



American Association of State Highway & Transportation Officials
Subcommittee on Information Technology

May 3-6, 2009
Seattle Marriott Waterfront

*Join us in Seattle to explore
New Horizons with Information Technology*

Sponsor and Exhibitor Information Packet

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AASHTO IS 2009 CONFERENCE Sponsorship and Trade Show Exhibitor Information

As a sponsor, you will be recognized at the event or on the item you sponsor as well as in the conference program. There are many sponsorship opportunities ranging from our Premier Opening and Closing Events; hosting our hospitality suites, breakfasts, lunches and breaks; and sponsoring our delegate gifts and vests.

If you would like to sponsor a specific event/item, make a monetary donation or be a Trade Show Exhibitor, please complete the enclosed Sponsor/Trade Show Exhibitor Registration Form and mail it with your check or money order to:

**2009 AASHTO-IS CONFERENCE
ATTN: SPONSOR/EXHIBITOR REGISTRATION
PO Box 7208
Olympia, WA 98507**

Sponsorship Levels

Our sponsors at the Premier Level (\$20,000) are entitled to:

- Receive acknowledgement as a "*Premiere AASHTO Sponsor*" at our Premier opening and closing dinners and in our advertising
- Opportunity to give a brief Introduction of your firm/organization at the sponsored event
- Three non-transferable Conference Registrations to General Sessions, daytime meals and evening events*
- Complimentary Booth and choice of booth location
- Full page for sponsor's name and logo in the conference program

Our sponsors at the Platinum Level (\$15,000) are entitled to:

- Receive recognition as a "*Platinum AASHTO Sponsor*" at our General Session lunches and in our advertising
- Opportunity to give a brief Introduction of your firm/organization at the sponsored event
- Two non-transferable Conference Registrations to General Sessions, daytime meals and evening events*
- Half page for sponsor's name and logo in the conference program



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Our sponsors at the Gold Level (\$10,000) are entitled to:

- Receive acknowledgement as a “Gold AASHTO Sponsor” at our General Session breakfasts and in our advertising
- Opportunity to give a brief Introduction of your firm/organization at the sponsored event
- Two non-transferable Conference Registrations to General Sessions, daytime meals and evening events*
- Quarter page for sponsor’s name and logo in the conference program

Our sponsors at the Silver Level (\$5,000) are entitled to:

- Receive acknowledgement as a “Silver AASHTO Sponsor” at our evening Hospitality Events and in our advertising
- Opportunity to network at the evening hospitality event
- One non-transferable Conference Registration to General Sessions, daytime meals and evening events*
- Eighth page (business-card size) for sponsor’s name and logo in the conference program

Our sponsors at the Bronze Level (\$3,500) are entitled to:

- Receive acknowledgement as a “Bronze AASHTO Sponsor” at our General Session morning and afternoon breaks and in our advertising
- One non-transferable Conference Registration to General Sessions, daytime meals and evening events*
- Eighth page (business-card size) for sponsor’s name and logo in the conference program

Conference Memorabilia Sponsors are entitled to:

- Receive acknowledgement as an AASHTO Sponsor on the item you sponsor and in our advertising
- One non-transferable Conference Registration to General Sessions, daytime meals and evening events*
- Eighth page (business-card size) for sponsor’s name and logo in the conference program
- Memorabilia items available for sponsorship include:

◆ Delegate Vests	(\$6,000)	◆ Delegate Water Bottles	(\$2,500)
◆ Delegate Gift Bags	(\$6,000)	◆ Delegate Umbrellas	(\$2,500)
◆ Delegate Portfolio	(\$2,500)	◆ Delegate Badge Holders	(\$1,000)

“Friends of AASHTO” – Sponsor Donations of \$1,000 are entitled to:

- Receive acknowledgement as an AASHTO Sponsor in the conference program

Additional Sponsor Attendees;

As a **confirmed** sponsor, additional tickets for the conference general sessions including daytime meals may be purchased at **\$300** for each additional attendee. Evening event tickets may also be purchased at **\$300** for each additional attendee.



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Trade Show Exhibitors

Our exhibitors (\$2,000) are entitled to:

1. 8' x 10' Booth
2. Receive acknowledgement as an exhibitor in our conference program materials
3. Receive two non-transferable Conference Registrations to General Sessions, daytime meals and evening events
4. Receive the AASHTO-IS Conference Rate at the Seattle Marriott Waterfront Hotel

Additional Exhibitor Attendees:

As a **confirmed** exhibitor, additional tickets for the conference general sessions including daytime meals may be purchased at **\$300** for each additional attendee. Evening event* tickets may also be purchased at **\$300** for each additional attendee.

Passport to Prizes (\$500):

This opportunity is only available to exhibiting companies. Delegates will receive a "Passport" with their registration credentials upon arrival. The passport will have the sponsoring company's logo and booth location. Delegates must complete their passport list by visiting the booths of the participating sponsors and obtaining a stamp unique to their company on their passport. Once completed and turned in they are eligible for the multiple prize drawings that take place during the conference. The Passport to Prizes Program has proven success in driving traffic to your booth! See our Passport Flyer (on page 14) for more information.

Please see **TRADE SHOW EXHIBIT INFORMATION** for details about the exhibit booths.

***Evening Events include:**

- ◆ Sunday: Conference Welcome Reception
- ◆ Monday: Opening Night Dinner, Guest Suite at a Seattle Mariners' Baseball Game (Texas Rangers vs. Seattle Mariners)
- ◆ Tuesday: Dinner Cruise on Elliott Bay
- ◆ Wednesday: Closing Night Event with Live Music Entertainment



TRADE SHOW EXHIBITOR INFORMATION

General Information:

The 2009 AASHTO-IS Conference Trade Show will be open daily 7 a.m. – 6 p.m. Monday, May 4, through the lunch break Wednesday, May 6, 2009. Becoming an exhibitor will give you access to an international network of senior government IT officials and the opportunity to interact one-on-one with key decision makers. This is a great opportunity to gain knowledge about upcoming projects and long-term goals plus develop client relationships.

Only twenty-four booths are available. Reserve yours early!

Registration:

The \$2,000 registration fee covers rental of an 8' x 10' booth that includes the following:

- 1-rectangular 6' skirted table
- 2 side chairs
- 1 trash container
- security for non-trade hours (Marriott will lock trade show areas during non-trade show hours)
- Nightly routine cleaning of trade show area
- Standard booth identification sign with copy limited to company name and booth number
- Limited area for vendor's oversized container storage during conference
- Exhibitor's Reception, Sunday evening May 3

Exhibitor set up and breakdown times: Exhibit areas are available for set up 1:00 p.m. Sunday, May 3 and must be vacated by 3:00 p.m., Wednesday May 6.



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To register please return registration form and fees by **February 26, 2009**. Make check or money order payable and mail to:

2009 AASHTO-IS CONFERENCE
ATTN: SPONSOR/EXHIBITOR REGISTRATION
PO Box 7208
Olympia, WA 98507

Additional Trade Show Booth Services

Electrical Service and **Internet Connections** are available to the Trade Show Booths for an additional, nominal charge. Once we have received your Trade Show registration, you will receive a confirmation with instruction on how to sign up for these additional booth services.

Storage

Exhibitors must contact the Marriott Waterfront directly to secure additional services such as storage. Contact the Marriott AYS (operator) @ 206-443-5000 for locked cage storage up to five days in advance of the conference.



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Sponsorship Opportunities



Conference Delegate Bags

Each Delegate attending the AASHTO-IS 2009 Conference will receive a Delegate Bag.

The Delegate Bags are a premiere marketing opportunity as your company's name/logo will travel home with the Delegate and be a long-lasting reminder of your support of AASHTO.

As the sole sponsor of this item, your company's name and logo will be prominently displayed on the front of the bag, followed by the text:

*Proud Sponsor of
AASHTO-IS 2009 Conference*

Cost for this
Sponsorship
Opportunity
\$6000

For more information about sponsorship opportunities, please contact:

Nadine Jobe, AASHTO-IS 2009 Conference
Sponsor & Exhibitor Chair
(360) 570-2398
E-Mail: JobeN@wsdot.wa.gov
Website: <http://www.AASHTOIS2009.com/>

Description of Delegate Bag

Single strap laptop pack with padded inside pocket for laptop compartment. Mono pack is made of 600 denier polyester with PVC backing and padded single, adjustable body strap that can attach from right or left side. In addition to the padded laptop compartment, bag has a front zippered accessory pocket and mesh side water bottle holder.

Conference Bag Color: Royal Blue with Black Accent.

Logo and Text will be a one-color imprint in a complimentary color.



Join us in Seattle to explore New Horizons with Information Technology!

Sponsorship Opportunities



Men's

Women's

Conference Delegate Vests

Each Delegate attending the AASHTO-IS 2009 Conference will receive a Delegate Conference Vest.

The Delegate Vests are a premiere marketing opportunity as your company's name/logo will travel home with the Delegates and be a long-lasting reminder of your support of AASHTO.

As the sole sponsor of this item, your company's name and logo will be displayed on the center, upper-back of the vest followed by the text:

*Proud Sponsor of
AASHTO-IS 2009 Conference*

Cost for this Sponsorship Opportunity
\$6000

*Vests have been sponsored
No Longer Available*

For more information about sponsorship opportunities, please contact:

Nadine Jobe, AASHTO-IS 2009 Conference
Sponsor & Exhibitor Chair
(360) 570-2398
E-Mail: JobeN@wsdot.wa.gov
Website: <http://www.AASHTOIS2009.com/>

Description of Delegate Vest

MEN'S & WOMEN'S FULL ZIP LIGHTWEIGHT WINDVEST

- Dobby outer shell with full lining
- Full front reverse coil zipper with outer storm flap
- Wind protection armhole gator
- Reverse coil zippered pockets
- Elastic hem (Men's Vest only)

Conference Vest Color: Navy Blue

Logo and Text on Vests:

Front right chest will bear the AASHTO-IS Conference Logo

Sponsorship Logo/Text will be located on the upper back of the Vest. Approx. Size 2" in 2 Complimentary Colors; Embroidered



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Sponsorship Opportunities



Delegate Welcome Gifts - Portfolios

Each Delegate attending the AASHTO-IS 2009 Conference will receive Delegate Welcome gifts which will include a professional-style Portfolio.

The Portfolios will be utilized for conference note taking, so your company's name will be predominately displayed throughout the Conference as well will travel home with the Delegates.

As the sole sponsor of this item, your company's name will be displayed on the front of the Portfolio followed by the text:

*Proud Sponsor of
AASHTO-IS 2009 Conference*

Cost for this
Sponsorship
Opportunity
\$2500

For more information about sponsorship opportunities, please contact:

Nadine Jobe, AASHTO-IS 2009 Conference
Sponsor & Exhibitor Chair
(360) 570-2398
E-Mail: JobeN@wsdot.wa.gov
Website: <http://www.AASHTOIS2009.com/>

Description of Delegate Portfolios

Professional Tech Organizer made of Nylon and polyester. Size: 7.5" x 9 3/4" x 1"

Portfolio Color: Dark Grey

Company Name/Text will be a one-color imprint in a complimentary color.



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Sponsorship Opportunities



Delegate Welcome Gifts - Water Bottles

Each Delegate attending the AASHTO-IS 2009 Conference will receive Welcome Gifts which will include a high-quality, stainless water bottle.

The new style will surely make an impression on the Delegates and will be useable long after the conference. The stylish bottle will display your company's name predominately. This is another 'travel-home-with-the-Delegate' items so a long lived marketing opportunity.

Cost for this
Sponsorship
Opportunity
\$2500

As the sole sponsor of this item, your company's name will be displayed on the front of the Water bottle followed by the text:

*Proud Sponsor of
AASHTO-IS 2009 Conference*

For more information about sponsorship opportunities, please contact:

Nadine Jobe, AASHTO-IS 2009 Conference
Sponsor & Exhibitor Chair
(360) 570-2398
E-Mail: JobeN@wsdot.wa.gov
Website: <http://www.AASHTOIS2009.com/>

Description of Delegate Water Bottle

25 oz. curvaceous water bottle with bold metallic finish, 18/8 single wall stainless steel with black twist on lid with loop.

Portfolio Color: Stainless

Company Name/Text will be a one-color silkscreen print in a complimentary color.



Join us in Seattle to explore New Horizons with Information Technology!

Sponsorship Opportunities



Delegate Welcome Gifts - Umbrellas

Each Delegate attending the AASHTO-IS 2009 Conference will receive Welcome Gifts which will include a umbrella, just in case they experience our Seattle rain!

The quality umbrella is packaged in a stylish silver gift box which will bear the imprint of the sponsor. Not only will the umbrella be useable long after the conference, the Delegates will find the box just as user-friendly.

As the sole sponsor of this item, your company's name will be displayed on the front of the Umbrella Case followed by the text:

Cost for this
Sponsorship
Opportunity
\$2500

*Proud Sponsor of
AASHTO-IS 2009 Conference*

For more information about sponsorship opportunities, please contact:

Nadine Jobe, AASHTO-IS 2009 Conference
Sponsor & Exhibitor Chair
(360) 570-2398
E-Mail: JobeN@wsdot.wa.gov
Website: <http://www.AASHTOIS2009.com/>

Description of Delegate Umbrellas and Case.

Folding umbrella with contemporary design case; size 38". Mini umbrella comes with matching sleeve and metal case.

Portfolio Color: Umbrella - Navy Blue, Design Case - Silver
Company Name/Text will be a one-color Pad print in a complimentary color.



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Sponsorship Opportunities



Conference Delegate Badge Holders

Each Delegate attending the AASHTO-IS 2009 Conference will receive a Delegate Badge Holder. Delegates will wear the badge holders daily for entry into the conference and evening events.

The Delegate Badge Holders are a prime marketing opportunity as your company's name will be predominately displayed throughout the Conference.

As the sole sponsor of this item, your company's name will be displayed on the center, front of the badge holder followed by the text:

*Proud Sponsor of
AASHTO-IS 2009 Conference*

Cost for this
Sponsorship
Opportunity
\$1000

For more information about sponsorship opportunities, please contact:

Nadine Jobe, AASHTO-IS 2009 Conference
Sponsor & Exhibitor Chair
(360) 570-2398
E-Mail: JobeN@wsdot.wa.gov
Website: <http://www.AASHTOIS2009.com/>

Description of Delegate Badge Holders

Nylon badge holder with 2 pen loops and extra pockets. Size: 5" x 5 7/8"

Badge Holder Color: Royal Blue with Black Accent.

Company Name/Text will be a one-color imprint in a complimentary color.



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Don't miss your opportunity...

Join the 2009 AASHTO-IS Trade Show's Passport for Prizes Program!

Want to make sure the AASHTO-IS Conference attendees visit your Trade Show booth? The *Passport for Prizes* program is only available to companies exhibiting in the Conference Trade Show and has had proven success to drive traffic to Exhibitor booths.

How does the program work? Conference Delegates will receive a "Passport" with their registration credentials upon arrival. Delegates must complete their passport by visiting Exhibitor's booths. Each participating Exhibitor will be provided a unique stamp which they will use to stamp the Delegates' Passport. Once the Passport has been completed and turned in, Delegates will be eligible for multiple prize drawings.

- ◆ Passport for Prizes Program is only available to Exhibiting Companies
- ◆ Daily, high-quality prizes will entice Conference Attendees to visit your booth
- ◆ Cost is just \$500
- ◆ Enrollment ends soon!

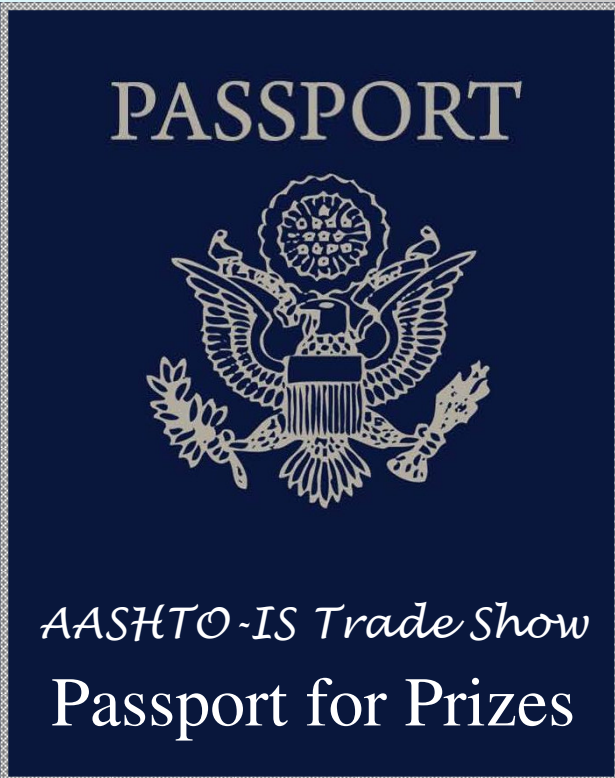
To sign up, complete the Exhibitor Registration Form and include the Passport for Prizes option. For more information contact our Trade Show Team.

Nadine Jobe (360) 570-2398
E-Mail: JobeN@wsdot.wa.gov

Maribeth Sapinoso (360) 570-2402
E-Mail: SapinoM@wsdot.wa.gov

Peter Schultz (360) 705-7701
E-Mail: SchultP@wsdot.wa.gov

AASHTO-IS 2009 Conference
PO Box 7208
Olympia, WA 98507



*Drive Traffic to your Booth with the
"Passport for Prizes Program"*

SPONSOR/TRADE SHOW EXHIBITOR REGISTRATION
AASHTO SUBCOMMITTEE ON INFORMATION SYSTEMS CONFERENCE 2009
Seattle, Washington May 3-6, 2009

Firm/Company Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____ Email: _____

Our company would like to contribute to the conference in the following way: <input type="checkbox"/> Sponsor and/or <input type="checkbox"/> Exhibitor		
Sponsorship Opportunities/Contributions	Sponsorship(s) and/or Exhibitor	Subtotal
Premiere Sponsor Monday and Tuesday Night Banquets: Dinner at Mariners vs. Texas Game Argosy Cruise Dinner	\$20,000	
Platinum Sponsor, General Session Lunch	\$15,000	
Gold Sponsor, General Session Breakfast	\$10,000	
Silver Sponsor, Evening Hospitality Suite	\$5,000	
Bronze Sponsor, General Session Breaks	\$3,500	
"Friends of AASHTO" Donation	\$1,000	
Delegate Vests	\$6,000	
Delegate Gift Bags	\$6,000	
Delegate Portfolios	\$2,500	
Delegate Water Bottles	\$2,500	
Delegate Umbrellas	\$2,500	
Delegate Conference Badge Holders	\$1,000	
Trade Show Exhibit Booth		
Exhibitor Fee (includes 2 general session registrations)	\$2,000	
Passport to Prizes	\$500	
Additional Sponsor/Exhibit Tickets		
General Session, daytime meals	\$300 per person	
Evening Events	\$300 per person	
TOTAL		

Need More Information?

For additional information, please contact Nadine Jobe at (360) 570-2398 or by email at joben@wsdot.wa.gov, Peter Schultz at 360-705-7701 or by email at schultp@wsdot.wa.gov, or Maribeth Sapinoso at (360) 570-2402 or by email at sapinom@wsdot.wa.gov.

Please return registration form and fees by **February 26, 2009**.

Make check or money order payable and mail to: **2009 AASHTO-IS CONFERENCE**
ATTN: SPONSOR/EXHIBITOR REGISTRATION
PO Box 7208
Olympia, WA 98507