

IBTTA's Platinum Sponsors work with the IBTTA Board of Directors to set the agenda for IBTTA – and set the agenda for the entire tolling industry.

BENEFITS FOR 2022

Elevate Your Brand Visibility

- **Complimentary announcements** in the IBTTA News section of IBTTA SmartBrief
- Year-round sponsor profile and banner advertisements in the IBTTA app
- Logo prominently displayed across IBTTA website
- Platinum designation in the IBTTA membership directory
- One ¼-page ad in each of the printed programs for all meetings
- Recognition in IBTTA event brochures, programs, and the mobile App
- IBTTA Platinum Badge digital icon to promote industry leadership
- Logo placement on a separate sponsor reel shown at the start of every event and on-site banner

Thought Leadership and Networking

- Representation on the Council of Platinum Sponsors (CoPS), which collaborates with the Board of Directors to set strategy, identify emerging issues and exclusive networking opportunities
- Council of Platinum Sponsors program leadership and speaking roles
- Invitations to exclusive IBTTA Board of Directors meetings and receptions
- Complimentary meeting space during IBTTA meetings, as available and upon written request
- Preliminary and final attendee registration lists with delegates' full contact information
- One sponsorship item at the Technology Summit or Annual Meeting (valued at \$15,000)

Complimentary Registrations and Discounts

- 15 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 and other digital properties
- 10% off advertising in the IBTTA SmartBrief newsletter
- Discount on workshop exhibit space
- 50% discount of webinar and meetup sponsorships

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 January 31, 2022.

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



UPCOMING EVENTS

DATES

LOCATIONS

Winter Board of Directors & Committee Meetings <ul style="list-style-type: none"> • COUNCIL OF PLATINUM SPONSORS MEETING • 	January 19-21, 2022	Coral Gables, FL
Leadership Academy	February 13-18, 2022	Washington, DC
Technology Summit IBTTA.org/orlando	March 20-22, 2022	Orlando, FL
Spring Board of Directors and Committee Meetings <ul style="list-style-type: none"> • COUNCIL OF PLATINUM SPONSORS MEETING • 	May 13-14, 2022	Denver, CO
Road Usage Charging and Finance Conference IBTTA.org/denver	May 15-17, 2022	Denver, CO
2023 Conference Planning	June 25, 2022	Cleveland, OH
Maintenance, Engineering & Roadway Operations Workshop IBTTA.org/cleveland	June 26-28, 2022	Cleveland, OH
Fall Board of Directors and Committee Meetings <ul style="list-style-type: none"> • COUNCIL OF PLATINUM SPONSORS MEETING • 	September 16-17, 2022	Austin, TX
90th Annual Meeting & Exhibition IBTTA.org/austin	September 18-20, 2022	Austin, TX
Global Tolling Summit IBTTA.org/seville	October 23-25, 2022	Sevilla, Spain