



San Francisco 2010 Local Arrangements Committee

c/o Steve Fitzsimons
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**Subject: Vendor Exhibit/Trade Show at the ITE 2010 Western District Annual Meeting
June 27-30, 2010 – San Francisco, California.**

On June 27-30, 2010, ITE members from the Western United States will gather in San Francisco to participate in the 2010 ITE Western District Annual Meeting. The Western States district would like to send out a warm welcome to you and invite you to participate as a meeting exhibitor.

The 2010 Annual Meeting provides several exciting features for our exhibitors. The Get Acquainted Social on Sunday night, as well as coffee and beverage breaks from Monday morning through Tuesday afternoon will be held in the exhibit area to maximize exhibitor and attendee interaction. In addition, the “Best Booth” of the exhibit/trade show will be selected by a panel of judges and receive a special award.

We have enclosed an exhibitor registration form, and detailed exhibit/trade show information for your use. All exhibit booths will be reserved on a first come, first served basis, so send your registration forms in as soon as possible.

In addition, we have included information regarding sponsorship opportunities at the Annual Meeting. Sponsorship at an ITE event shows your commitment to the industry and builds goodwill with the people who have the decision-making power to purchase your products, software and services for their agencies and firms. General sponsorships are available as well as sponsorships for the morning and afternoon coffee and beverage breaks. Sponsors will receive recognition appropriate to their level of sponsorship during the meeting.

We appreciate your support for the Institute of Transportation Engineers. If you have any questions, please contact me (415) 320-7108 or SFitzsimons@RepublicITS.com. On behalf of the Local Arrangements Committee, we thank you for making this meeting a success!

Sincerely,

Steve Fitzsimons, PE
Local Arrangements Committee Vendor Chair

2010 ITE Western District Annual Meeting San Francisco, California



VENDOR EXHIBIT/TRADE SHOW INFORMATION

Vendor exhibit spaces are available on a first come, first served basis. The registration fee to participate in the Vendor Exhibit/Trade Show will range from \$1,500 to \$1,800 per booth, depending on location (see maps) and size, and includes an 8'x10' or 8'x8' draped booth space with a covered 6' table and two chairs, trash can, electrical power, WIFI access, as well as a sign displaying the vendor's name and booth number. In addition, security guard service will be provided when the exhibit area is closed to the public. Booth spaces will be assigned as registration forms and payment of the required 50% deposit are received. Each vendor will be allowed to select their booth location based upon availability on a first come, first served basis.

Benefits:

- Attendees of this annual event are recognized leaders in surface transportation in the western United States. They seek the latest solutions being provided by the vendor community to solve safety, sustainability, construction, operations and maintenance challenges facing today's transportation professional. Daily attendance of over 600 delegates is expected.
- Coffee and beverage breaks from Monday morning through Tuesday afternoon will be held in the Sunset Court exhibit area to maximize exhibitor and attendee interaction.
- One company representative per booth will receive entry into the technical sessions and all meals. In addition, they will also receive tickets to one (1) other event of their choice. For an additional fee, additional booth personnel can also participate if registered by the full payment deadline on May 1, 2010. Additional personnel with paid registration will receive entry into the technical sessions, meals and one special event.
- A brief description of your company's products and services, with your logo, will be provided to all attendees in the on-site conference packet.
- You will also be provided with complete contact information for all meeting attendees for use in conducting post-meeting follow-ups.

Exhibit/Trade Show Schedule:

Exhibitor Setup:	Sunday, June 27	1:00 PM – 5:00 PM
Exhibit Hours:	Sunday, June 27	5:30 PM - 7:30 PM
	Monday, June 28	8:00 AM – 5:00 PM
	Tuesday, June 29	8:00 AM – 5:00 PM
Exhibitor Tear Down:	Tuesday, June 29	5:00 PM – 9:00 PM

Space will only be reserved upon receipt of your registration form and the required 50% deposit. The balance of the registration fee is due by May 1, 2010. Registration forms submitted after May 1, 2010 must be accompanied by full payment of the late registration fee. A confirmation packet will be sent once full payment has been received that includes complete shipping instructions and a listing of other services and supplies available for purchase. On receipt of a written request for cancellation before the full payment deadline of May 1, 2010, exhibitors will receive a 50% refund of their deposit. Cancellations after the full payment deadline will only be eligible for a 50% refund of the full registration fee with the submission of a written request.

We look forward to seeing your organization at the 2010 Western District Vendor Exhibit/Trade Show.

For questions about the exhibit/trade show, please contact Steve Fitzsimons, Local Arrangements Committee Vendor Chair, at (415) 320-5108 or SFitzsimons@Republicits.com, or go to www.sfbayite.org/2010.

EXHIBIT/TRADE SHOW REGISTRATION FORM

2010 ITE Western District Annual Meeting June 27-30, 2010 – San Francisco, California

VENDOR INFORMATION:

Company Name _____

Contact Name _____

Street Address _____

City, State/Province, Zip/Postal Code _____

Phone _____

Fax _____

E-mail _____

The registration fee includes tickets for one (1) event. Please select the event of your choice below:

- Kick Off Luncheon (Monday 11:30 AM – 1:30 PM)
 Family Night at AT&T Park (Monday 6:00 PM – 9:00 PM) (Indicate choices for paid additional personnel here).
 Annual Business Luncheon (Tuesday 11:30 AM – 1:30 PM)

BOOTH PERSONNEL (All booth personnel must be registered):

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

EXHIBIT FEES:

Booth(s) Rental Fee (\$1,500 to \$1,800 per booth until May 1, see layout) \$ _____

Additional Booth Personnel (\$200 per person) \$ _____

Additional Event Tickets (Please indicate the number of tickets):

- Kick Off Luncheon _____
 Family Night at AT&T Park _____
 Annual Business Luncheon _____
 Annual Awards Banquet _____

Additional information regarding the cost of these events will be distributed to interested parties at a later date.

Total Exhibit Fee \$ _____

50% Deposit (which accompanies this form) \$ _____

Balance Due May 1, 2010 \$ _____

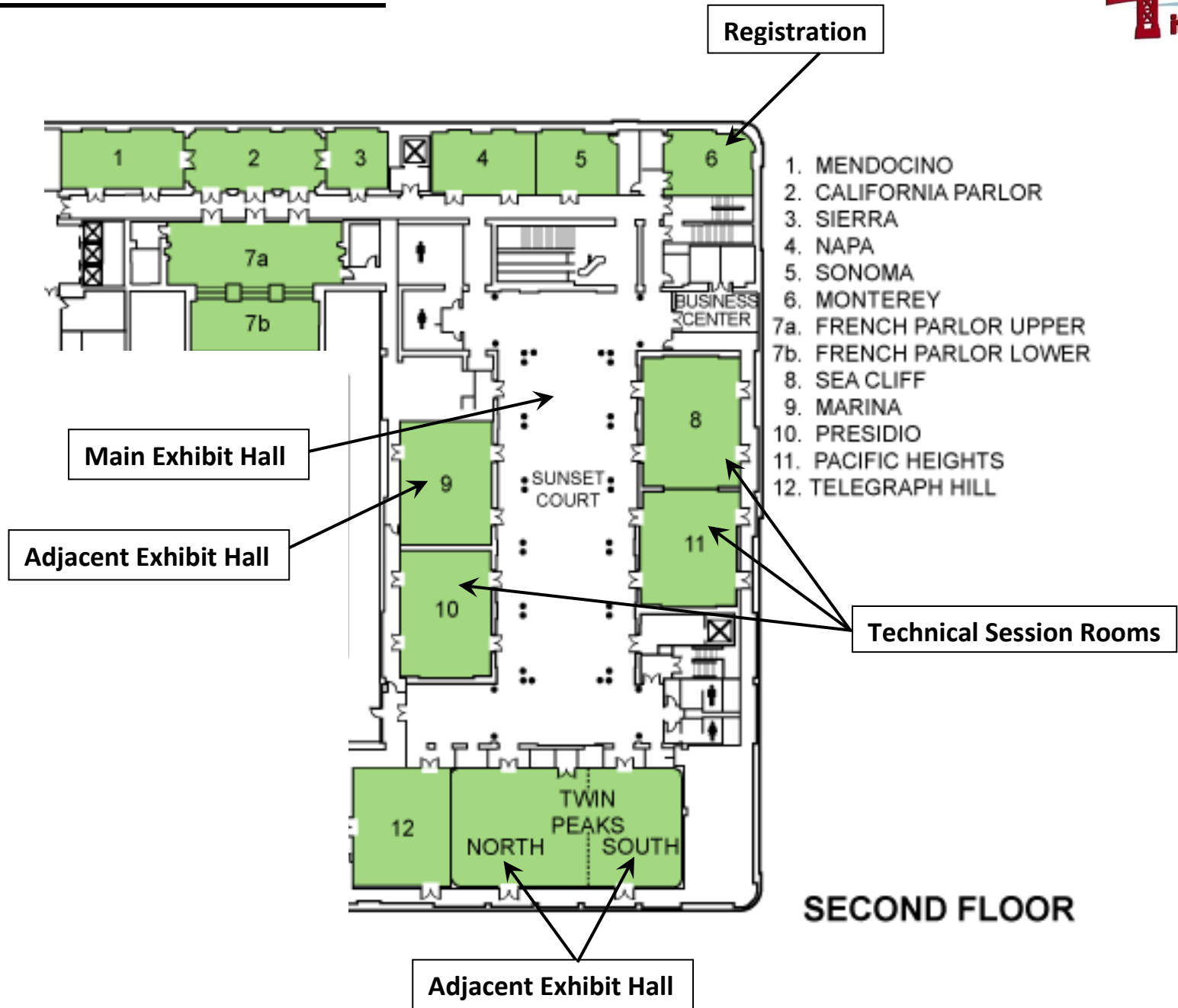
PAYMENT ENCLOSED:

Complete and return this form with your 50% deposit to Steve Fitzsimons LAC Vendor Chair, Republic ITS
3765 Yale Way, Fremont CA 94538. Please make your check or money order payable to "ITE 2010 LAC."

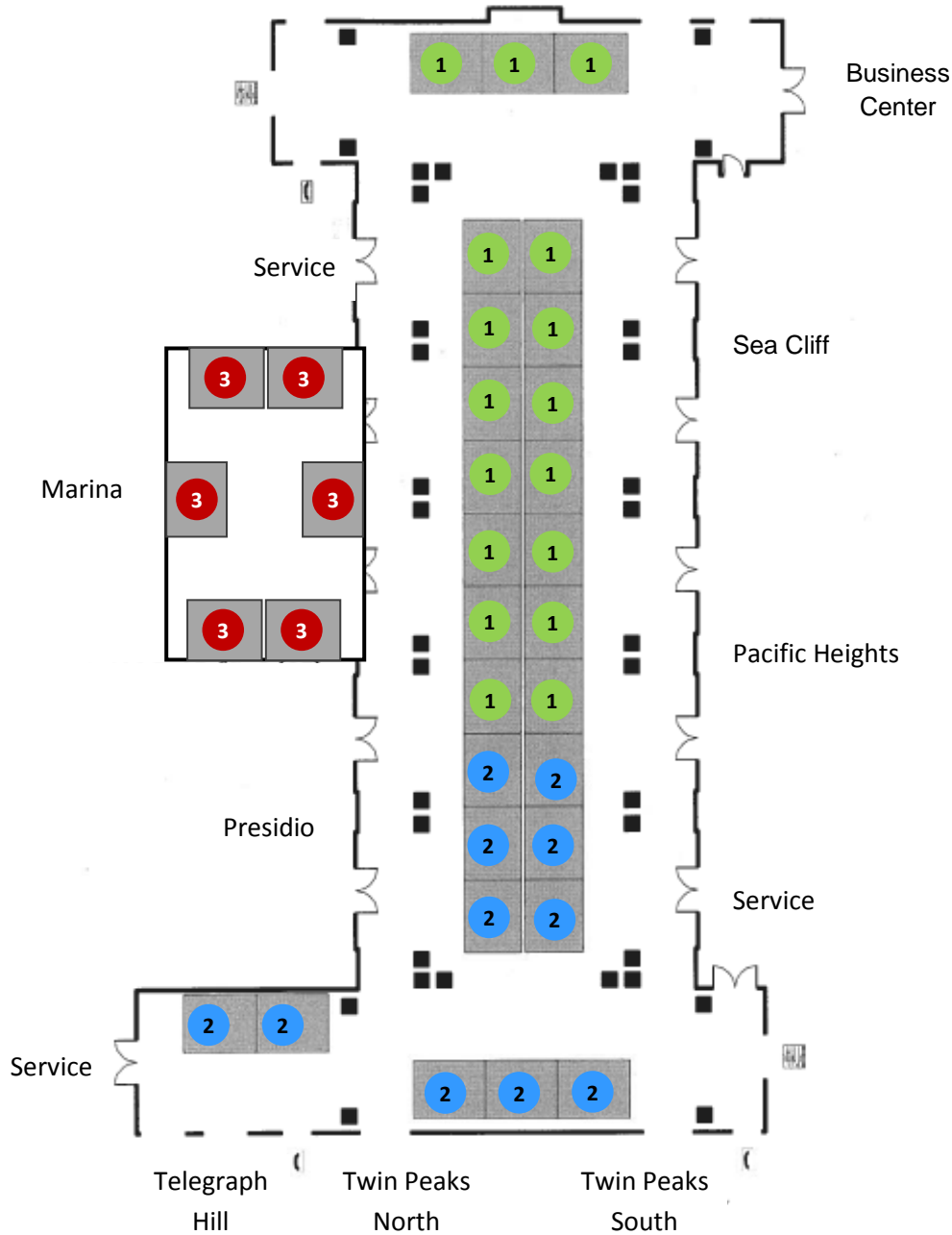
For ITE Use:

Date Received: _____ Payment Reference: _____ Assigned Booth: _____

Palace Hotel Second Floor Plan



Sunset Court Detail



Cost Breakdown:

	<u>Before May 1</u>	<u>After May 1</u>
1	\$1,800	\$1,900
2	\$1,600	\$1,700
3	\$1,400	\$1,500

Notes:

1. The Adjacent Ballroom may change to accommodate a large response.
2. **1** and **2** booths are 8' x 10'.
3 booths are 8' x 8'.