



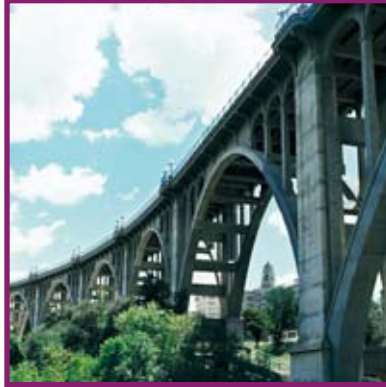
2012 Technical
Conference and Exhibit
March 4-7 • Pasadena, CA



Exhibitor & Sponsor Prospectus

Join us in Pasadena

March 4–7, 2012



The ITE 2012 Technical Conference and Exhibit is designed to support transportation engineering, planning and multidisciplinary professionals responsible for management and operations of transportation systems. The meeting content will address the application and performance of multimodal transportation management strategies to exceed customer expectations within today's budgetary constraints. The program will also seek to link transportation operations with livability, sustainability and economic competitiveness.

The conference will feature technical sessions, conversation circles, seminars and interactive learning experiences to facilitate networking, understanding of national policy initiatives and application of the state of the practice tools.

The two-day exhibit is enhanced by targeted exhibit time that includes a reception Monday evening, as well as morning, afternoon and lunch breaks on Monday and Tuesday—all of which are held exclusively in the exhibit hall and are included in all registration categories. Lunch and reception tickets for up to two exhibitors per 100 sq. ft. are included in the booth price. Exhibitors have the opportunity to purchase packets of branded drink tickets to be distributed to current and prospective clients—we'll make sure attendees know where to get them.

Don't miss your opportunity to reach this diverse group of transportation decision-makers from across the United States. Return your completed application form and exhibit fee today. Reservations will be taken on a first-come, first-served basis.

To further your reach, consider becoming a conference sponsor. Sponsorship increases your exposure to and builds goodwill with attendees

For more information, visit www.ite.org/conference, or contact Patricia Smith at +1 972-355-5128 or psmith@HelmsBriscoe.com. Exhibit space at previous Technical Conferences has sold out, so reserve your booth space today!

Pasadena, California USA

Nestled at the base of the majestic San Gabriel Mountains, just 11 miles northeast of downtown Los Angeles, Pasadena is quintessential Southern California. From mountains caressed by the sun, through gardens radiant with roses, to extraordinary turn-of-the-century architecture, there is nowhere else quite like Pasadena.

It truly is a pedestrian-friendly city. Attendees can stroll along beautiful tree-lined South Lake Avenue, known as Pasadena's premier shopping district, while an eclectic mix of antique stores, galleries and specialty shops can be found in the Playhouse District. Old Pasadena, a 22-block historical area featuring 19th century structures and quaint alleyways, is one of Southern California's hottest main-street entertainment districts.

Pasadena is easily accessible to all Los Angeles area airports, freeways, and other Southern California attractions, including Universal Studios, Disneyland and local beaches. To make sightseeing even easier, visitors can hop aboard the Gold Line light rail system. The 13.7-mile Gold Line transports passengers from Pasadena to downtown Los Angeles and points in between. With six stations throughout Pasadena, catching the train is a snap.

Meeting Space

The exhibit, technical sessions and ancillary meetings will be held at the Pasadena Convention Center.

Host Hotel—Hilton Pasadena

168 S. Los Robles Ave.
Pasadena, CA 91101 USA
Tel: +1 626-577-1000
www.westinsavannah.com

ITE's host hotel, the Hilton Pasadena is conveniently located two blocks from the Pasadena Convention Center, shops, and restaurants, and a short walk from historic Old Pasadena and the Playhouse District. There is a complimentary shuttle available and Wi-Fi access throughout the facility.

Not only is the Hilton Pasadena convenient, but staying at the host hotel helps keep ITE costs down, so the savings can be passed on to you.

Rate: \$179 per night, plus state and local taxes. Special ITE group rate expires on February 14, 2012.

Government employees: A limited number of sleeping rooms are available at the federal per diem rate. These rooms will be offered on a first-come, first-served basis.



Exhibit Hall

Pasadena Convention Center

Exhibit Hall A

Rental Fees



\$1,900



\$3,700

For every additional booth rented, save \$100!

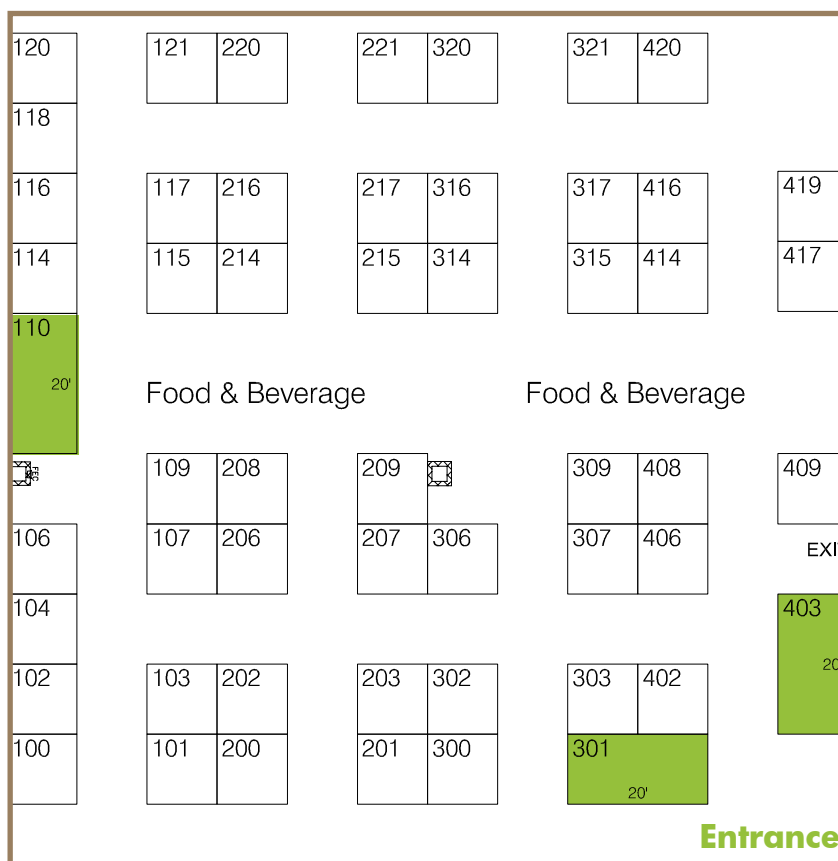


Exhibit Dates and Times

Sunday, March 4

Set-up* 12:00 p.m.–8:00 p.m.

Monday, March 5

Set-up* 8:00 a.m.–9:30 a.m.
 Main Exhibit Hours 9:30 a.m.–4:00 p.m.
 Kick-off & Beverage Break 9:30 a.m.–10:30 a.m.
 Lunch in the hall 12:00 p.m.–1:30 p.m.
 Beverage Break 3:00 p.m.–4:00 p.m.
 Networking Reception 5:30 p.m.–6:30 p.m.

Tuesday, March 6

Main Exhibit Hours 9:30 a.m.–4:00 p.m.
 Kick-off & Beverage Break 9:30 a.m.–10:30 a.m.
 Lunch in the hall 12:00 p.m.–1:30 p.m.
 Beverage Break 3:00 p.m.–4:00 p.m.
 Tear-down* 4:00 p.m.–7:00 p.m.

*Set-up and tear-down hours are subject to change.
Exhibitors may not begin to tear-down until the stated time without prior approval from ITE.

What's Included:

The rental fee for each 10 x 10 ft. booth includes: full exhibitor conference registration for two people; an 8-ft.-tall draped back and two 3-ft.-tall draped siderails, or other configuration; booth ID sign; listing in final program, conference Web site and *ITE Journal*; electronic mailing list of pre-registered attendees and final list of all attendees; exhibitor services manual; and 24-hour security guard.

Application to exhibit dated _____ between _____, hereinafter
(today's date) (company name)
 called "Exhibitor," and Institute of Transportation Engineers, hereinafter called "ITE."

- In accordance with the following terms, conditions and regulations governing ITE exhibits in Pasadena, CA, the undersigned hereby applies for exhibit space(s) which, when accepted by ITE, becomes a contract. Terms and conditions listed in the rules and regulations included in this brochure, as well as those conditions under which exhibit space is leased to ITE, are part of this contract.
- Booth size requested (i.e. 10 ft. x 10 ft., 20 ft. x 20 ft., etc.) _____ (multiple booth spaces can be combined to create a larger space)
 Preferred booth location(s), in order of preference, based on accompanying floor plan:

First Choice: _____ Second Choice: _____ Third Choice: _____ Fourth Choice: _____

- Total booth(s) rental fee (*Fees may be found on the exhibit hall floor plan.*) US \$ _____
 -Less multi-booth discount, if applicable [(total number of booths minus 1) x \$100] - \$ _____
 Total Due with Application US \$ _____

- Payment information: American Express VISA MasterCard Check payable to Institute of Transportation Engineers

Credit Card Number _____ 3-4 digit Security Code _____ Exp. Date _____

Name as it appears on credit card _____

Signature _____ Date _____

- Exhibiting company information (This will be printed in the on-site program.)

Company _____ Web Address _____

Address _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Telephone _____ Fax _____ E-mail _____

- All show-related information will be sent to the following person:

Name _____ Title _____

Address _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Telephone _____ Fax _____ E-mail _____

7. Non-Disclosure Agreement: The undersigned agrees that attendee lists received from ITE shall remain the property of ITE and may not be sold, copied, or reused and may be utilized only once for the express purpose of contacting attendees regarding your company's presence at the ITE Annual Meeting and Exhibit. Violation of this agreement may subject your company to legal action.

8. Authorized Signature _____ Date _____

Cancellation Policy: The \$250 application fee (included in total booth price) is non-refundable. For space cancellation on or after December 31, 2011 but before February 1, 2012, there is a \$500 booth cancellation fee (+ application fee). For cancellations on or after February 1, 2012, there is no refund of rental fees.

Send your application form and exhibit booth(s) rental fee in U.S. dollars to Patricia Smith by fax +1 972-355-5132 or e-mail psmith@HelmsBriscoe.com. Make checks payable to Institute of Transportation Engineers, indicating "2011 Technical Conference Exhibit Fee" and mail to ITE, 1627 Eye St. NW, Suite 600, Washington, DC 20006. Please fax or e-mail application, even if mailing a check.

Rules & Regs

Space Rental

The Institute of Transportation Engineers (ITE) 2012 Technical Conference and Exhibit is an educational gathering of transportation professionals. As such, the sale of products or taking of orders on the exhibit floor is prohibited. ITE, Pasadena Convention Center (PCC) and/or the decorating company reserve the right to reject, in whole or in part and at any time, any exhibit or individual that, in their opinion, is objectionable to delegates, exhibitors, or others. No liabilities or damages whatsoever against ITE, PCC and/or the decorating company or any of their representatives, committees, agents, or members shall be incurred because of such rejection. Exhibitor agrees to operate the exhibit booth(s) during the listed days and hours only. The exhibitor must not dismantle, begin packing crates or boxes, or abandon the display area before the official closing of the Exhibit Hall. Failure to observe this rule may jeopardize the exhibitor's space assignments or right to exhibit at future ITE meetings. ITE reserves the right to reconfigure the actual booth layout if individual booths or rows of booths do not sell. ITE will send notification of such changes to the companies that are affected.

Subletting of Exhibit Space

The exhibitor agrees to neither assign nor sublet any portion of the space leased to him or her, nor permit individuals other than company employees and/or representatives to use the facilities of the booth(s). The exhibitor further agrees not to display products or literature that are not regularly sold or distributed by him or her, except as may be necessary to illustrate the applications of his or her products.

Liability/Security/ Insurance

ITE will provide security guard service and use reasonable care to protect the exhibitor's property from loss or damage. If insurance to cover the above is desired, it must be ordered and paid for by the exhibitor. The exhibitor agrees to hold ITE, PCC and/or the decorating company harmless and to reimburse ITE, PCC and/or the decorating company for any judgments, settlements, costs, or other expenses (including legal fees) to which it/they may be subject for any injury, damage, loss, or harm resulting or occurring to anyone (including, but not limited to, visitors) that may result directly or indirectly from, or in connection with, such exhibit or the use of the rented space by exhibitor, his or her employees, or representatives.

Space Delivery

ITE will not be liable for the fulfillment of this agreement as to delivery of space if non-delivery is due to any one of the following causes: by reason of the building being destroyed by fire, an act of God, strike, the authority of law, acts of war or terrorism, natural disaster, or for any other cause beyond ITE's control.

Circulation/Solicitation

ITE does not approve, endorse, or recommend the use of any specific commercial product or service. The exhibitor may not, therefore, imply verbally, electronically, or in print that his or her products or services are approved, endorsed, or recommended by ITE by virtue of these rules and regulations. Distribution of circulars or promotional materials may be made only within the booth area assigned to the exhibitor presenting such material.

Lighting/Sound/Demonstrations

Spotlights, floodlights and flashing lights must be located in such a way so as not to distract or annoy others. Strobe lights may not be used in the exhibit area. ITE reserves the right to shut off any light that becomes an annoyance to any visitor or other exhibitor in the hall. Exhibitors operating sound motion picture equipment, CD players, loudspeakers, or any other noise-creating devices shall do so only at a level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience. Displays must be contained totally within the constructed booth. Permission to exceed booth height must be requested in writing before move-in, and may be granted on an individual basis by ITE. If the height restriction is broken, ITE reserves the right to, at the exhibitor's expense, have the exhibit altered or dismantled to comply with the height rules. All activities within the booth must be conducted so as not to infringe on the rights of other exhibitors or offend visitors to the exhibit. Interviews must be confined to the exhibitor's booth only.

Building Policies

Please limit smoking to designated areas. Decorations, signs, banners and similar materials may not be fastened to any surface without prior permission from PCC and ITE. Helium balloons, confetti and glitter are prohibited. Any food distributed must be purchased through PCC's exclusive caterer. Exhibitors adhering their own floor covering to the PCC floor must use a product that does not leave a residue. Any residue will be removed at the exhibitor's expense. All compressed

gases must be contained in approved cylinder and a permit must be obtained from the Pasadena Fire Department. In order to place on display any motorized vehicle powered by an internal combustion engine, a permit must be acquired from the Pasadena Fire Department. Two-story exhibits must receive approval from the Pasadena Fire Department and ITE. Cars and/or trucks parked in marked fire lanes or in posted no parking areas will be issued parking infringements by authorized officers of the City of Pasadena.

Fire and Electrical Regulations

The exhibitor agrees to comply with all federal, local and municipal building and fire codes and to furnish any permits required by local authorities. Materials used in the construction of displays (such as draping, table coverings, props, shrubs, etc.) must be fire resistant and are subject to inspection for compliance by PCC. ITE and the PCC must specifically approve operation of any heater, barbecue, heat-producing or open flame devices, candles, lanterns, torches, welding equipment, smoke-emitting devices, or materials in the building on an individual basis. All electrical equipment must be U.L.-approved. Exhibitors storing or using any bottled or compressed gases, dangerous chemicals, or flammable liquids must have written authorization from ITE and PCC. All empty crates and boxes must be stored in areas approved and assigned by building management. Gasoline-operated vehicles on display must comply with hall regulations and have written authorization from the building management.

Booth Installation and Freight-Handling

The decorating company will employ various unions to assist in the installation and dismantling of exhibits. In addition, the union will provide material handling services. Exhibitors will be allowed to install and dismantle booths provided full time employees are used. Should assistance be required, exhibitors can hire skilled union workers through the decorating company. Exhibitors can hand-carry items into the exhibit facility. Exhibitor use of dollies, flat trucks and other mechanical equipment is not permitted. The decorating company will control access to the loading docks in order to provide a safe and orderly move-in/move-out. The decorating company will handle unloading or reloading at the dock of any and all contracted carriers.

Sponsorship Opportunities

Support the Transportation Industry

Sponsorship at an ITE event shows your commitment to the industry and to the professionals who dedicate their time to serving the public. Build goodwill and gain unprecedented exposure by becoming an ITE sponsor. Most important, you don't have to be an industry giant to show your support.

Sponsorship Levels

BRONZE **\$500**

Your company name will appear in the 2012 Technical Conference and Exhibit Program, in *ITE Journal*, on signage at the Technical Conference and Exhibit and listed (in order of sponsorship level) on the ITE 2012 Technical Conference and Exhibit homepage beginning when ITE receives your sponsorship and running through the end of the conference.

SILVER **\$750**

You will receive all of the benefits listed above, but we will use your company logo for greater recognition.

GOLD **\$1,000**

All the benefits above, plus your company logo with a link to your Web site will appear as a banner ad on the Technical Conference and Exhibit homepage.

PLATINUM **\$2,500**

Platinum sponsors will enjoy all the benefits above, plus your logo banner ad will also appear on the ITE homepage.

Specialty Sponsorships

Badge Lanyards **\$2,500**

Lanyards promoting your company will be handed out to every delegate along with their badge. The sponsoring company must provide approximately of 500 lanyards.

Beverage Break **\$1,000/break**

Your company name and logo will be placed prominently at each beverage station during your chosen break time (Monday or Tuesday morning or afternoon). Attendees will be grateful to you for rejuvenating them.

Drink Tickets **\$250/pack of 24 tickets**

Branded with your company name, these tickets can be distributed to attendees on Monday for that evening's reception. We'll even tell attendees where to find you.

For more information please contact Christina Garneski at cgarneski@ite.org.

Sponsoring Company Information:

Contact _____

Company _____

Address _____

Phone _____ Fax _____

E-mail _____

2010 Technical Conference and Exhibit Sponsorship Opportunities

Platinum (\$2,500) \$ _____

Gold (\$1,000) \$ _____

Silver (\$750) \$ _____

Bronze (\$500) \$ _____

Lanyards (\$2,500) \$ _____

Beverage Break (\$1,000) \$ _____

Bulk Drink Tickets (\$250/24 pack) \$250 x _____ packs = \$ _____
qty.

Total Sponsorship Amount \$ _____

Payment Information:

Visa American Express MasterCard Check included

Name as it appears on credit card _____

Credit card number _____ Exp. date _____

Signature _____ Date _____

Due Date: To take advantage of promotional opportunities, the completed sponsorship form and payment must be received by ITE no later than **February 1**. Make checks payable to Institute of Transportation Engineers. Complete this form and send to Christina Garneski, ITE, 1627 Eye Street, NW, Suite 600, Washington, DC 20006 USA; Fax: +1 202-785-0609; e-mail: cgarneski@ite.org