



DATE: **Wednesday, April 6, 2011- 16th ITS Massachusetts Annual Meeting and Conference**

RE: **Exhibitor and Sponsor Information and Registration Form**

The 16th ITS Massachusetts Annual Meeting and Conference is just around the corner and we invite you to take advantage of this opportunity to participate as an Exhibitor and/or a Sponsor! The Annual Meeting presents a unique opportunity for access to transportation decision makers throughout Massachusetts and New England.

The conference will be held on **Wednesday, April 6, 2011**, at the State Transportation Building (10 Park Plaza) in Boston. The conference theme is “**Mobilizing the Regional Economy Through Transportation Technology**” The Annual Meeting and Conference is an exciting day-long program of panel discussions, technical sessions, and presentations.

Our mission is to facilitate the transfer of knowledge between the public, private and academic sectors. Resultantly,

- we will continue the practice of offering complementary exhibit hall booths to Public Sector We anticipate 25 exhibitor booths (8 Public Sector, 17 Private Sector),
- we will also continue the practice of inviting ITS leaders from neighboring states to participate in panels and discussions as appropriate, and
- we will also continue the practice of inviting Exhibitors to briefly introduce their services and products during the lunch break in the main conference room.

We expect to attract over 150 ITS professionals and policy makers.

We offer two opportunities for you to participate:

- **Exhibitors.** As an Exhibitor, you will have an opportunity to display your products and services at the Transportation Building Mezzanine Level (2nd Floor). Refreshment breaks and lunch will be held in this area to maximize your exposure to conference attendees. This location offers all-day exposure to the many State transportation professionals and officials who work in the building. Exhibitor spaces are available to ITS Massachusetts members for \$500 and to non-members for \$700.
- **Sponsors.** Show your support for ITS Massachusetts by becoming a conference sponsor. Platinum (\$1500), Gold (\$1,000), and Silver (\$500) sponsorship levels are available. Detailed descriptions of the sponsorship benefits are described in the attached Exhibitor/Sponsor Form.

Don't miss this opportunity to be a visible participant in one of the most popular local events of the year. Please make your check payable to **ITS Massachusetts** and return with the attached Exhibitor/Sponsor Form:

To provide adequate preparation time, Exhibitor/Sponsor Forms should be submitted before March 18, 2011. For questions related to sponsors and exhibitors, please call John Colangelo at 617-901-7997 or e-mail him at Trafficoptions@gmail.com.

ITS Massachusetts 16th Annual Meeting and Conference – April 6th, 2011

EXHIBITOR/SPONSOR FORM

Company Name:	
Contact Person:	
Address:	
Email:	
Phone #:	
Fax #:	
Booth Worker Name	
Booth Worker Name	
Where applicable:	
Registration Name	
Registration Name	

Please select one of the following:

- Exhibitor (\$500 members/\$700 non-members)
- Lunch time advertising slot
- Platinum Sponsor (\$1500)
- Gold Sponsor (\$1000)
- Silver Sponsor (\$500)

Benefits for Sponsors:




Platinum \$1500 Company name and logo on the ITSMA Annual Conference Giveaway Item
 Plus all benefits of Gold Level Sponsors!

Gold \$1000 1 booth in the exhibitor's area
 2 registrations for the annual conference
 Company name listed in the conference program
 Company name, logo and link displayed on the ITS Massachusetts Website
 Company name prominently displayed on the Welcome/Thank You board.

Silver \$500 1 registration for the annual conference
 Company name listed in the conference program
 Company name, logo and link displayed on the ITS Massachusetts Website
 Company name prominently displayed on the Welcome/Thank You board.

Please fill out this form and return with check to:

ITS Massachusetts
 The Engineering Center
 One Walnut Street
 Boston, MA 02108-3616

Prefer to pay by credit card?	
 Mastercard	 Visa  American Express
Account Number _____	Expiration Date _____
Signature _____	Date _____
Name on Credit Card _____	
Billing Address of Credit Card _____	