

August 2011

Dear Potential Exhibitor or Sponsor:

Do you wish representatives from your company could talk to more than 500 engineers, planners, designers, and safety specialists at the same place? By taking part in the **17<sup>th</sup> Annual Transportation Engineering and Safety Conference**, Pennsylvania's premier transportation conference, you can do just that.

This year's conference will be held from December 7 to 9, 2011, at The Penn Stater Conference Center Hotel in University Park, Pennsylvania. More than 100 transportation experts will give presentations on current trends and new technologies. There also will be technical workshops beforehand that provide concise, practical training for professionals at all levels.

Many of the participants who attend this conference are decision makers who rely on this opportunity to meet informally with exhibitors to learn about the latest products and technology. Your company can be highlighted as an exhibitor and/or as a sponsor. When you register as a sponsor or exhibitor, we will make the announcement on the conference's Facebook fan page, and add your company's link. The preliminary schedule is attached, and updated information will be available at <http://www.outreach.psu.edu/programs/transportation/>

**As a sponsor**, your company's advertisement will be featured in the conference program, and your company will be recognized during the conference. There are three sponsorship levels: Platinum (\$5,000), Gold (\$1,000), and Silver (\$500). With the Platinum sponsorship, you can design and present a session on a topic of your choice suitable to the conference. Detailed information about all three levels is included in this packet.

**As an exhibitor**, you will receive two complimentary registrations, an 8' x 10' display area with a 6' x 2' skirted table, two chairs, and your company will be recognized during the conference. Exhibit spaces will be open from Wednesday, December 7, at 10:00 a.m., through Friday, December 9, at 10:30 a.m.

High visibility space is available in the conference center lobby and outside the building, on a first-come, first-serve basis.

**In order to further promote sponsors and exhibitors, we invite you to contribute door prize items to be given away during lunch on Wednesday or Thursday.**

All the necessary forms to register as an exhibitor and/or sponsor are enclosed. If you would prefer not to be solicited for this conference, please send an e-mail to Nancy Shiffler Eckard at: [nzm1@outreach.psu.edu](mailto:nzm1@outreach.psu.edu) and include your company name and mailing address.

Thank you for your consideration. I hope to see you at the conference.

Sincerely,



Martin T. Pietrucha, Ph.D., P.E.  
Chair

Enclosures

**17<sup>th</sup> Annual Transportation Engineering and Safety Conference  
December 7 – 9, 2011**

***Sponsorship Opportunities***

**PLATINUM- \$5,000**

This level provides a unique opportunity to sponsor one session during the conference. The sponsor may select the topic and speakers for the session. The session topic must fit the scope of the conference and be of interest to a large audience emphasizing innovation, excellence, and solutions to problems of society such as saving lives, saving time or increasing comfort and welfare. Sponsor benefits include:

- 4 complimentary registrations for employees
- Full page black & white ad in program
- Reserved table(s) at lunch for employees registered for conference and lunch
- Signage outside session room
- Recognition during lunch
- Sponsor ribbons on name tags of each company employee

**GOLD- \$1,000**

- 1 complimentary registration
- Half page (7" w x 4" h) black and white advertisement in the conference program
- Recognition during lunch
- Sponsor ribbons on name tags of each company employee

**SILVER- \$500**

- Business card-size (3 ½" w x 2" h) black and white advertisement in the conference program
- Recognition during lunch
- Sponsor ribbons on name tags of each company employee

**PLEASE E-MAIL your black and white ad in pdf and jpg form to Stephanie Harter @ [sas8@outreach.psu.edu](mailto:sas8@outreach.psu.edu) NO LATER THAN OCTOBER 28, 2011.**

**Gold Sponsor Ad Size**

7" w x 4" h  
600 dpi  
Black & White  
pdf & jpg files

**Silver Sponsor Ad Size**

3 ½" w x 2" h  
600 dpi  
Black & White  
pdf & jpg files

## POLICY ON EXHIBITS

The following criteria shall apply to exhibits held in conjunction with educational conferences sponsored by Continuing and Distance Education (Conferences and Institutes) of The Pennsylvania State University and The Penn Stater Conference Center Hotel.

1. All exhibits must have a recognized educational or public service value to the program participants.
2. All out-of-pocket expenses incurred because of the exhibit must be paid by the exhibitor.
3. On-the-spot solicitation of orders or acceptance of orders by exhibitors is to be discouraged.
4. Exhibitors shall be expected to adhere to time schedules as determined by the Conferences and Institutes and The Penn Stater Conference Center Hotel.
5. Exhibits for any University-sponsored conference shall not be installed or erected prior to noon on Tuesday, December 6, 2011. Exhibits should not be removed from the exhibit area before 4:00 p.m. on Thursday, December 8, 2011. Exhibits must be removed from the conference site by noon on Friday, December 9, 2011, unless prior arrangements have been made by the exhibitor with The Penn Stater Conference Center Hotel for later removal.
6. All exhibitors shall conform to any other specific or existing rules and regulations established by Conferences and Institutes and The Penn Stater Conference Center Hotel, regarding exhibits in specific areas. In addition, exhibitors may not post signs or exhibit materials on the walls of The Penn Stater Conference Center Hotel facilities.
7. Exhibitors shall be solely and completely responsible for all exhibits and for any personal or public liability caused by, or arising from the exhibitors' act or omission. Conferences and Institutes or The Penn Stater Conference Center Hotel assumes no responsibility for loss or damage to exhibits from any cause. The cooperating association, exhibitor, or exhibit management shall indemnify and hold harmless Conferences and Institutes and The Penn Stater Conference Center Hotel for any liability, claims or expenses suffered on account of acts or omissions of exhibitors.

The Pennsylvania State University  
Conferences and Institutes  
Exhibitor Agreement

Name of Conference: **17<sup>th</sup> Annual Transportation Engineering and Safety Conference**

Location of Conference: **The Penn Stater Conference Center Hotel**

Dates of Exhibit: **December 7-9, 2011**

Exhibitor Name:

Name on Booth:

Exhibitor hereby agrees to the following:

1. Exhibitor on behalf of itself, its members, agents and employees hereby releases University, its trustees, officers, agents and employees, from all liabilities and claims for damages and/or suits for or by reason of any injury or injuries to any person or persons or property of any kind whatsoever, whether the person or property of Exhibitor, its members, agents or employees, or third persons, from any cause or causes whatsoever while Exhibitor is in or upon University premises or any part thereof during the term of this Agreement, or occasioned by any occupancy or use of premises or any activity carried on by the Exhibitor in connection therewith.

2. Exhibitor hereby agrees to indemnify, defend and hold harmless The Pennsylvania State University, its trustees, officers, agents and employees, from and against any and all liability, claims, charges, expenses (including counsel fees) and costs on account of or by reason of any injuries, liability, claims, suits, or losses however occurring or damages growing out of the same, arising out of Exhibitor's Exhibit on University premises, whether or not caused in part by a party indemnified hereunder.

3. The Exhibitor agrees to maintain commercial general liability and property damage insurance in amounts that are approved by the University during the time the Exhibitor participates in the exhibit and to name the University as an additional insured under such policies of insurance. Exhibitor shall furnish the University a certificate of insurance evidencing such coverage which all be returned with this signed agreement.

4. Exhibitor agrees that all personal property shall be removed from the premises by Noon on Friday, December 9.

Agreed to by:

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Authorized Signature of Exhibitor

Date

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Name and Title (Please Print)

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Company Name

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Address

# AUDIO VISUAL & ELECTRIC SERVICE ORDER FORM

## *Penn State Hospitality Services*

**The Penn Stater Conference Center Hotel**

215 Innovation Boulevard  
 State College, PA 16803  
 Phone: 814-863-5000 Fax: 814-863-5001

Please return to Conference Manager: **Margo Williamson**, 215 Innovation Blvd., State College, PA 16803

Name of Conference: **Transportation Engineering & Safety** Dates: **December 7-9, 2011**

Company: \_\_\_\_\_ Booth: N/A

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Check Number: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

**Important: Please read the information below before completing this form.**

- A. ALL CHARGES MUST BE PRE-PAID. A 6% PA sales tax applies. **Please make checks payable to: Penn State University.**
- B. Prices are subject to change.
- C. In order to ensure that your request is met, please return this form to Penn State Hospitality Services no later than 15 days prior to the exhibit setup date. Orders received after this date may be subject to an additional charge.
- D. Every effort will be made to accommodate orders received at the time of setup once all previous orders have been filled. Additional charges may be applicable for day of setup requests.
- E. All audio visual equipment and electric must be ordered through the Conference Services Manager at The Penn Stater Conference Center Hotel.

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### Audio Visual and Electric Request Form

| Item   | Qty.      | Cost     | Billed |
|--|-----------|----------|--------|
| 1. Overhead Projector (per day)                                    |           | \$40.00  |        |
| 2. High Intensity Overhead Projector (per day)                     |           | \$45.00  |        |
| 3. Slide Projector (35mm)-per day                                  |           | \$40.00  |        |
| 4. VHS and Monitor (per day)                                       |           | \$95.00  |        |
| 5. Laser Pointer (per day)   |           | \$17.00  |        |
| 6. Conference Phone/Speaker Phone                                  |           | \$80.00  |        |
| 7. Unrestricted Phone Line (toll calls additional)-one time charge |           | \$40.00  |        |
| 8. Internet Connection (Ethernet)-one time charge                  |           | \$40.00  |        |
| 9. Laptop Computer Rental (per day)                                |           | \$85.00  |        |
| 10. Computer Monitor (per day)                                     |           | \$40.00  |        |
| 11. Computer Projection (per day)                                  |           | \$250.00 |        |
| 12. Projection Screen (per day)                                    |           | \$25.00  |        |
| 13. Standard Electric Service (charge per outlet)-one time charge  |           | \$25.00  |        |
| 14. 220 Electric Service (charge per outlet)-one time charge       |           | \$50.00  |        |
| 15. Other:   |           |          |        |
|  | Subtotal  |          |        |
|  | Sales Tax |          |        |
| All prices subject to PA 6% sales tax.                             | Total     |          |        |

# EXHIBITOR REGISTRATION FORM

**Transportation Engineering and Safety Conference  
December 7-9, 2011  
The Penn Stater Conference Center Hotel**

This form may be duplicated for additional registrations. Please print in ink or type. Return to Penn State by **October 30, to ensure your company's inclusion in the conference program.**

Primary contact person's last name

First name

Company name (*as it should appear in print*)

Contact person's email address

Mailing address (no. and street, or box no.)

City

State

ZIP code

Country

Phone no.

Fax no.

*Please link our website to your conference website. Our URL is* \_\_\_\_\_

To link our conference to your site, use [www.TESC2011.com](http://www.TESC2011.com)

**Preconference Workshop:**

*Optional workshops are held Wednesday, December 7, from 8:00 a.m. to noon unless noted.*

*Workshops are an additional \$95 with conference registration. You cannot register for a workshop only.*

- A. Designing Traffic Signals in Pennsylvania
- B. 2010 Highway Capacity Manual: Concepts and Application
- C. Highway Occupancy Permits
- D. Pedestrian Design
- E. Posted/Bonded Roads
- F. Working with the Highway Safety Manual
- G. 2009 MUTCD/Safe Mobility for Older Road Users

**Exhibitor 1 (attending conference):**

Last name

First name

Middle initial

Social Security no.\* or Penn State ID no.\*

Date of birth (month/day/year)

Male  Female

Email address

Phone no.

Fax no.

Optional Preconference Workshop: A B C D E F G

Will you attend lunch on: Wednesday  Yes  No Thursday  Yes  No

**Exhibitor 2 (attending conference):**

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|           |            |                |
|-----------|------------|----------------|
| Last name | First name | Middle initial |
|-----------|------------|----------------|

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|  |                                |
|--|--------------------------------|
| Social Security no.* or Penn State ID no.* | Date of birth (month/day/year) |
|--|--------------------------------|

[ ] Male [ ] Female

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Email address

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Phone no. Fax no.

Optional Preconference Workshop: [ ]A [ ]B [ ]C [ ]D [ ]E [ ]F [ ]G

Will you attend lunch on: Wednesday [ ] Yes [ ] No Thursday [ ]Yes [ ] No

**Exhibitor 3 (attending conference): \$175**

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|           |            |                |
|-----------|------------|----------------|
| Last name | First name | Middle initial |
|-----------|------------|----------------|

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|  |                                |
|--|--------------------------------|
| Social Security no.* or Penn State ID no.* | Date of birth (month/day/year) |
|--|--------------------------------|

[ ] Male [ ] Female

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Email address

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Phone no. Fax no.

Optional Preconference Workshop: [ ]A [ ]B [ ]C [ ]D [ ]E [ ]F [ ]G

Will you attend lunch on: Wednesday [ ] Yes [ ] No Thursday [ ]Yes [ ] No

**LOCATION PREFERENCE:**

- Outside the conference center
  - First floor lobby area
  - First floor break area
  - Second floor top of stairs
  - Second floor break area
- Place my company next to: \_\_\_\_\_

**Door Prizes:**

Yes No We will provide a door prize item.  
Item(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FEES:**

\$715 – Exhibit Fee (includes 2 comp registrations, one 6’ skirted table w/2 chairs) \$ \_\_\_\_\_  
\$175 – Extra Exhibitor Fee \$ \_\_\_\_\_  
\$ 40 – Extra Skirted Table x \_\_\_\_\_(quantity) \$ \_\_\_\_\_

*(If requesting more than one exhibit table, please include a diagram for the placement of tables.)*

**Preconference Workshop Fee (optional): \$95** \$ \_\_\_\_\_

**TOTAL PAYMENT:** \$ \_\_\_\_\_

*For additional services, including electric, please complete the Audio Visual & Electric Service form and mail it long with payment to the address on the AV form. **Do not include the AV payment with this registration payment.***

**Method of Payment:**

Your payment, in full, must accompany your registration form. The Pennsylvania State University's federal ID number is 24-6000376.

Enclosed is a check or money order for the amount indicated, signed and payable to The Pennsylvania State University.

Enclosed is a purchase order (made payable to The Pennsylvania State University) or letter of authorization from my employer or sponsoring organization.

**SEND TO:**

Conferences and Institutes Registration  
The Pennsylvania State University  
Box 108  
State College PA 16804  
Fax: 814-863-5175

\*The Social Security number (SSN) you provide for enrollment purposes, or when requesting specific services, will be used by the University to verify your identity for official record keeping and reporting. If you choose not to supply your SSN, certain services — such as transcripts, enrollment verification, tax reporting, and financial aid — may not be available to you, and Penn State cannot guarantee a complete academic record for you. Your SSN will be stored in a central system and used only as a primary source to identify you within the Penn State system; the Penn State ID will be used as the primary identifier.

# SPONSOR REGISTRATION FORM

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City

State

ZIP code

Country

Phone no.

Fax no.

*Please link our website to your conference website. Our URL is* \_\_\_\_\_

To link our conference to your site, use [www.TESC2011.com](http://www.TESC2011.com)

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- D. Pedestrian Design
- E. Posted/Bonded Roads
- F. Working with the Highway Safety Manual
- G. 2009 MUTCD/Safe Mobility for Older Road Users

**Platinum 1 or Gold Comp (attending conference):**

Last name

First name

Middle initial

Social Security no.\* or Penn State ID no.\*

Date of birth (month/day/year)

Male  Female

Email address

Phone no.

Fax no.

Optional Preconference Workshop: A B C D E F G

Will you attend lunch on: Wednesday  Yes  No Thursday  Yes  No

**Platinum 2 Comp (attending conference):**

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|           |            |                |
|-----------|------------|----------------|
| Last name | First name | Middle initial |
|-----------|------------|----------------|

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|  |                                |
|--|--------------------------------|
| Social Security no.* or Penn State ID no.* | Date of birth (month/day/year) |
|--|--------------------------------|

Male    Female

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Email address \_\_\_\_\_

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Phone no. \_\_\_\_\_ Fax no. \_\_\_\_\_

Optional Preconference Workshop: A B C D E F G

Will you attend lunch on: Wednesday  Yes  No      Thursday Yes  No

**Platinum 3 Comp (attending conference):**

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|           |            |                |
|-----------|------------|----------------|
| Last name | First name | Middle initial |
|-----------|------------|----------------|

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|  |                                |
|--|--------------------------------|
| Social Security no.* or Penn State ID no.* | Date of birth (month/day/year) |
|--|--------------------------------|

Male    Female

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Email address \_\_\_\_\_

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Phone no. \_\_\_\_\_ Fax no. \_\_\_\_\_

Optional Preconference Workshop: A B C D E F G

Will you attend lunch on: Wednesday  Yes  No      Thursday Yes  No

**Platinum 4 Comp (attending conference):**

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|           |            |                |
|-----------|------------|----------------|
| Last name | First name | Middle initial |
|-----------|------------|----------------|

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|  |                                |
|--|--------------------------------|
| Social Security no.* or Penn State ID no.* | Date of birth (month/day/year) |
|--|--------------------------------|

Male    Female

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Email address \_\_\_\_\_

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Phone no. \_\_\_\_\_ Fax no. \_\_\_\_\_

Optional Preconference Workshop: A B C D E F G

Will you attend lunch on: Wednesday  Yes  No      Thursday Yes  No

**Door Prizes:**

Yes No We will provide a door prize item.

Item(s): \_\_\_\_\_

\_\_\_\_\_

**FEES:**

|   |          |
|---|----------|
| \$5,000 – Platinum Sponsor (includes 4 complimentary registrations) | \$ _____ |
| \$1,000 – Gold Sponsor (includes 1 complimentary registration)      | \$ _____ |
| \$ 500 – Silver Sponsor   | \$ _____ |

**Preconference Workshop Fee (optional): \$95**      \$ \_\_\_\_\_

**TOTAL PAYMENT:**

\$ \_\_\_\_\_

**Method of Payment:**

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