

Platinum Sponsors demonstrate tolling industry leadership, help set IBTTA's direction in collaboration with the Board of Directors, provide guidance on emerging issues and support IBTTA's year-round education programs, meetings and events. Platinum Sponsors benefits for 2022 include:

BENEFITS FOR 2022

- **10** complimentary delegate registrations which can be used at any 2022 event, including the **90th Annual Meeting & Exhibition** in Austin, TX
- **30% off** advertising on the IBTTA website, member Connection Newsletter and Tolling Points Blog
- **Complimentary announcements** in the IBTTA News section of IBTTA SmartBrief
- Year-round Sponsor profile and banner advertisements in the IBTTA app
- Corporate logo prominently displayed across IBTTA website
- Platinum designation in the IBTTA membership directory
- Representation on the IBTTA Council of Platinum Sponsors (CoPS) which collaborates with the Board of Directors to set strategy, identify emerging issues and exclusive networking opportunities. (a maximum of two Representatives)
- 10% off advertising in the IBTTA SmartBrief newsletter (must work directly with SmartBrief for advertising buy)
- IBTTA Platinum Badge to promote industry leadership
- One sponsorship item at Annual Meeting (valued at \$15,000)
- One ¼-page ad in each of the printed programs for all meetings
- Corporate logo on IBTTA's homepage with hyperlink to your website for one year
- Recognition in all IBTTA event email campaigns, brochures, programs, marketing materials, and the mobile App
- Discount on workshop exhibit space
- Preliminary and final attendee registration lists with delegates' full contact information
- Logo placement on a separate sponsor reel shown at the start of every event and pull-up banner
- Complimentary meeting space in hotel during IBTTA workshops and Annual Meeting, as available and upon written request

1. PAYMENT

By signing this confirmation below, your company agrees to make payment in full to IBTTA in the amount of \$40,000 (US) by December 31, 2021.

2. MEMBERSHIP STATUS

Your organization's 2022 IBTTA membership dues are not included in this sponsorship level. Annual dues are billed separately and must be paid to qualify as a Platinum Sponsor.

SIGNATURE OF AGREEMENT

I agree to the terms and conditions set forth in this contract.

COMPANY

NAME

TITLE

SIGNATURE

DATE

IBTTA

NAME

TITLE

SIGNATURE

DATE