Recognition from the Podium	Listing on mobile meetings app
Audio Visual Production	\$7,500	1	✓	✓	✓	✓			✓
Charging and Printing Station	\$7,500	1	✓	✓			✓		✓
Keynote Speaker	\$7,500	1	✓	✓			✓	✓	✓
Lanyards (co-branded with IBTTA)	\$7,500	1	✓	✓					✓
Meeting WiFi	\$7,500	1	✓	✓	✓		✓		✓
Gold Level	\$6,000	1	✓	✓	✓		✓	✓	✓
Evening Event (multiple sponsors)	\$5,000		✓	✓	✓		✓	✓	✓
Silver Level	\$4,000		✓	✓	✓		✓	✓	✓
Program Back Cover	\$3,000			✓					✓
Registration List	\$2,000			✓					
Sponsors Row (multiple sponsors)	\$1,500			✓			✓		
Exhibit Booth, Member	\$2,200	1	✓	✓	✓			✓	✓
Exhibit Booth, Non-Member	\$3,500	1	✓	✓	✓			✓	✓

SPECIALTY WORKSHOPS

IBTTA/TRB/AASHTO INTERNATIONAL TRANSPORTATION FINANCE SUMMIT May 7-9, Denver, CO									
MAINTENANCE & ROADWAY OPERATIONS WORKSHOP July 12-14, Louisville, KY									
INTERNATIONAL SUMMIT October 26-27, Seville, Spain									
Each of these three specialty workshops offer the following opportunities.									
	Rate	Full Conference Registration	Exhibit Personnel Registration – Floor Only	Listing, logo and company description in final program	Preliminary and final attendee registration list	Company logo on general session reel	On Site Signage	Recognition from the Podium	Listing on mobile meetings app
Gold Level	\$4,500	1	✓	✓	✓	✓	✓	✓	✓
Evening Event	\$5,000		✓	✓	✓	✓	✓	✓	✓
Silver Level	\$3,000		✓	✓	✓	✓	✓	✓	✓
Program Back Cover	\$2,500			✓					✓
Audio/Visual Production	\$2,000		✓	✓	✓	✓			✓
Registration List	\$2,000			✓					
Exhibit Booth, Member	\$2,000	1	✓	✓	✓			✓	✓
Exhibit Booth, Non-Member	\$3,000	1	✓	✓	✓			✓	✓