


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 2024

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 online IBTTA membership directory
- One ¼-page ad in each of the printed programs for all meetings
- Recognition in IBTTA event programs and the IBTTA app
- IBTTA Platinum Badge  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 \$16,000)

Complimentary Registrations and Discounts

- 10 complimentary delegate registrations, which can be used at any 2024 event, including the **92nd Annual Meeting & Exhibition in Cleveland, OH**
- 30% off advertising on the IBTTA website and other digital properties
- 10% off advertising in the IBTTA SmartBrief newsletter
- 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, 2024.

2. MEMBERSHIP STATUS

Your organization's 2024 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

MARK YOUR
CALENDARS

UPCOMING EVENTS

DATES

LOCATIONS

Winter Board of Directors & Committee Meetings ▪ COUNCIL OF PLATINUM SPONSORS MEETING ▪	January 17-19, 2024	Coral Gables, FL
Leadership Academy	February 11-16, 2024	Washington, DC
Technology Summit www.IBTTA.org/atlanta	May 4-7, 2024	Atlanta, GA
Spring Board of Directors & Committee Meetings ▪ COUNCIL OF PLATINUM SPONSORS MEETING ▪	June 7-8, 2024	Baltimore, MD
Road Usage Charging & Finance Summit www.IBTTA.org/baltimore	June 9-11, 2024	Baltimore, MD
Maintenance, Engineering & Roadway Operations Workshop www.IBTTA.org/fortmyers	July 28-30, 2024	Fort Myers, FL
Global Tolling Summit www.IBTTA.org/seville	September 15-17, 2024	Seville, Spain
Fall Board of Directors & Committee Meetings ▪ COUNCIL OF PLATINUM SPONSORS MEETING ▪	October 25-26, 2024	Cleveland, OH
92nd Annual Meeting & Exhibition www.IBTTA.org/cleveland	October 26-29, 2024	Cleveland, OH