



ITE Western District Annual Meeting

Exhibit Guidelines

These guidelines are intended to provide additional guidance for LACs in planning for the Exhibit during a Western District Annual Meeting. The adopted LAC policy for Exhibits is as follows:

Board Policy: Consultants and vendors should be encouraged to participate in the Annual Meeting in a manner that will be mutually beneficial to these organizations and to the attendees. The Annual Meeting shall incorporate a formal exhibit of commercial products and the LAC shall include a Vendor Committee to coordinate this event. The LAC must comply with Policy 17-9 adopted by the International Board of Direction, which follows.

17-9 MEETING AND CONFERENCE RELATED REVENUE

International affairs shall be designed to a scale that meets their particular needs. The fees for these affairs should be set high enough to cover all costs. Opportunities for exhibits, advertising, and sponsorship may be marketed to firms, organizations, and individuals by the Institute. Districts, Sections, and Chapters should adopt guidelines and procedures consistent with this Procedure.

The vendors using the exhibit area shall pay a fee for use of an exhibit area space. The fee, at a minimum, shall cover the cost of the space, general booth setup (drayage), electrical connections, security, and general conference provided internet connectivity. The vendors will be responsible for all individual costs associated with setup of vendor provided equipment and materials, storage, special internet needs, and insurance costs.

Hospitality suites provided by consultants and vendors may not be conducted during those times when formal meeting events are scheduled.

In addition, the District LAC Committee has worked with its Exhibit Coordinator to provide the following guidelines:

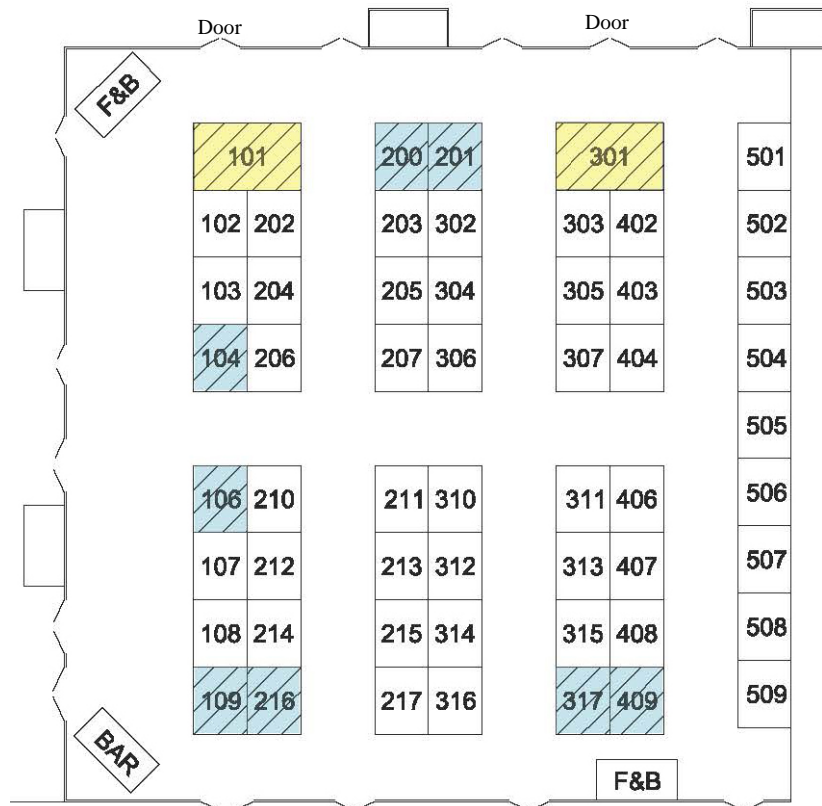
- Pre-Sale or Advance Sale Period
 - LACs should plan to discuss the subsequent year's exhibit at the current year's Annual Meeting with potential Exhibitors.
 - First choice or preference should be given to exhibitors that have frequently attended District Annual Meetings (for example, **5 out of the last 6** Annual Meetings). The District maintains a historical record of exhibitor attendance at each Annual Meeting.
 - These exhibitors will also be allowed to purchase early or reserve booth locations for the next Annual Meeting from the previous year's Annual Meeting.
 - Payment for reserved booth locations must be remitted before or during the first 2 weeks of January (by January 15th) or their preference/reservation is released. Many exhibitors have annual budgets that begin on the 1st of the year. They often have to wait until the start of the next budget cycle to make payments.



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- ITE Western District exhibit space has averaged about 12,500 SF (optimally 100'x120').
- Tiered booth prices are encouraged for all Annual Meetings with a base booth price for the District set at **\$2,000 per booth** (2018 basis). See sample booth layout below.



- Premium pricing is suggested for booth locations at the ends of aisles (particularly near the door), near food/drink, etc. since these are desirable booth locations (see sample blue booths).
- Prime pricing is suggested for booth locations at primary entrances. Typically double booths are placed at these locations and pricing could be set as high as double the base booth price (see sample yellow booths).
- Typically the base booth price includes an 8'x10' booth, name tags for up to four (4) booth personnel, and Monday/Tuesday luncheon tickets for two (2) booth personnel.
- There is no additional cost for additional booth personnel within the Exhibit area, but additional event/meal tickets can be purchased ala carte.
- Exhibitors that have attended five or more years in row should be recognized at the Annual Meeting. Recognition could take the form of badge tags or signs for their booths.
- LACs should provide exhibitors the option to pay using the meeting registration website which includes credit card payment options. A payment gateway (Paypal) has already been set up for LACs through the LAC Website. LACs should budget accordingly for the associated fees.



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Finally, future LACs are also encouraged to consider the following ideas that have been previously utilized in WesternITE exhibits that have been viewed favorably by exhibitors:

- Passport/ bingo/scavenger hunt to encourage attendees to visit each booth
- Raffles/structured give-a-ways at key break times (exhibitors provide gifts)
- Longer 30 to 60 minute break times (including having the Monday start time at 7:00 AM with coffee and extend until 8:30 AM)
- Food/coffee/drink placement between the booth areas and within the aisles (wider aisles and high-top tables)
- “Agency Mondays” where local agency staff (state DOT, city, county, MPO, Port, transit district...) are permitted to visit the exhibit area for free (or low cost ticket) and visit exhibitors (used as a means to recruit ITE membership at the same time). This would not include meals. Have exhibitors provide lists of prospective clients that are not attending but may participate in Agency Monday and reach out with invitations.
- Solution team presentations in the technical program that involve a exhibitor, agency staff and consultant explaining solutions that involve planning, engineering, design, products in transportation
- Consistent exhibit duration (begin and end times for the exhibit hall). Open Sunday for the Get Acquainted Social and end after an extended break following lunch on Tuesday to allow folks to pack and travel on Tuesday)
- Have moderators of sessions mention the exhibit hall to attendees prior to breaks to encourage participation
- Locate exhibit area near registration, technical session and luncheon space for easy access by attendees (avoid separation on different floors or buildings)