



IBTTA 78TH ANNUAL MEETING & EXHIBITION

September 12-15, 2010 | Hilton San Diego Bayfront | San Diego, California

Annual Meeting Kit

Preliminary Agenda

Technical Tours & Special Events

Hotel & Travel Information

Exhibitor & Sponsorship Opportunities

Registration Information

EARLY BIRD REGISTRATION

\$100 OFF

Register by Sunday, August 22, 2010

Hosted by **CTOC**
California Toll Operators Committee



JOIN IBTTA, THE CALIFORNIA TOLL OPERATORS DIEGO FOR THE IBTTA 78TH ANNUAL MEETING &

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MEETING PLANNING GROUP



Chief Meeting Organizer:

Ken Philmus, ACS, A Xerox Company, Newark, NJ

Team Leaders:

- I INNOVATION** **Chris Body**, MARK IV IVHS, Inc., Annapolis, MD
- E ECONOMY** **Susan Buse**, Wilbur Smith Associates, Dallas, TX
- P POLICY** **Howard “Butch” Eley**, Infrastructure Corporation of America, Brentwood, TN
- C CALIFORNIA** **Greg Hulsizer**, South Bay Expressway, San Diego, CA

HOST COMMITTEE



California Toll Operators Committee

The California Toll Operators Committee (CTOC) is a partnership of California’s currently operating and planned toll facility owner/operators. CTOC members communicate regularly and meet as needed on issues of interoperability, legislation, customer service, operating policies and other issues affecting tolling in California.

The Members of CTOC:

1. California Department of Transportation (Caltrans)
2. Golden Gate Bridge Highway and Transportation District
3. Bay Area Toll Authority (BATA/MTC - Caltrans Bridges)
4. Alameda County Congestion Management Agency (ACCMA - 1-580 Express Lanes)
5. Sunol JPA (1-680 Sunol Express Lanes)
6. Santa Clara Valley Transportation Authority (VTA - Proposed Express Lanes/HOV Conversion Projects)
7. Los Angeles Metropolitan Transportation Authority (LAMTA - Proposed Managed Lanes)
8. Riverside County Transportation Commission (RCTC - Proposed SR91 Express Lanes Extension)
9. Orange County Transportation Authority (OCTA - SR91 Express Lanes)
10. Transportation Corridor Agencies (TCA - SR73, SR133, SR241, SR261 Toll Roads)
11. San Diego Association of Governments (SANDAG - 1-15 Express Lanes)
12. South Bay Expressway (SBX - SR125 South Toll Road)



MOSAIC, a carbon neutral EPA Green Power Partner, was engaged for the production of this brochure using 100% wind power and a waterless printing process. The brochure was printed on FSC stock and 100% environmental friendly soy based ink.



COMMITTEE & YOUR COLLEAGUES IN SAN EXHIBITION: SUSTAINABLE TRANSPORTATION

Join us in San Diego!

On behalf of the IBTTA Board of Directors, I invite you to attend the 78th Annual Meeting and Exhibition of the International Bridge, Tunnel and Turnpike Association September 12–15, 2010, in San Diego. The volatility of the world economic and political situation has caused some people to get discouraged about the business they're in. But I believe our job and the role of transportation have never been more important.

You have undoubtedly experienced volatility in your own business. That is why, right now, you need a trusted friend who can help you in these challenging times. That's what IBTTA is for: to be your advocate, your network, your community and the place you go to solve your toughest problems. Your friends and colleagues are here; the industry's experts are here; your answers are here.

Recently a member called the IBTTA offices with a very specific question about regulations governing tolling on US Interstate highways. Our director of government affairs, Neil Gray, quickly did the research and responded within a couple of hours. The member later told us, "IBTTA's response to my question is worth the dues we pay."

Another member told us how he found IBTTA through a friend in the research community. "I have gotten so much out of IBTTA meetings the past two years. There is a positive energy at IBTTA that permeates everything we do."

Now is the time for you to tap into that positive energy. We have put together an excellent lineup of speakers, presenters, and content leaders for this annual meeting. If you have never attended an IBTTA meeting before, you will appreciate the quality of the meeting content and the networking opportunities available to you. If you're a veteran of IBTTA meetings, then make San Diego your chance to recharge your batteries and see familiar faces. There is something for everyone at this year's annual meeting: great content, outstanding networking opportunities, superior technical tours, and the vitality and atmosphere of one of North America's most beautiful cities.

I look forward to seeing you at our annual meeting in September. Make 2010 one of your best years yet.



Steve Snider

General Manager & CEO, Halifax Harbour Bridges, Halifax, Nova Scotia CANADA,
and IBTTA President

SUSTAINABILITY INITIATIVE



During IBTTA's 78th Annual Meeting & Exhibition, delegates will have the opportunity to make a \$10 offset contribution to a carbon reduction project managed by Renewable Choice Energy.

The Challenge

CO2 emissions result from our daily actions and while some can be reduced, many are unavoidable. The carbon footprint for conferences is largely related to travel to and from meetings. According to the U.S. Department of Energy, transportation accounts for over 14% of all global greenhouse gas emissions. Paired with energy efficiency enhancements, renewable energy and carbon reduction are principal tools in the fight against climate change.

Become a Climate Champion!

In partnership with HDR, Inc., our Meeting Sustainability Advisor, IBTTA is encouraging meeting delegates to reduce the environmental impact of this meeting with carbon offsetting measures benefitting the following verified emission reduction project:

Choice Carbon—Upper Rock Island: A 3.95 megawatt landfill gas-to-energy facility in Rock Island County, Illinois. The project benefits climate change strategies by reducing the amount of methane that would otherwise be released from the landfill and then used as fuel for the generation of electrical energy.

By balancing our environmental impact with the purchase of carbon offsets, we will help avoid up to 127,868 pounds of carbon dioxide emissions from being released into the atmosphere.

Contributions can be made on the attendee registration form on page 16 or onsite at the IBTTA registration desk. All contributors will receive a "Climate Champion" ribbon.

MEETING HIGHLIGHTS



KEYNOTE SPEAKERS



Steve Farber

Monday, September 13, 2010 | 10:30am

Steve Farber is the president of Extreme Leadership, Incorporated, an organization devoted to the cultivation and development of Extreme Leaders in the business community.

His latest book, *Greater Than Yourself: The Ultimate Lesson In Leadership*, was a *Wall Street Journal*® and *USA Today*® bestseller. His second book, *The Radical Edge: Stoke Your Business, Amp Your Life, and Change the World*, was hailed as “a playbook for harnessing the power of the human spirit.” And his first book, *The Radical Leap: A Personal Lesson in Extreme Leadership*, is already considered a classic in the leadership field. It received *Fast Company* magazine’s Readers’ Choice Award and was recently named one of the 100 Best Business Books of All Time.



Chris Jordan

World-renowned Photographer and Environmental Activist

Tuesday, September 14, 2010 | 9:00am

In a disposable culture, it is hard to get our heads around the enormous impact our waste has on the planet. By seeing what the statistics look like, we suddenly begin to comprehend what they mean. Chris Jordan’s unique photographs bring a compelling perspective to what is thrown away by otherwise responsible citizens. Since his acclaimed series, *Running the Numbers*, was released in 2007, Jordan’s website has averaged 75,000–100,000 visitors per month. Jordan’s photographs depict the staggering statistics that define contemporary America. His consciousness-raising presentation invites audiences to see these images as metaphors for the role of the individual in our hypermodern society, showing the sheer volume of waste by representing the actual objects clogging our physical and cultural landscape.

Toll Excellence Awards Ceremony

Monday, September 13, 2010
11:30am – Noon



Congratulations to our 2010 Toll Excellence Award Winners! Join us as we congratulate the winners in each of the five categories. Plus, one of the winners will be awarded the prestigious President’s Award.

Administration

Metropolitan Washington Airports Authority (MWAA), Washington, DC
“MWAA Dulles Corridor Enterprise Initiative”

Customer Service

North Texas Tollway Authority (NTTA), Plano, TX
“Customer Driven Management”

Operations

Texas Department of Transportation, Texas Turnpike Authority Division, Austin, TX
“TxTag® In-Lane Tag Sales”

Social Responsibility

CCR Group, São Paulo, BRAZIL
“Road to Citizenship”

Technology

Queensland Motorways Limited, Queensland, AUSTRALIA
“Free-Flow Tolling Project”

Leadership Academy Recognition Ceremony

Tuesday, September 14, 2010
8:30am – 9:00am



The 2010 class of the IBTTA Leadership Academy’s Executive Development program held their intensive week-long program in February 2010, in Washington, DC. The third annual course was very successful with many of the 27 participants noting that it exceeded their expectations. The course covered all facets of toll agency operations, administration, finance, marketing, business development, board relations, public affairs and related topics. The Leadership Academy is funded by contributions to the IBTTA Foundation.

(Class of 2010)





OPENING EVENT: The Prado Restaurant at Balboa Park

Sunday, September 12, 2010 | 6:30pm – 10:00pm
Included in registration fee

- Meet in the hotel lobby at 5:45pm.
- Dress: Casual
- Tickets are available for purchase for non-registered attendees.



Join your friends and colleagues as we celebrate the opening of IBTTA's 78th Annual Meeting & Exhibition with a lively networking event at The Prado at Balboa Park. This annual tradition will not disappoint as guests will be treated to spectacular cuisine and entertainment in this award-

winning and whimsical venue situated in the nation's largest urban cultural park. This is one evening you'll be sure to remember!



Sunrise & Exercise

Start your day off right with an energizing walk or group workout with your colleagues!

Sunday, September 12, 2010 | 6:00am – 7:30am
Monday, September 13, 2010 | 6:00am – 7:30am
Tuesday, September 14, 2010 | 6:00am – 7:30am

The details of each morning will be outlined in the final Program of Events. Pack your workout clothes.

Welcome Reception for New Members, Sustaining Members and First-Time Attendees

Sunday, September 12, 2010 | 3:00pm – 5:00pm

If you are a new IBTTA member or if this is your first-ever IBTTA Annual Meeting, make the most of your experience and attend this informal reception in the Presidential Suite. Meet IBTTA officers and staff and learn how to take advantage of your IBTTA membership benefits and how to make the most of your Annual Meeting experience. In addition, IBTTA's Sustaining Members will join the group and be available to answer questions and offer guidance.

Registration is required (see registration form on pg. 16).

CLOSING EVENT: California Dreaming—An Evening Under the Stars

Wednesday, September 15, 2010 | 7:00pm – 10:00pm
Included in registration fee

- Dress: California Casual (See IBTTA website for details)
- Tickets are available for purchase for non-registered attendees.

An evening under the San Diego sky will bring you back to the decades that brought new, exciting and radical trends to the world. We'll start at dusk when the golfers return from a day of raising funds for the IBTTA Foundation and Leadership Academy. Breathe in the fresh, crisp San Diego air, enjoy a delicious meal and listen to the sounds of a fun 60's and 70's dance band. Kick off your work gear and come dressed to relax and say farewell until next year. Spending our last evening outdoors is a first for IBTTA (we think?!). If weather does not permit, we have an indoor contingency plan. For now, bring your tie dyed shirts, comfortable slacks or jeans (bell bottoms preferred) and your long flowy dresses and enjoy a fun IBTTA evening together.

IBTTA Foundation & Leadership Academy Golf Fundraiser: Maderas Golf Course

Wednesday, September 15, 2010
11:30am – 6:00pm

- Space is limited.
- Buses will depart promptly at 11:30am and with box lunches provided.
- Buses will return in plenty of time to relax before the closing event.
- Additional instructions will be sent to all golfers prior to the event.

A fundraising golf event to support the IBTTA Foundation and Leadership Academy will take place on Wednesday, September 15, 2010 at San Diego's top rated golf course, the Maderas Golf Club. Tucked away amidst the rolling hills of north San Diego, Maderas offers a unique combination of golf course strategy and design mastery, while taking the concept of upscale golf in San Diego to exhilarating levels.

Support a good cause and enjoy the golf experience of a lifetime! For more information about Maderas, visit: www.maderasgolf.com. To learn more about the IBTTA Foundation, visit www.IBTTA.org. To sponsor and/or sign up to golf, see the form on the IBTTA annual meeting website page, www.IBTTA.org/events or contact Kathleen Davis at kdavis@ibtta.org or 202-659-4620 x 12.

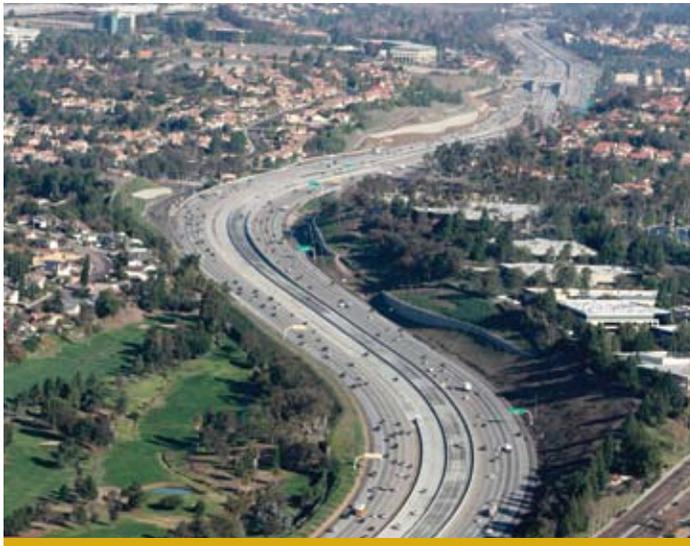


TECHNICAL TOURS



I-15 Managed Lanes

Sunday, September 12, 2010 | 9:00am – Noon
\$25.00 per person



The innovative, award-winning I-15 Express Lanes project demonstrates how High Occupancy Toll (HOT) Lanes can manage traffic in congested corridors. Through value pricing, the movable barrier system, the Bus Rapid Transit (BRT) system and multiple access points, the Express Lanes offer a premium level of service to transit users,

carpoolers, and paying single-occupant commuters. Caltrans and SANDAG are working cooperatively to construct the 20-mile Express Lane facility. At present, there are 16 miles of HOT lanes open to the public with an additional four miles under construction. The total investment for these transportation improvements is estimated to be \$1.3 billion.

During the tour, you will learn how the Express Lanes provide commuter modal choice and ease congestion on the I-15 corridor through design elements and dynamic-pricing tolling. Topics covered during this tour include dynamic pricing using state-of-the-art FasTrak®

electronic toll collection, Commuter Express Bus and future Bus Rapid Transit system, Vanpools, carpools and Park & Ride lots, Intermediate access points, direct access ramps, moveable median barriers and advanced traffic control devices.



South Bay Expressway (SBX) & State Route 11/Otay II Border Crossing (with lunch)

Sunday, September 12, 2010 | Noon – 3:00pm
\$25.00 per person



Here's your chance to tour and learn about South Bay Expressway (SBX) – California's newest 10-mile toll road. Located 30 minutes southeast of downtown San Diego, SBX provides commuters with reliable travel between their homes and work, access to new housing, commercial and shopping developments and convenient

passenger and commercial vehicle access to and from the Otay Mesa U.S./Mexico border crossing.

Participants will tour the award-winning Otay River Bridge, visit restored environmental habitat and community recreation facilities provided by the project, visit the SBX Operations Center and learn about SBX's innovative customer service and community investment programs. Participants will also hear candidly from SBX representatives about the significant environmental and other challenges of developing and operating the toll road.

As an added bonus, participants will receive an overview and site visit to the planned State Route 11/Otay II Border Crossing which is being undertaken by Caltrans and the San Diego Association of Governments (SANDAG). The project will alleviate cross border goods movement traffic delays and will unleash hundreds of millions of dollars per year in new economic potential.

GUEST TOURS



IMPORTANT NOTES — IBTTA Changes Guest Tour Process!

- IBTTA has contracted with The Meeting Manager (TMM) to handle all IBTTA Guest Tours during the San Diego Annual Meeting.
- There are two options for making tour reservations:
 - Complete the Tour Registration Form which is available on www.ibtta.org/events.
 - Call +1(619) 843-6025.
- TMM reserves the right to cancel Tours with fewer than 35 guests. Full refunds will be given for any cancelled tour.
- Pre-registration is recommended.
- There are no returns or exchanges for booked tours.
- All tours include some walking. Participants are encouraged to wear comfortable shoes and dress for the weather. Tours will take place rain or shine.
- For any questions please email IBTTA@tmmdmc.com or contact Kathleen Davis at kdavis@ibtta.org.

City Tour with Harbor Cruise

Option 1:

Saturday, September 11, 2010
12:30pm – 3:30pm
\$45.00 per person

Option 2:

Sunday, September 12, 2010
9:00am – Noon
\$45.00 per person



San Diego's majestic beauty is unparalleled. With a multitude of unique and wonderful attractions and communities,

this is truly one of America's finest cities.

This tour will travel the San Diego Bay, one of the most beautiful natural harbors in the world. The cruise takes in 21 miles of scenic waterways. From the water, visitors will view picturesque Harbor and Shelter Islands, Point Loma (home of the Cabrillo Monument), the magnificent Coronado Bay Bridge and the U.S. Pacific Naval Fleet among other attractions. Relax and enjoy the view! Enjoy this tour on either Saturday afternoon or Sunday morning.

Coronado Walking Tour

Monday, September 13, 2010
9:00am – 1:00pm
\$45.00 per person



Attendees will enjoy Coronado's beautiful architecture and colorful history during a narrated walking tour

that begins at the world famous Hotel del Coronado. More than 100 years old, 'The Del' sits on one of the most beautiful beaches along the Pacific Ocean and has an incredible 100 year plus history. After 'The Del,' attendees will visit Wallis Simpson's home (the Duchess of Windsor), the home of Frank Baum, author of the 'Wizard of Oz', the sugar magnate John Spreckels' Mansion and other notable estates on the island. Coronado is filled with more than 100 years of history, romance and charm. At the end of the tour, the buses will head back to the Hilton Hotel. Any attendees who wish to remain on Coronado for lunch or more touring are welcome to do so but are responsible for their own return transportation to the Hilton.

Balboa Park Museum Tour with Lunch

Tuesday, September 14, 2010
10:00am – 3:00pm
\$100.00 per person



Balboa Park, the horticultural and cultural wonder in the heart of San Diego, was recently recognized as one of the best urban parks in America.

Attendees will be toured via coach around the 1,200-acre park which provides the setting for fourteen museums and art galleries, all within walking distance of each other. Access will be available to tour the museums as part of the tour fee. (guests select the four museums to visit.) Lunch at Giuseppe's Café in the Museum of Art's Sculpture Garden is also included in the tour fee. More information will be given to attendees by the tour guide.

La Jolla Tour with Lunch

Wednesday, September 15, 2010
10:00am – 4:00pm
\$100.00 per person



La Jolla is a scenic village located on seven spectacular miles of sandy beaches, stunning cliffs and amazing caves.

La Jolla's Prospect Street is known locally for its upscale boutiques, brimming with designer clothing, jewelry, art

and antiques. After enjoying time getting to know La Jolla, guests will enjoy lunch at George's at the Cove located on Prospect Street with a spectacular view of the Pacific Ocean, followed by shopping.

La Jolla is approximately 45 minutes from the Hilton Bayfront. The bus will depart for the hotel at approximately 3:00pm.

ABOUT SAN DIEGO



DOWNTOWN SAN DIEGO

Synonymous with sun, surf and sand, San Diego is renowned for its idyllic climate and expansive variety of things to see and do. California's second largest city and the United States' eighth largest, San Diego is nestled between Mexico to the south, wine country to the north, Anza-Borrego Desert State Park to the east, and the Pacific Ocean to the west. Home to nearly 1.3 million residents, San Diego has a personality all its own, offering residents and visitors alike a dynamic downtown district full of art, world-class shopping, and culinary exploration; diverse neighborhoods and communities; a rich military history; and colorful Spanish and Mexican heritage. Balboa Park, the cultural heart of San Diego and largest urban cultural park in the U.S., is home to 15 museums, numerous art galleries, outdoor gardens, celebrated performing arts venues, and the San Diego Zoo.

Things to do and see in San Diego...

- Take a tour of this vibrant city, including landmarks like The Hotel Del Coronado and Balboa Park.
- Visit one or more of San Diego's charming neighborhoods, including downtown's historic Gaslamp Quarter, Little Italy, Coronado, La Jolla, and Del Mar to name a few.
- Treat your family to an adventure at Legoland or San Diego Zoo. (www.sandiego.org)
- Enjoy waterfront shopping and dining at Seaport Village.
- Check out the award-winning architecture at Horton Plaza.
- Check out a San Diego Padres baseball Game.
- Take a trolley around town or a stroll on the beach.
- Take a trip to the coast to observe or participate in world-class surfing.
- Consider exploring the California coast; cities such as Los Angeles, Malibu, Santa Monica, Newport Beach and Santa Barbara are only a 1–2 hour drive.
- Plan a trip to San Francisco, Wine Country or Northern California coastline—all just a short plane ride away. Visit www.california.com to plan your pre or post meeting adventure.

www.sandiego.org

Opening Event:
The Prado at Balboa Park

Hilton San Diego Bayfront
1 Park Boulevard
San Diego, California 92101

Other Callouts:
Trolley to Old Town, Mission Valley
North to La Jolla, North County
North to Maderas Golf Club
Trolley to Lemon Grove, La Mesa, El Cajon and Santee
Trolley to National City, Chula Vista and Tijuana, Mexico



SCHEDULE-AT-A-GLANCE

SATURDAY, SEPTEMBER 11

8:00am – Noon
Past Presidents and Board of Directors Meeting

8:00am – 1:00pm
Registration & Welcome Center

8:00am – 5:00pm
Speaker Presentation Drop-Off

12:30pm – 3:30pm
City Tour with Harbor Cruise

SUNDAY, SEPTEMBER 12

6:00am – 7:30am
Sunrise & Exercise

8:00am – 5:00pm
Exhibit Hall Set-up

9:00am – 5:00pm
Registration & Welcome Center

9:00am – 5:00pm
Speaker Presentation drop-off

9:00am – Noon
City Tour with Harbor Cruise

9:00am – Noon
Technical Tour: I-15 Managed Lanes

Noon – 3:00pm
Technical Tour: South Bay Expressway

3:00pm – 5:00pm
Welcome for New Members, Sustaining Members and First-time Attendees

6:30pm – 10:00pm
Opening Event: The Prado Restaurant at Balboa Park

MONDAY, SEPTEMBER 13

6:00am – 7:30am
Sunrise & Exercise

7:00am – 8:30am
Breakfast

7:30am – 5:30pm
Registration & Welcome Center

7:30am – 5:30pm
Presentation Drop Off

8:30am – Noon
Opening Session: Tribute to Ed DeLozier, Toll Excellence Awards, Keynote Speaker: Steve Farber

9:00am – 1:00pm
Coronado Walking Tour

Noon – 2:00pm
Lunch in Exhibit Hall

2:00pm – 3:30pm
General Session

4:00pm – 5:30pm
General Session

5:30pm – 7:30pm
Reception in Exhibit Hall

7:30pm
Member Hosted Events (by invitation)

TUESDAY, SEPTEMBER 14

6:00am – 7:30am
Sunrise & Exercise

7:00am – 8:30am
Breakfast

7:00am – 5:30pm
Registration & Welcome Center

7:00am – 5:30pm
Speaker Presentation Drop-Off

8:30am – 9:00am
Leadership Academy Recognition Ceremony

9:00am – 10:00am
Keynote Speaker: Chris Jordan

10:00am – 3:00pm
Balboa Park Museum Tour

10:30am – Noon
Breakout Sessions

Noon – 2:00pm
Lunch in Exhibit Hall

2:00pm – 5:30pm
Breakout Sessions

7:00pm
Member Hosted Events (by invitation)

WEDNESDAY, SEPTEMBER 15

7:00am – 8:30am
Breakfast

8:30am – Noon
Registration & Welcome Center

8:30am – Noon
Speaker Presentation Drop-off

8:30am – 9:00am
Business Session

9:00am – 9:30am
Preview of the 79th Annual Meeting & Exhibition, Berlin Germany

9:30am – 11:00am
General Session

10:00am – 4:00pm
La Jolla Tour with Lunch

11:00am
Adjourn

11:30am – 6:00pm
IBTTA Foundation Golf Fundraiser: Maderas Golf Club

7:00pm – 10:00pm
Closing Event: California Dreaming—An Evening Under the Stars

PRELIMINARY AGENDA



Sessions with a  symbol will be recorded for the purposes of webcasting and will be available following the meeting.

IBTTA BOARD OF DIRECTORS & GOVERNANCE MEETINGS

THURSDAY, SEPTEMBER 9

3:00pm – 6:00pm

IBTTA Executive Committee Meeting
(by invitation)

FRIDAY, SEPTEMBER 10

9:00am – 5:00pm

IBTTA Board of Directors and Board Committee Meetings

6:30pm – 10:00pm

IBTTA Board of Directors, Past Presidents and Honorary Members Dinner
Hotel Del Coronado (by invitation)

SATURDAY, SEPTEMBER 11

8:00am – Noon

Past Presidents and Board of Directors Meetings

ANNUAL MEETING & EXHIBITION AGENDA

SATURDAY, SEPTEMBER 11

8:00am – 1:00pm

Registration & Welcome Center

8:00am – 5:00pm

Speaker Presentation Drop-off

12:30pm – 3:30pm

City Tour with Harbour Cruise
(see page 6 for details)

SUNDAY, SEPTEMBER 12

6:00am – 7:30am

Sunrise & Exercise

8:00am – 5:00pm

Exhibit Hall Set-Up

9:00am – Noon

City Tour with Harbour Cruise

9:00am – 5:00pm

Registration & Welcome Center

9:00am – 5:00pm

Speaker Presentation Drop-off

9:00am – Noon

Technical Tour: I-15 Managed Lanes
(see page 6 for details)

Noon – 3:00pm

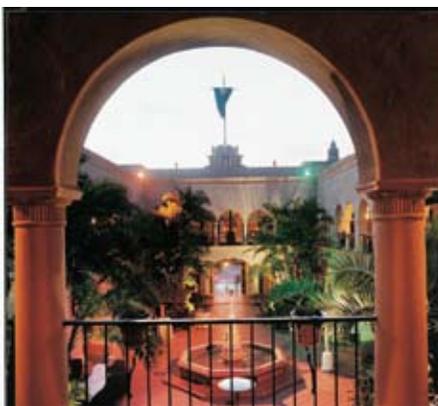
Technical Tour: South Bay Expressway & State Route 11/Otay 11 Border Crossing
(see page 6 for details)

3:00pm – 5:00pm

Welcome Reception for New Members, Sustaining Members and First-time Attendees

6:30pm – 10:00pm

OPENING EVENT—THE PRADO RESTAURANT AT BALBOA PARK
(see page 5 for details)



MONDAY, SEPTEMBER 13

6:00am – 7:30am

Sunrise & Exercise

7:00am – 8:30am

Breakfast

7:00am – 5:30pm

Registration & Welcome Center

7:00am – 5:30pm

Speaker Presentation Drop-Off

9:00am – 1:00pm

Coronado Walking Guest Tour
(see page 7 for details)

8:30AM – 5:30PM  GENERAL SESSION

8:30am – 10:00am

WELCOMING REMARKS

Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC

Steve Snider, General Manager & CEO, Halifax Harbor Bridges, Halifax Nova Scotia CANADA & President, IBTTA

Greg Hulsizer, CEO, South Bay Expressway, San Diego, CA

Jerry Sanders, Mayor of San Diego, San Diego, CA (Invited)

José Luis Feito, Chairman, Asociación de Sociedades Españolas Concesionarias de Autopistas (ASETA), Madrid, SPAIN

SPECIAL TRIBUTE TO ED DELOZIER



(1951 – 2010)

Presented by the Staff of E-470 Public Highway Authority

10:00am – 10:30am

Refreshment Break

10:30am – 11:30am



KEYNOTE ADDRESS: Steve Farber, President, Extreme Leadership, Inc.
(see page 4 for bio)



11:30am – Noon

TOLL EXCELLENCE AWARDS CEREMONY

Presenter: David Machamer, CPA, Director of Toll Operations, Oklahoma Turnpike Authority, Oklahoma City, OK and Chair, IBTTA Awards Task Force

Noon – 2:00pm

Lunch & Exhibits

2:00PM – 3:30PM



GENERAL SESSION

IF TOLLING IS THE ANSWER, WHAT'S THE QUESTION?

Tolling in California appears to be ready to really take off. At the same time there continues to be political resistance, jurisdictional control issues, and skepticism as to whether Californians are really ready to embrace tolls. Join this lively discussion among the leaders of California's toll agencies on the future of tolling in California. Topics will include what they're trying to accomplish, opportunities and obstacles, navigating the political environment, NIMBYism (Not In My Backyard) environmental challenges and other relevant topics.

Moderator: John Chalker, Member, California Transportation Commission, LM Capital Group, LLC, San Diego, CA

Gary Gallegos, Executive Director, San Diego Association of Governments, San Diego, CA

Steve Heminger, Executive Director, Bay Area Toll Authority, Metropolitan Transportation Commission, Oakland, CA

Greg Hulsizer, Chief Executive Officer, South Bay Expressway, San Diego, CA

Will Kempton, CEO, Orange County Transportation Authority, Orange, CA

Tom Margro, Chief Executive Officer, Transportation Corridor Agencies, Irvine, CA

Anne Mayer, Executive Director, Riverside County Transportation Commission, Riverside, CA

Paul Taylor, P.E., Deputy Chief Executive Officer, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

3:30pm – 4:00pm

Refreshment Break

4:00PM – 5:30PM



GENERAL SESSION

GETTING A PIECE OF THE ACTION—STATE DOTs AND TOLLING

Since the 1930s, independent boards, commissions or authorities have been charged with financing, constructing, maintaining and operating America's toll roads. These agencies were generally partially or completely independent of state Departments of Transportation. Today we are seeing the emergence of a new wave of managed lane and road pricing projects under state departments of transportation, without the creation of new toll authorities or agencies. A new wave of toll or managed lanes projects using tolls to administer road pricing is breaking. Without new toll boards or authorities but rather directly under DOT operations and management, public DOTs across the United States are directing, building and operating HOT projects or new toll projects. What works? What unexpected challenges have arisen? How has the DOT organization been modified to handle private financing? How are operations and customer service managed?

Moderator: Steve Mayer, Market Development Manager, Parsons Corporation, East Aurora, NY

Phil Miller, P.E., Associate Vice President ITS Analyst IV, PBS&J, Orlando, FL

Eugene Conti, Secretary of Transportation, North Carolina Department of Transportation, Raleigh, NC (invited)

Hal Worrall, Ph.D., P.E., Managing Partner, Transportation Innovations, Inc., Oviedo, FL

Craig Stone, Director, Toll Division, Washington State DOT, Seattle, WA

Alain Estiot, Chief Quality Officer, Toll Collect GmbH, Berlin GERMANY

Jim Aloisi, Former Massachusetts Transportation Secretary, Boston, MA

5:30pm – 7:30pm

Reception in the Exhibit Hall

7:30pm

Member Hosted Events (by invitation)

TUESDAY, SEPTEMBER 14

6:00am – 7:30am

Sunrise & Exercise

7:00am – 8:30am

Breakfast

7:00am – 5:30pm

Registration & Welcome Center

7:00am – 5:30pm

Speaker Presentation Drop-off

8:30am – 9:00am

LEADERSHIP ACADEMY RECOGNITION CEREMONY—CLASS OF 2010

Presenter: Robert Horr, Executive Director, Thousand Islands Bridge Authority, Alexandria Bay, NY and Chancellor, Leadership Academy Board of Regents

9:00am – 10:00am



KEYNOTE ADDRESS:

Chris Jordan, Photographer and Environmental Activist, Seattle, WA

(see page 4 for bio)

10:00am – 10:30am

Refreshment Break

10:00am – 3:00pm

Balboa Park Museum Guest Tour

(see page 7 for details)

PRELIMINARY AGENDA



10:30AM – NOON BREAKOUT SESSIONS

C CALIFORNIA

WHAT'S HOT: THE PAST, PRESENT AND FUTURE OF HOT LANES IN CALIFORNIA

California began the modern of HOT lane development with the opening of the SR 91 Express Lanes in Orange County and the I-15 HOT/Express Lanes in San Diego in the 1990s. These projects became the model for the rest of the country in operational analysis, advanced toll policy development, and especially in the case of SR 91, revenue generation. The current planning in California will explode the HOT lane concept, as more than 1,000 miles of new HOT lane projects are in progress or planning. This panel will explore the history of HOT lanes and the current planning throughout the state.

Moderator: Gerald Nielsten, Senior Principal, Stantec Consulting Service, New York, NY

Kirk Avila, General Manager, Orange County Transportation Authority, SR 91 Express Lanes, Orange, CA

Michael Blomquist, Toll Program Director, Riverside County Transportation Commission, Riverside, CA

Chris Burke, Associate ITS Business Analyst, San Diego Association of Governments, San Diego, CA

Casey Emoto, CMA Deputy Director, Santa Clara Valley Transportation Authority (VTA), San Jose, CA

Andy Fremier, P.E., Deputy Executive Director, Bay Area Toll Authority, Metropolitan Transportation Commission, Oakland, CA

Stephanie Wiggins, Executive Officer, Metro Congestion Reduction Initiative, LA METRO, LA County HOT Lanes, Riverside, CA

I INNOVATION

HARMONIZING TOLL TECHNOLOGY STANDARDS AND PROCESSES: WHAT IS THE OPTIMAL SOLUTION?

Moderator: Jason Barnes, Editor, ITS International, Route One Publishing Swanley, Kent UNITED KINGDOM

This session explores both the political and commercial desire to harmonize toll technology standards and processes to allow vehicles to be charged a toll – simply and easily from the customer perspective – regardless of the vehicle's origin or destination. The players include the traditional makers of toll tags and readers, integrators, toll agencies and concessionaires, governments, as well as newcomers such as the cellular telecommunications companies and others. Who has the right answer? Is it RFID, GPS/GNSS, video, cellular? Perhaps the answer is something we have not yet considered. Often, the political desire to find a solution runs into the obstacle of commercial and operational reality. In this tug of war, political expediency can sometimes force hard decisions that are ducked or delayed. The resulting melting pot of issues increases in size and complexity with additional ingredients being added all the time. What will be the outcome?

Session participants pending – check the IBTTA website for updates.

P POLICY

HIGHWAY AUTHORIZATION—ARE WE THERE YET?

Sagging fuel tax receipts, concerns about the environment, and good old-fashioned political wrangling and paralysis are hampering efforts to pass a new surface transportation authorization. This panel will provide up to the minute insight on the future direction of surface transportation authorization with a particular focus on the future of tolling.

Moderator: Howard “Butch” Eley, President & CEO, Infrastructure Corporation of America, Brentwood, TN

Bill Ankner, Ph.D., Principal, Transportation Solutions and Former Secretary of Transportation, Louisiana DOT, Baton Rouge, LA

Jefferson Davis, Editor and Publisher, Transportation Weekly, Front Royal, VA

E THE ECONOMY

ORGANIZATIONAL RISK MANAGEMENT

Our industry has discussed project risks – identifying, mitigating and transferring. But

the recent recession has forced us to focus on internal operations. You have cut costs, raised tolls, downsized staff, outsourced and gone cashless. Do you know where the risks are now? Are you aware of the personal liabilities of employees, management and governing bodies? Learn from risk management advisors about how to analyze, evaluate and prioritize organizational risks as well as methods to mitigate the potential impacts to you and your operation.

Moderator: Susan Buse, Senior Associate, Transportation, Finance and Technology Division, Wilbur Smith Associates, Dallas, TX

Lisa Kremer, Senior Vice President, Marsh, San Francisco, CA

Bill Halkias, CEO, Attica Tollway Operator and President, Hellenic Institute of Transportation Engineers, Athens, GREECE

Noon – 2:00pm

Lunch & Exhibits

2:00PM – 3:30PM BREAKOUT SESSIONS

C CALIFORNIA & MEXICO

TOLLING AS A STRATEGY TO IMPROVE MOBILITY, ECONOMIC DEVELOPMENT, AND THE ENVIRONMENT

California is a leader in addressing mobility, economic development and environmental sustainability as part of the transportation system. Several agencies across the state are looking at innovative projects and programs that greatly augment the benefits that can be delivered from road pricing and smart transportation systems. We will highlight several exciting projects and programs that are changing the way California looks at tolling including the regional and state-wide benefits of those projects. Additionally, a special presentation will be made on Mexico City's “Big Bypass” project.

Moderator: Frank Barbagallo, Senior Toll Program Manager, Jacobs Engineering Group, Austin, TX

Marney Cox, Chief Economist, San Diego Association of Governments, San Diego, CA



Valarie McFall, Deputy Director, Transportation Corridor Agencies, Irvine, CA

Rafael Cal y Mayor, Ideal, Mexico City MEXICO

Chris Lytle, Deputy Executive Director & Chief Operating Officer, Port of Long Beach, Long Beach, CA

■ INNOVATION

NEW MEDIA FROM FACEBOOK TO IPHONE APPS: DRIVING CUSTOMERS AND BUSINESS OPPORTUNITIES IN THE WORLD OF TRANSPORTATION

This session will provide a high level overview of new media and social media and how its increasing importance in overall communications plans and tactics is changing the communications and news landscape. Real world examples of successful uses of new media within the toll industry will be discussed by experts in the field.

Moderator: Margaret Nathan, Partner, Strategic Communication, Inc., Park City, UT

James Roberts, Managing Partner, Rediret Relationship Marketing, Salt Lake City, UT

Daniel Sparling, Sr. Project Manager, New Media, Frank Wilson & Associates, San Juan Capistrano, CA

Ken Testani, Senior Vice President of Global Marketing and Partnerships, SuperShuttle International, Inc., Scottsdale, AZ

Mike Wooden, Senior Vice President Market Development, ACS, Shawnee, KS

■ POLICY

TOLLING AND TRANSIT, WHAT'S THE CONNECTION?

Are tolling and transit simply different slices of the same transportation pie? Yet with only a few notable exceptions, tolling and transit are thought of as distinct entities with separate funding sources and purpose — often because one generates net revenue while the other does not. But, if both have the same higher level goal of maximizing mobility to attain economic development and improved quality of life, should there be such a separation?

Moderator: Ken Philmus, Senior Vice President and Managing Director, ACS, A Xerox Company, Newark, NJ

Steve Lockwood, Senior Vice President, Parsons Brinckerhoff, Washington, DC

Mark Muriello, Assistant Director, Tunnels Bridges & Terminals, The Port Authority of New York & New Jersey, New York, NY

Servando Parapar, P.E., Manager, Transporte, LLS, Key Biscayne, FL

■ THE ECONOMY

THINK LOCAL, ACT GLOBAL – TOLL FINANCING IN THE CURRENT ECONOMY

For half a century, public toll facilities in the U.S. have relied upon tax-exemption and fixed return to attract investment in their projects. With the recent financial crisis, the advent of Build America Bonds and the interest of worldwide retirement funds, a new type of investor has emerged.

How must toll facility developers change their finance plans to attract investment now? How might this change PPP development in the U.S.? Listen as an issuer, an analyst, a banker and a federal administrator discuss the impacts on toll financing, both public and private.

Moderator: Frank McCartney, Executive Director, Delaware River Joint Toll Bridge Commission, New Hope, PA

Terri Slack, National Toll and Finance Program Manager, Jacobs Engineering Group, Norcross, GA

David Rush, Executive Director, Morgan Stanley, New York, NY

John Cross, Associate Office of the Tax Legislative Counsel, U.S. Department of the Treasury, Washington, DC (invited)

3:30pm – 4:00pm
Refreshment Break

4:00PM – 5:30PM **BREAKOUT SESSIONS**

■ CALIFORNIA

TRANSPORTATION PRICING STRATEGIES FOR THE CARBON REDUCTION ERA

California has adopted SB 375, a mandate to coordinate regional transportation investments

and land use in a manner that reduces greenhouse gas emissions from passenger vehicle travel. While land use changes such as increased density have been emphasized to date, transportation pricing strategies such as congestion pricing, HOT lanes, toll facilities and other pricing mechanisms are emerging as a major opportunity to improve mobility and transportation efficiency in ways that reduce regional carbon emissions. This panel will explore key aspects of the potential for priced facilities to reduce greenhouse gas emissions relevant to regions throughout California and the nation.

Moderator: Richard Dixon, Mayor Pro Tem Lake Forest and Past President, Southern California Association of Governments, San Diego, CA

Gary Gallegos, Executive Director, San Diego Association of Governments, San Diego, CA

Hasan Ikhtrata, Executive Director, Southern California Association of Governments, Los Angeles, CA

■ INNOVATION

RAPID ADVANCEMENTS IN TECHNOLOGY—CALIFORNIA & BEYOND

Today's rapid advancements in technology are driving important changes in the toll industry. Technological innovations are occurring at all levels and are helping to drive down operational costs while at the same time improve facility performance. As new technologies become more prevalent, customer demand for the benefits they offer (open road and/or cashless tolling) is increasing. Before a decision to implement these technologies is made, agencies need to understand how they will function as part of an integrated system and the current operating environment. This session will provide an overview of technological innovations, utilizing best practices and lessons learned from operators and toll technology experts.

Moderator: David Kristick, Director of Operations, E-470 Public Highway Authority, Aurora, CO

Mike Leahy, General Manager, VESystems, Irvine, CA

PRELIMINARY AGENDA



Rick Nelson, Director of Toll Operations, Florida's Turnpike Enterprise, Orlando, FL

Sue Caelers, Chief Information Officer, Queensland Motorways, Eight Mile Plains QLD AUSTRALIA

P POLICY

PERFORMANCE MEASUREMENTS

All high performance organizations, both public and private, must be interested in developing effective performance measurement tools and performance management systems. Hear from the experts that are on the cutting edge of implementing initiatives to foster collaborative, systematic benchmarking of their organizations to keep them functioning in a world class environment. This session provides guidance both to those who have already implemented such programs as well as those seeking to take the plunge.

Moderator: Mike Heiligenstein, Executive Director, Central Texas Regional Mobility Authority, Austin, TX

Pete Rahn, Senior Vice President, HNTB, former Executive Director, Missouri DOT, Kansas City, MO

Craig Stone, Director, Toll Division, Washington State DOT, Seattle, WA

Bob McQueen, Practice Builder, Southern California ITS, Kimberley-Hour and Associates, San Diego, CA and

Neil Johnstone, Regional Managing Director, Halcrow Group, Glasgow SCOTLAND

E THE ECONOMY

FINANCIAL SUSTAINABILITY – ALTERNATIVE REVENUE STRATEGIES FOR TOLL AGENCIES

After surviving the recent economic unpleasantness, toll operators are exploring unique ways to improve net revenues and achieve long-term financial sustainability. Discover ideas for diversifying cash flow sources, generating non-toll revenue by providing additional services,

finding new uses for excess land and other assets freed up after conversion to all-ETC.

Moderator: Jim Ely, Vice President & Vice Chairman, Toll Services, HNTB Corporation, Orlando, FL

Kevin Thibault, Assistant Secretary, Engineering & Operations, Florida DOT, Tallahassee, FL

Jim Tuton, President & CEO, American Traffic Solutions, Scottsdale, AZ

George Distel, Executive Director, Ohio Turnpike Commission, Berea, OH

7:00pm

Member Hosted Events (by invitation)

WEDNESDAY, SEPTEMBER 15

7:00am – 8:30am

Breakfast

8:30am – Noon

Registration & Welcome Center

8:30am – Noon

Speaker Presentation Drop-off

8:30AM – 9:00AM **B** BUSINESS SESSION

Election of IBTTA's 2011 Officers and Directors; Report from the Chair of the Finance Standing Committee of the Board, Report from the Executive Director and CEO.

PASSING THE BATON

9:00am – 9:30am

Preview of the 79th Annual Meeting & Exhibition, Berlin GERMANY

Alain Estiot, Chief Quality Officer, Toll Collect GmbH, Berlin GERMANY

9:00AM – 11:00AM **G** GENERAL SESSION

DRIVING TOWARDS "GREEN"

Today, everybody wants to be green, to build green, to work green. But what does that mean in the world of transportation? Join this important closing session and learn about the commitment from various sectors from the world of transport, to maintain corporate and social responsibility in support of the environment. *This is an encore presentation from the IBTTA workshop held in Athens Greece, June 20–22, 2010.*

Moderator: Gary Hausdorfer, Chairman & CEO, Cofiroute USA, Irvine, CA

Larry Yermack, Chief Strategist, Telvent Transportation, Rockville, MD

David Lewis, National Director, Econ & Finance, HDR, Inc., Ottawa CANADA (invited)

Bill Halkias, P.E., CEO, Attica Tollway Operator and President, Hellenic Institute of Transportation Engineers, Athens, GREECE

Other invited presenters are from Michelin France and a major automobile manufacturer.

10:00am – 4:00pm

La Jolla Guest Tour

(see page 7 for details)

11:00am

MEETING ADJOURNS

11:30am – 6:00pm

IBTTA Foundation and Leadership Academy Fundraiser – Maderas Golf Club

(see page 5 for details)

7:00pm – 10:00pm

CLOSING EVENT: CALIFORNIA DREAMING—AN EVENING UNDER THE STARS

(see page 5 for details)

HOTEL, TRAVEL & GENERAL INFORMATION



HILTON SAN DIEGO BAYFRONT

1 Park Boulevard
San Diego, CA 92101

Phone: (619) 564-3333

Fax: (619) 564-3344

www.hiltonsdbayfront.com

Hotel Rates, Fees and Charges

Group Rate: \$241.00 Single/Double
Current Taxes: 12.6% (State and Local)
Internet: \$13.95 per day

Association rates shall apply beginning September 7, 2010 through and including September 18, 2010, with rooms outside the block subject to availability. **The hotel will offer the negotiated room rate until August 10, 2010 ("the cut-off date") or until the IBTTA room block is sold out.** Only room reservations received on or before the cut-off date will be confirmed at the group rate. Reservations can be cancelled up to 24 hours prior to arrival without penalty. If complete cancellation of an individual reservation takes place within 24 hours of the scheduled arrival, a cancellation fee equal to one (1) night's room rate will be charged (with the exception of a personal or medical emergency where verification can be provided).

Hotel Reservations

Reservation Code:
IBTT

Toll Free within the United States:
1-800-HILTONS (1-800-445-8667)

Toll Free From Outside the United States:
+ 800 HHILTONS

Note: There are a few Hilton properties in San Diego. Be sure to make your reservation at the newly opened Hilton Bayfront.

Online: Please visit IBTTA's Web site at events www.ibtta.org/events for hotel reservation link and information.

Arrival/Departure

Check-in: 3:00pm

Check-out: Noon

Smoking

This hotel is 100% non-smoking.

TRAVEL OPTIONS

San Diego International Airport (SAN)

The airport is a 10 minute ride to the hotel.

Shuttle:

Cloud 9 Shuttle

(619) 564-7908

www.cloud9shuttle.com

\$8 per person each way from airport to hotel

Taxi:

San Diego Yellow Cab

(619) 234-6161

San Diego Cab

(619) 226-8294

\$7-\$10 from airport to hotel

Rental Cars:

Car rental shuttles regularly operate at the Terminal 1 center traffic aisle and at the traffic island at the far west end of Terminal 2.

Parking:

Self-parking: \$25 per day

Valet parking: \$35.

Recommended Travel Websites

www.kayak.com

www.yapta.com

www.orbitz.com

GENERAL INFORMATION

Attire

Dress for business sessions is business casual. Dress for all other events is noted next to the description of the individual event. If a technical tour is scheduled, participants are encouraged to wear comfortable shoes and dress for the weather.

Webcasting

Select sessions will be recorded for the purpose of webcasting and will be available following the meeting. See the program agenda for details at www.ibtta.org.

Certification/Professional Development Hours

IBTTA recognizes the need for professional engineers and planning professionals to demonstrate continuing professional competency in their respective fields and earn certification maintenance (CM) credit or professional development hours (PDH). IBTTA is in the process of submitting sessions for this meeting for CM credit with the American Institute of Certified Planners (AICP). Forms will be available for professional engineers to submit PDHs to NSPE for licensing requirements.

Weather in September

The average high is 77°F/25°C

The average low is 66°F/19°C

Guest Tours

IBTTA has contracted with The Meeting Manager (TMM) to handle all IBTTA Guest Tours during the San Diego Annual Meeting. See page 7 for details.

Competing Events

It is against IBTTA policy for other organizations to schedule events during the official program.

ATTENDEE REGISTRATION FORM

REGISTER NOW! ibtta.org

Interpretation Services—All sessions will be presented in English only. Interpretation services **will not** be available at this meeting.

Registration is easy! Choose from the following options:

Online: www.ibtta.org

Fax: Complete this form and fax to (202) 659-0500.

By Mail: Complete the registration form below and send it with payment to:

IBTTA, 1146 19th Street, NW Suite 800, Washington, DC 20036.

Please Complete One Form Per Registrant.

First Name _____ Last Name _____
 Title _____ Name for Badge _____
 Organization _____
 Address _____
 City _____ State _____ Zip _____ Country _____
 Phone _____ Fax _____
 E-mail _____
 Guest Name _____ Name for Badge _____
 Guest E-mail _____
 Youth Name _____ Name for Badge _____

- I am a new member and/or a first-time attendee and will be attending the Welcome Reception for New Members, Sustaining Members and First-Time Attendees on Sunday, September 12th from 3:00pm – 5:00pm.
 I plan to stay for the Closing Event on Wednesday, September 15th from 7:00pm – 10:00pm.

1. Registration Fees (ALL FEES ARE PER PERSON IN U.S. DOLLARS.)

After **August 28, 2010** registrations will only be accepted on site. If your registration is not confirmed by **August 28**, your name will not appear in the final registration list. Registration Fees include all meals, receptions and events listed in the Program with the exception of individually priced tours. Your organization's dues must be paid to qualify for the member rate.

| Registration Type | Early Bird Discount Through August 22, 2010 | | After August 22, 2010 | |
|---------------------------|---|-------------------------------------|-----------------------------------|-------------------------------------|
| | Member | Non-Member | Member | Non-Member |
| Regular Delegate | <input type="checkbox"/> \$725.00 | <input type="checkbox"/> \$1,025.00 | <input type="checkbox"/> \$825.00 | <input type="checkbox"/> \$1,125.00 |
| Government Delegate* | <input type="checkbox"/> \$625.00 | <input type="checkbox"/> \$725.00 | <input type="checkbox"/> \$625.00 | <input type="checkbox"/> \$725.00 |
| Speaker/Moderator | <input type="checkbox"/> \$400.00 | <input type="checkbox"/> \$400.00 | <input type="checkbox"/> \$400.00 | <input type="checkbox"/> \$400.00 |
| Exhibitor (floor only)** | <input type="checkbox"/> \$300.00 | <input type="checkbox"/> \$300.00 | <input type="checkbox"/> \$400.00 | <input type="checkbox"/> \$400.00 |
| Guest*** | <input type="checkbox"/> \$300.00 | <input type="checkbox"/> \$300.00 | <input type="checkbox"/> \$300.00 | <input type="checkbox"/> \$300.00 |
| Youth (under 13 yrs. old) | <input type="checkbox"/> \$200.00 | <input type="checkbox"/> \$200.00 | <input type="checkbox"/> \$200.00 | <input type="checkbox"/> \$200.00 |
| Media**** | No Fee. Requires Approval. | | | |

Registration Fee Subtotal \$ _____

* Government rates apply to employees and/or members of governing body of international, federal, state, county, local and provincial governments.

** This fee applies to all activities in the exhibit hall **only**. This fee is for exhibitors wishing to bring booth workers only. The fee **does not** include sessions, tours or outside events.

*** Guest refers to a spouse or personal friend, not a business associate or staff member. Guest and Youth rate includes all meals, receptions and evening events listed on the program.

****Members of the credentialed media are welcome to attend **sessions only** and must check in at the IBTTA registration desk. Contact Wanda Klayman at wklayman@ibtta.org.

2. Technical Tours (ALL FEES ARE PER PERSON IN U.S. DOLLARS.)

Please register by **August 28, 2010** to guarantee participation. Tickets will be sold onsite but are subject to availability.

| TOUR | # OF TICKETS | PRICE | AMOUNT |
|---|--------------|---------|------------|
| Technical Tour: I-15 Managed Lanes September 12, 2010 :: 9:00am – Noon | _____ | \$25.00 | = \$ _____ |
| Technical Tour: South Bay Expressway and State Route 11/Otay II Border Crossing September 12, 2010 :: Noon – 3:00pm | _____ | \$25.00 | = \$ _____ |
| Subtotal | | | \$ _____ |

3. Sustainability Initiative

Yes! I would like to make a \$10 offset contribution to support IBTTA's Sustainability Initiative. See page 3 for details.

Wire Transfer Information

Contact Harry Smith at hsmith@ibtta.org.

General Information

Delegate and speaker/moderator registration fees include all functions in the official program and must be paid by **August 28, 2010** to appear in the registration list. All employees of an agency or organization are considered "Delegates."

Registration Refund and Cancellation Policy

Full registration refunds less \$75 administrative fee will be made if cancellation is received in writing by IBTTA before **August 28, 2010**. No refunds will be issued after this date. Tours are subject to cancellation if minimums are not met. No refunds will be issued for tour reservations cancelled after **August 28, 2010**. No refunds will be issued for no-shows. Substitutions are allowed at any time.

Special Requirements

If you have special meal or other requirements, please send an email to Kathleen Davis at kdavis@ibtta.org.

PAYMENT SUMMARY

- Registration Fees \$ _____
 - Technical Tour \$ _____
 - Sustainability Initiative (Offset Contribution) \$ _____
- Total Due \$ _____

METHOD OF PAYMENT

I wish to use the credit card listed below:

- Visa MasterCard American Express
 Check enclosed.
 Wire Transfer Pending.

NOTE: If you would like to have your professional fees billed separately from your personal fees, please contact Harry Smith at 202-659-4620 x10 or at hsmith@ibtta.org.

Account Number _____

Exp. Date _____

Name on Credit Card _____

Authorized Signature (Only if paying by credit card) _____

Billing Address if Different from Above _____

- I have read and understand the payment and cancellation policies outlined in the program.

Signature _____ Date _____

Registration Questions?

Contact Harry Smith, IBTTA Registrar, at hsmith@ibtta.org or (202) 659-4620, ext. 10

SPONSOR RESERVATION FORM

Maximize your exposure to the tolling industry at IBTTA's 78th Annual Meeting & Exhibition!

Sponsor opportunities are available and sell quickly – choose your sponsorship today or contact us to create a customized package for your company.

Benefits of all Sponsor Levels Include:

- Company logo on sponsor reel
- Recognition during sessions
- Listing in final meeting program
- Link on annual meeting page of the IBTTA website
- Prominent signage
- Table for sponsor materials
- Advance attendee registration list



GOLD (\$15,000)

All gold sponsors receive (2) complimentary delegate registrations. Choose one of the following:

- Closing Event (Wednesday)
- Closing Reception (Wednesday)
- Coffee Station
- Disposable Cameras
- Cyber Center
- Evening Reception in Exhibit Hall (Monday)
- Keynote Speaker (2)
- Meeting T-Shirt
- Name Badge Holder/Lanyard
- Portfolio
- Printed Program Advertisement (back cover)
- Production/AV Sponsor
- Registration Bags
- USB Drive
- Water Bottles
- Hotel - room drop

SILVER (\$12,000)

All silver sponsors receive (1) complimentary delegate registrations. Choose one of the following:

- Coasters
- Hotel Key Cards
- Key Chains
- Luggage Tag/Identifiers
- Lunch in the Exhibit Hall (Monday)
- Lunch in the Exhibit Hall (Tuesday)
- Notebook (4x6)
- Printed Registration List (back cover)
- Eco-Friendly Pens

BRONZE (\$6,000)

Choose one of the following:

- New Member & First-Time Attendee Reception
- Session Refreshment Breaks (Monday) - (2)
- Session Refreshment Breaks (Tuesday) - (2)
- Tour and Event Buses

PAYMENT SUMMARY

- GOLD – \$15,000
- SILVER – \$12,000
- BRONZE – \$6,000

METHOD OF PAYMENT

I wish to use the credit card listed below:

- Visa MasterCard American Express
- Check enclosed

Account Number _____

Exp. Date _____

Name on Credit Card _____

Authorized Signature (Only if paying by credit card) _____

Billing Address if Different from Above _____

Signature _____

Date _____

SPONSORSHIP CONTACT INFORMATION

Contact Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Office Phone _____ Mobile Phone _____

E-mail _____

Signature _____

To Secure your sponsorship, return this form with payment to IBTTA.

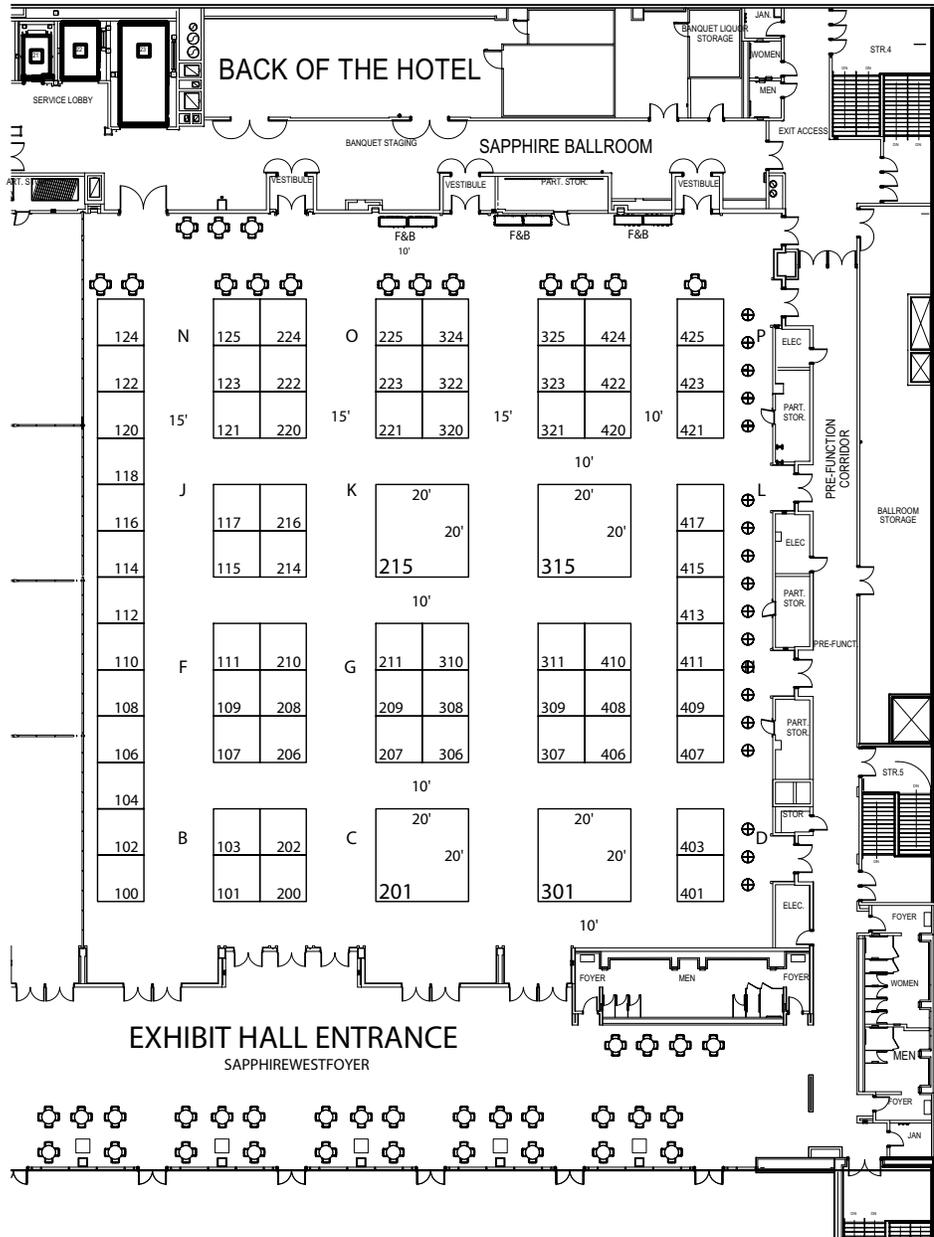
1146 19th Street, NW, Suite 800, Washington, DC 20036-3725

Tel 202-659-4620, Fax 202-659-0500

For questions about sponsorship opportunities, contact Chris Galione at cgalione@ibtta.org or at +1(202) 659-4620 x 11.

EXHIBITOR INFORMATION

IBTTA 2010 Exhibit Hall HILTON SAN DIEGO BAYFRONT Level 4 – Sapphire Ballroom (ALL BOOTHS MEASURE 10 FEET X 10 FEET)



Become an Exhibitor Today!

Don't miss the chance to meet your customers and prospective customers face-to-face during IBTTA's 78th Annual Meeting and Exhibition. Decision makers from the toll industry will attend this exhibition, the only exhibition targeted directly to them. Their agencies operate vital transportation links, and they're looking for the technologies, products and services you can provide.

Complete, sign and return the Exhibitor Reservation Form with required payment to secure your place in IBTTA's exhibit hall. Exhibit space will be assigned on a first-come, first-served basis, upon receipt of payment. For the best selection, reserve your booth today!

The Exhibitor Kit is available online at www.ibtta.org includes:

1. Exhibitor floor plan
2. Exhibitor reservation form (PDF)
3. Exhibitor information and Service Manual from Freeman (the designated decorating company)

For more information, contact Chris Galione at cgalione@ibtta.org or 202-659-4620 ext. 11.

Exhibit Hours

SUNDAY, SEPTEMBER 12
8:00am – 5:00pm
Set Up

MONDAY, SEPTEMBER 13
Noon – 2:00pm
Lunch
5:30pm – 7:30pm
Opening Reception

TUESDAY, SEPTEMBER 14
Noon – 2:00pm
Lunch
3:00pm – 5:30pm
Tear Down

EXHIBITOR RESERVATION FORM

Exhibit Information

- Booth space measures 10 ft. x 10 ft. and includes standard background and side rail drapes, one six-foot draped table, two chairs, one wastebasket, and an ID sign. The exhibit hall is carpeted and any additional furnishings or modular exhibits may be ordered through Freeman, the designated decorating company. Contact (714) 254-3410.
- An Exhibitor Service Manual with order forms and shipping instructions can be found online at www.IBTTA.org.
- Booth assignments will be made by IBTTA on a first-come, first-served basis **upon receipt of payment and a completed, signed copy of this Exhibit Contract.**

Exhibitor Registration Information

- Attendee registration is not included with the exhibit booth package. All exhibit personnel **must** register using an official IBTTA Attendee Registration Form.
- Exhibitors registering prior to August 28, 2010 will appear in the advance registration list given to all Delegates.
- Technical Tours are open to registered Delegates only.

FOR IBTTA USE ONLY

Booth Location Assignment: _____
Date Space Confirmed: _____
Date Payment Received: _____
Payment Method: _____
Amount: _____

Fax completed form to:
(202) 659-0500

1. Primary Contact Information

Name of Exhibiting Company: _____

The following information should refer to the contact in charge of the exhibit and to whom all materials should be sent. Completing this form does not register the primary contact to attend the exhibition. A separate registration form must be completed by every person entering the exhibit hall.

Name _____

Title _____

Address: _____

City _____ State _____ Zip _____ Country _____

Business Telephone _____ Fax _____

E-mail _____

2. Exhibit Space Selection *Refer to floor plan when making booth selection*

Booth number(s): 1st Choice _____ 2nd Choice _____ 3rd Choice _____

MEMBER No. of Booths: _____ 10 ft. x 10 ft. (2.4m x 3m approx.) @ U.S. \$3,000 = \$ _____

NON-MEMBER No. of Booths: _____ 10 ft. x 10 ft. (2.4m x 3m approx.) @ U.S. \$4,500 = \$ _____

Booth assignments will be made by IBTTA on a first-come, first-served basis. All efforts will be made to accommodate booth preference but the Association reserves the right to make choices based on the best use of the available space and the entire exhibit area. Full payment of the total cost of your space must accompany this form. You may send this contract by fax only if paying by credit card. Please do not mail a duplicate form. Checks should be made payable to IBTTA. All fees must be in U.S. dollars and drawn on a U.S. bank. **Payor must assume all bank fees.** Check must be in U.S. funds and drawn on a U.S. bank. Please reference exhibitor name and conference name and fax a copy to IBTTA at 202-659-0500.

CANCELLATIONS: Please read the cancellation policy below. It will be strictly enforced.

3. Payment Method

- American Express MasterCard Visa
 Bank Transfer Check

Card Number _____ Exp Date _____

Name on Credit Card _____

Authorized Signature _____

4. Signature of Agreement

I have read the terms and conditions set forth in this contract (note terms below) and I have agreed to abide by these terms and conditions which form a part of this contract between our firm (Exhibitor) and the International Bridge, Tunnel and Turnpike Association.

Signature _____

Date _____

IBTTA Exhibit Terms and Conditions

1. **Payment:** Full payment is required before Exhibit Space will be reserved. All fees must be paid in U.S. dollars and drawn on a U.S. bank. Payor must assume all bank fees.
2. **Exhibitor Rate:** Your organization's 2010 IBTTA membership dues must be paid in full by July 30, 2010, to qualify for the member-discounted exhibitor rate.
3. **Cancellation Policy:** All Exhibit Space cancellations or reductions must be made in writing. Refunds are calculated as follows: Cancellation or reduction of Exhibit Space prior to August 13, 2010, a refund of 50% of exhibit space cost will be granted. Cancellation of Exhibit Space after August 13, 2010, no refund will be granted.
4. **Insurance:** Exhibitor shall effect insurance coverage for all exhibit merchandise at site and in transit exclusive of business interruption insurance, if applicable, and IBTTA shall not be responsible for any loss or damage thereto, howsoever incurred. The Exhibitor must carry his own fire insurance and public liability insurance of not less than one million dollars and provide proof of insurance to IBTTA prior to move-in. Please note the hotel will check for this when you move in, so be sure to have proof of insurance with you onsite.
5. **Exhibit Set-Up/Tear Down:** Installation and Dismantling of Exhibits may only be conducted during the time specified.
6. **Exhibit Guidelines.** IBTTA will follow the official Guidelines for Display Rules and Regulations as issued by the International Association of Exposition Management. A copy of these rules may be requested from the IBTTA office.
7. **Considerations.** The playing of music or loud noises within the exhibit or display area is strictly prohibited.

IBTTA

International Bridge, Tunnel and Turnpike Association

DRIVING CHANGE SINCE 1932

1146 19th St. NW, Suite 800
Washington, DC 20036-3725



**IBTTA 78TH ANNUAL
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