

# Conference Planning Work Group

## Agenda

**1/10/16 at 3:30 PM (at FHWA office, Arlington VA)**

### **Identify Session Leads (to find speakers) for 3 sessions (in red)**

- **Brain Research** – Steve Pudloski (WI LTAP) lead
- **UAVs** – Mark Sandifer (FHWA) lead
- **ADA Transition Plans** – Cynthia Schaedig (MA LTAP) lead
  
- **Mechanics of Online Teaching** – \_\_\_\_\_
  - **Mechanics of online teaching** (What you use, how to build a class, how to teach a class, etc.) – suggested by WI LTAP
  
- **Working with External Agencies** – \_\_\_\_\_
  - **Working with external agencies** (How to partner, what to avoid, include case studies from partnerships both good and bad.)
  
- **Advertising/Marketing Classes/Workshops** – \_\_\_\_\_
  - **Advertising/Marketing classes/workshops** (Bring in a marketing professional to give basics of electronic marketing & print marketing. Could include: advertising materials (more/less, photos, design), timing of materials, language(s) used, material format (print vs electronic), how to get new people on your mailing list, how to encourage people to sign up in a timely way, identifying why customers come to you. Possibly for a general session. Good topic, but would need to identify what to focus on.)

### **Exhibitors/Sponsors**

- Identify planned structure/rates to share with potential vendors (standard rate, regional/local rate)
- Identify leads to reach out to vendors/sponsors
- See next pages for sponsor rates/info (from conference planning document)

## Sponsorship Opportunities

Please select which opportunity your company would like to contribute to:

- Awards Banquet (\$20,000) – Includes 15 minutes to present during a General Session
- Opening Reception (\$10,000) – Includes 15 minutes to present during a General Session
- Conference Lunches (\$10,000) – Includes 15 minutes to present during a lunch
- Breaks/Breakfast (3 each) \$5,000 each – Includes 10 minutes to present during a General Session

## Sponsorship Benefits

For each event, the sponsor will receive:

- Acknowledgement listing in official program/recognition during the General Session
- One complimentary conference registration
- One complimentary exhibit slot for your corporate booth
- A 2' x 3' poster with the company name/logo at the entrance of the selected event
- Poster listing (by order of contribution) in participant registration area
- A 50 –word description of your company in the program
- 8 ½" x 11 or smaller brochure provided by your company in participant registration packets

## Sponsorship Levels

- Platinum Sponsor (\$ 3,500 or above) \$\_\_\_\_\_**

In return for your generous contribution you will receive:

- Acknowledgement listing in official program
- One complimentary conference registration
- Poster listing (by order of contribution) in participant registration area
- Recognition during the General Sessions
- A 50-word description of your company's product and/or service to be printed in the exhibitor directory
- 8 1/2 x 11 or smaller brochure provided by your company to be included in participants' registration packets

- Gold Sponsor (\$2,500 - \$3,499) \$\_\_\_\_\_**

In return for your generous contribution you will receive:

- Acknowledgement listing in official program
- Poster listing (by order of contribution) in participant registration area
- Recognition during the General Sessions
- A 50-word description of your company's product and/or service to be printed in the exhibitor directory

**Silver Sponsor (\$1,500 - \$2,499) \$\_\_\_\_\_**

In return for your generous contribution you will receive:

- Acknowledgement listing in official program
- Poster listing (by order of contribution) in participant registration area

Recognition during the General Sessions