



**INSTITUTE OF TRANSPORTATION
ENGINEERS**

WESTERN DISTRICT

Local Arrangements Committee (LAC) Manual

August 2023

Table of Contents

	<u>Page</u>
A. Annual Meeting Policies.....	1
B. Annual Meeting Guidelines	1
1. Site Selection	1
2. Hotel Proposal Checklist	1
3. Optimal Hotel Space Layout & Historical Data	1
4. Meeting Program Outline	1
5. Typical Room Setup and Requirements.....	2
6. AV Road Map.....	2
7. Vendor Exhibit.....	2
8. Registration Summary.....	2
9. Sponsorships	2
10. Western District Copyright Waiver	2
11. Issuing Professional Development Hours (PDHs).....	3
12. LAC Appreciation Party	3
13. Photography.....	3
14. Historical Data.....	3
15. Communications Schedule.....	3

INTRODUCTION

Since 1948, the Western District Annual Meeting has been held throughout the District. This document, maintained by the LAC Task Force, formalizes the Western District policies related to Annual Meetings and provides guidelines regarding major issues for Local Arrangement Committees (LACs) in fulfilling their Annual Meeting host duties.

Sections hosting a Western District's Annual Meeting can expect significant planning and collaboration as well as District support. From start to finish, it typically requires at least three to five years of work to plan and conduct the meeting. The principal responsibility for the meeting rests with the local LACs. However, the Board formed the District LAC Committee to provide support, guidance, and oversight for local LACs, especially in the early stages of planning and hotel contracting. The Board recognizes the opportunity for innovation in the planning and presentation of Western District Annual Meetings; however, operations that differ significantly from past practice must be coordinated with the District LAC Committee and brought before the Board for review and approval.

A major concern for LACs is the fiscal viability of the Annual Meeting. Each LAC is expected to appropriately plan a meeting that is affordable and will break even financially, unless directed otherwise by formal action of the Western District Board. Keep in mind that every annual meeting has its unique characteristics. Each location will vary in costs, ancillary activities, hotel amenities, technical session focus, etc. The LAC will need to plan accordingly in order to have a successful meeting.

A. Annual Meeting Policies

In order to encourage Annual Meetings of the highest possible quality, to comply with International ITE requirements, and to promote an appropriate level of Annual Meeting consistency, the Board has adopted numerous policies. These policies range from overall meeting structure to budget items to meeting specifics. These policies are included in Appendix A. (Adopted 01/16, amended 05/19 & 08/23).

B. Annual Meeting Guidelines

1. Site Selection

In an effort to provide an opportunity for all District members to attend an occasional Annual Meeting, the meeting sites are changed each year. The District selects meeting sites based on a five year rotation amongst our major regional areas. The District's site selection approach is included in Appendix B.

2. Hotel Proposal Checklist

The hotel proposal checklist provides guidance for hotel contracts negotiated on behalf of the Western District. The District has enlisted the assistance of a meeting planning consultant for contract negotiations to assist the District LAC Committee in negotiating contracts. The checklist of required terms and clauses is included in Appendix C.

3. Optimal Hotel Space Layout & Historical Data

Optimal hotel space layouts are provided based on historical data from past Annual Meetings. This historical data is tracked to give a better understanding of the space requirements for Annual Meetings during the hotel/site selection process. The data is included in a spreadsheet in Appendix D.

4. Meeting Program Outline

A meeting program outline provides the typical schedule of events during an Annual Meeting. The outline is included in Appendix E.

5. Typical Room Setup and Requirements

Guidance is provided regarding the typical room size, attendance, setup, and other required items for major events during the Annual Meeting. The guidance document is included in Appendix F.

6. AV Road Map

AV fees have become a significant factor in budgets for Annual Meetings. As such, the AV Road Map was compiled to provide guidance on the required room power and audio/visual systems during the Annual Meeting. These guidelines are included in Appendix G.

7. Exhibit

The exhibit is a major source of revenue for an Annual Meeting. Based on input from exhibitors from past Annual Meetings and the District LAC Committee's Exhibit Coordinator, guidance is provided regarding the planning and major items associated with the exhibit. Historical data regarding exhibitor attendance at past Annual Meetings is available from the District LAC Committee. These guidelines are included in Appendix H.

8. Registration Summary

A chart outlining the items typically included in the different types of registration for the Annual Meeting is provided in Appendix I.

9. Sponsorships

Sponsorships are a major source of revenue for an Annual Meeting. LACs typically offer package and ala carte sponsorships for individual events of promotional items. Based on input from sponsors from past Annual Meetings and the District LAC Committee's Sponsor Coordinator, guidance is provided regarding the sponsorship program. Historical data regarding past Annual Meeting sponsors is available from the District LAC Committee. These guideline are included in Appendix J.

10. Western District Copyright Waiver

The Western District Transfer of Copyright Agreement is provided for use by LACs in Appendix K. Authors of papers submitted to LACs for the Annual Meetings should complete this agreement.

11. Issuing Professional Development Hours (PDHs)

Professional Development Hours (PDHs) are issued for Western District Annual Meetings through ITE International. Guidelines for issuing these PDHs are provided by ITE International and included in Appendix L.

12. LAC Appreciation Party

The local LAC can decide the best format for this event. Some LACs have held an event on the Saturday evening prior to the Annual Meeting (recognition and LAC/District officers team building) and others have had events after the Annual Meeting (thank you to volunteers). This event is at the discretion of the local LAC to decide what approach works best.

13. Photography

The local LAC will provide a photographer who will be responsible for documenting the meeting's technical and social events. Copies of the photographs must be provided in a timely manner to the Western District Webmaster. Recent meetings have utilized skilled ITE members who volunteer and take extensive photos of the meeting's activities.

14. Historical Data

Historical data for past Annual Meetings is available from the District LAC Committee. This data includes hotel room night, meeting registration, and event attendance numbers.

15. Communications Schedule

A schedule of communications to members regarding Annual Meetings has been developed by the District LAC Committee. Communications should be sent out by the WesternITE Managing Editor in coordination with the District LAC Committee Chair and District President. The communications schedule is included in Appendix M.



ITE Western District Annual Meeting

Conference Requirements

Hotel Rooms	Room block as outlined in RFP. Room night attrition must be set no higher than 80% of room block whereby all function space rental fees are waived (typically 400-500 room nights)
Lowest Rate Guarantee	<p>Should a lower transient (individual) rate be offered over the meeting dates, by any source, the Hotel agrees to:</p> <ol style="list-style-type: none"> 1) Offer that lower rate to any of the Group's attendees who meet the booking restrictions of the lower rate including but not limited to cancellation fees, pre-payment, change restrictions and availability at the time of request; or 2) Remove the lower rate from all public (non-company specific) distribution channels. This agreement applies to rates made available to the general public through the hotel reservation department, Customer Contact Centers or online distribution channels. 3) All or a significant block of rooms shall be provided at the estimated GSA government rate for the hotel's location and the year of the meeting.
Parking	No additional parking charges for ITE Western District guests (either overnight or daytime only)
Resort Fees	No additional resort fees for ITE Western District guests
Group Room Credit	At the Group's request, Hotel's in-house guest list will be compared with Group's registration list. Any guest room occupied by an individual on Group's registration list, but not coded to Group within Hotel's system, will be credited to Group's pickup (including <u>any</u> web pre-purchases). Hotel may compare the lists along with a representative of the Group.
Overbooking Scenario	<p>If Hotel is unable to provide a room to a Group attendee holding an accepted and/or confirmed reservation, Hotel will, at its own expense, provide the following:</p> <ol style="list-style-type: none"> 1) Provide room availability of comparable nature at a nearby hotel at the same rate as the contract. 2) Transportation to and from the substitute hotel for each day during which Hotel cannot provide a room. 3) Every attempt will be made to place the guest in an upgraded accommodation. 4) The Hotel will credit the Group for all room nights and room revenue from relocated rooms for purposes of calculating any term of this Contract such as room block performance or earned concessions.



ITE Western District Annual Meeting

Conference Requirements

Food and Beverage	<ol style="list-style-type: none"> 1) Hotel will work closely with ITE Western District to provide a menu within ITE Western District's budget. ITE's goal is to have their F& B costs not exceed the cost of living increase from year to year. 2) No bar set up fees 3) Allow numbers to be provided the week before the meeting for F&B functions with the ability to make minor refinements on Monday following the opening luncheon 4) Guaranteed F&B menu prices 5) Provide complimentary room and F&B function room décor, linen and table décor, (including flag set up for Wednesday luncheon).
Meeting Space	<ol style="list-style-type: none"> 1) Meeting, banquet and exhibit space and associated conference function spaces (i.e. registration table, locked storage area, etc. as attached) at no charge. 2) Head table and chair set up of all rooms is at no charge, using sample room layouts attached. 3) Allow for provision of own/outside AV equipment (i.e. projectors and computers by ITE or an outside vendor) with no additional fees. 4) No charge for any microphones, screens in meeting rooms if the group meets total projected room nights. 5) There will be no additional charge for use of meeting room equipment built into meeting rooms (i.e. projection screens, audio systems, etc.) 6) 20% discount on AV costs provided from Hotel rate schedule. 7) Easels provided complimentary. This would include easels for guiding guests and for every meeting room (unless electronic signs are provided outside every meeting room). 8) Water in meeting rooms at no cost.
Internet	<p>No charge for guest room secure internet/WiFi</p> <p>No charge for meeting, banquet, and vendor areas secure internet/WiFi</p>
Power	<p>Electrical power provided at no cost, including power strips, for:</p> <ol style="list-style-type: none"> 1) Registration area 2) Board Meeting room (Sunday) 3) Student competition room (Sunday) 4) Speaker prep room (Monday – Wednesday) 5) Technical Session rooms for computers and projection units (Monday – Wednesday) 6) Ballroom/Luncheon room/Plenary session rooms for computer and projection unit(s) (Monday-Wednesday) for all meeting functions
Vendor Area	<p>In the exhibit hall standard/basic outlet power requirements should be made available at no charge (one outlet per booth). A schedule of additional power services shall be provided with costs to be arranged with vendors who have such needs.</p>



ITE Western District Annual Meeting

Conference Requirements

Complimentary Rooms	<ol style="list-style-type: none"> 1) One per 40 room nights provided complimentary 2) One suite provided complimentary for five nights for the Western District President 3) A second suite (5 nights) provided complimentary if projected room block is achieved.
No Fees	Any basic meeting related fees not presented in the agreement will be the responsibility of the Hotel at no charge to the ITE Western District (such as, but not limited to, electrical power, hanging of banners and signs)
Storage Handling	There will be no charges for receiving, handling and storage of a reasonable amount of group's registration and meetings material from the Thursday prior to the meeting until the Sunday at the start of the meeting.
Marketing	Hotel will provide a link to their website tailored for the ITE Western District meeting for attendees to make reservations at the negotiated room rates at no cost.
Deposit	No advance deposits prior to the month in advance of the meeting.
Additional Requirements	<p>Direct methods of communication between LAC staff and hotel staff (cell phone or other means)</p> <p>Any change (move or reduction) in programmed space as outlined must be agreed to in advance by a designated official from ITE Western District</p>
Attrition	<p>In its 60 plus year history, ITE Western District has never experienced attrition. The hotel commits to working closely with ITE to 1) protect ITE's room block commitments and 2) to determine if block needs to be adjusted or negotiated downward to avoid attrition or upward to discourage overflow into nearby hotels, but most importantly always with an eye of not allowing ITE to incur attrition penalties by working closely with ITE. This will be accomplished by checking with ITE in January and April prior to the meeting to consider adjustments.</p> <p>In addition the hotel will work with ITE Western District in developing incentives for early reservation of our guests as well as incentives for those attendees registering and staying at the host hotel. This will be done to avoid use of nearby less expensive hotels. If it is found that attendees are staying at hotels of the same hotel brand with lower rates than our contract (i.e. Hilton, Hilton Gardens Inn, Doubletree, Hampton, etc.), within two miles of the host hotel then these rooms will be credited towards the room block.</p>
Cancellation Damages	Should the hotel cancel the contract ITE Western District reserves the right to sue for full damages to locate the meeting to another venue.



ITE Western District Annual Meeting

Typical Room Setup and Requirements

WESTERN DISTRICT BOARD MEETING

Date and Time

- Sunday
- Typically 9:00 am to 5:00 pm

Typical Room Size

- 1,600 SF

Function Attendance

- 40 people

Room Set up

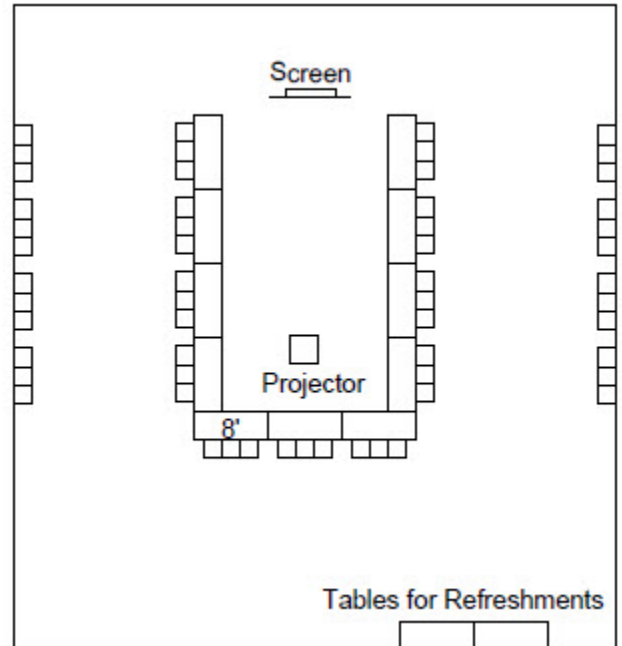
- U-shaped for 28 seated on outer sides of tables only (see diagram)
- End table if needed (shown dashed)
- Chairs each along two walls.
- One easel outside of room

Food & Beverage

Selected in consultation with Western District President.

May include:

- Morning
 - Pastries, fruit
 - Coffee, decaf, tea
- Lunch
 - Deli Buffet Lunch, or
 - Boxed Lunches
- Afternoon
 - Assorted Soft Drinks
 - Cookies, brownies



Assumes 8 ft. tables, 3 per table, with seats set to not straddle table legs U-shaped for 28 seated on outer sides of tables only (end table if needed (shown dashed) Officer Seating Refreshment/Buffer Tables Easel Open end provides position for standing presentations (or screen for visual). Projector and table, if needed. Power access for U-table attendee's computers.



ITE Western District Annual Meeting

Typical Room Setup and Requirements

PROFESSIONAL COMPETITION

Date and Time

- Tuesday
- Typically Noon to 5:00 pm

Typical Room Size

- 5,500 SF

Function Attendance

See historical data for ranges

- 200-225 people

Room Set up

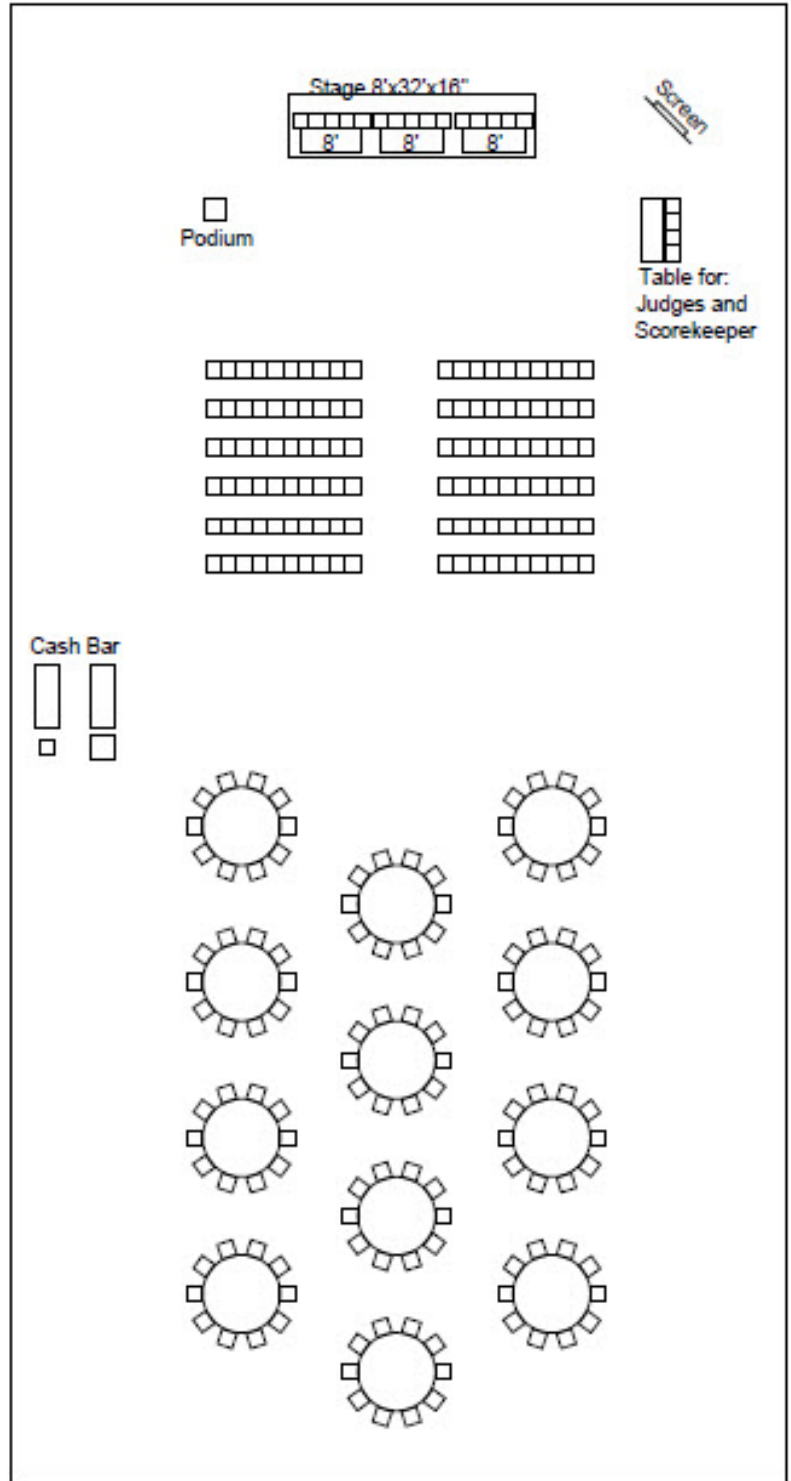
- Spectators
 - Rounds of 10
 - Chairs for seating, or
 - Combination of both + space for standees/milling around bar/food
- Three tables on risers (each table to seat 5)
- Freestanding podium for Emcee
- Table for the judges (3-4 seats)
- Cash Bar
- Tables for food
- One easel outside of room

Audio/Visual

- Emcee podium microphone (mobile)
- Overhead projector package
 - Projector
 - Cart
 - Screen
 - All electrical cables and cords
- Speakers and amplifiers

Food & Beverage:

Selected in consultation with LAC Chair. May include Ice Cream Bar or Pizza Bar + Beverages (optional)





ITE Western District Annual Meeting

Typical Room Setup and Requirements

LEADERSHIP BREAKFAST

Date and Time

- Tuesday
- Typically 7:00 am to 9:00 am

Typical Size

- 1,600 SF

Function Attendance

- 30-40 people

Room Set up

- Rounds of 10
- No Head Table
- One easel outside of room.

Audio/Visual

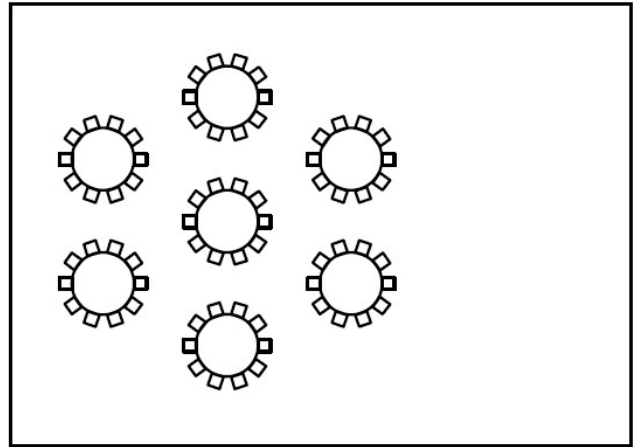
- Typically none

Food & Beverage:

Selected in consultation with Western District Vice President.

May include:

- Breakfast buffet or sit down hot entree
- Coffee, decaf, tea





ITE Western District Annual Meeting

Typical Room Setup and Requirements

KICKOFF AND ANNUAL BUSINESS MEETING LUNCHEONS OPENING SESSION

Date and Time

- Opening Session Monday 8-10 AM
- Kickoff Luncheon Monday Noon-2PM
- Business Luncheon Tuesday Noon-2PM

Typical Room Size

- 8,000 – 10,000 SF

Function Attendance

See historical data ranges, adjust to registration

- Opening: 300-500, commonly 400
- Kickoff Luncheon: 300-500, ~ 400
- Business Luncheon: 250-300

Room Set-up

- Rounds of 10
- Head table on low risers to seat up to 24 (likely 10 on Monday, 15+ on Tuesday)
- Table top lectern w/microphone adjacent to President at head table
- One easel outside of room.

Audio/Visual

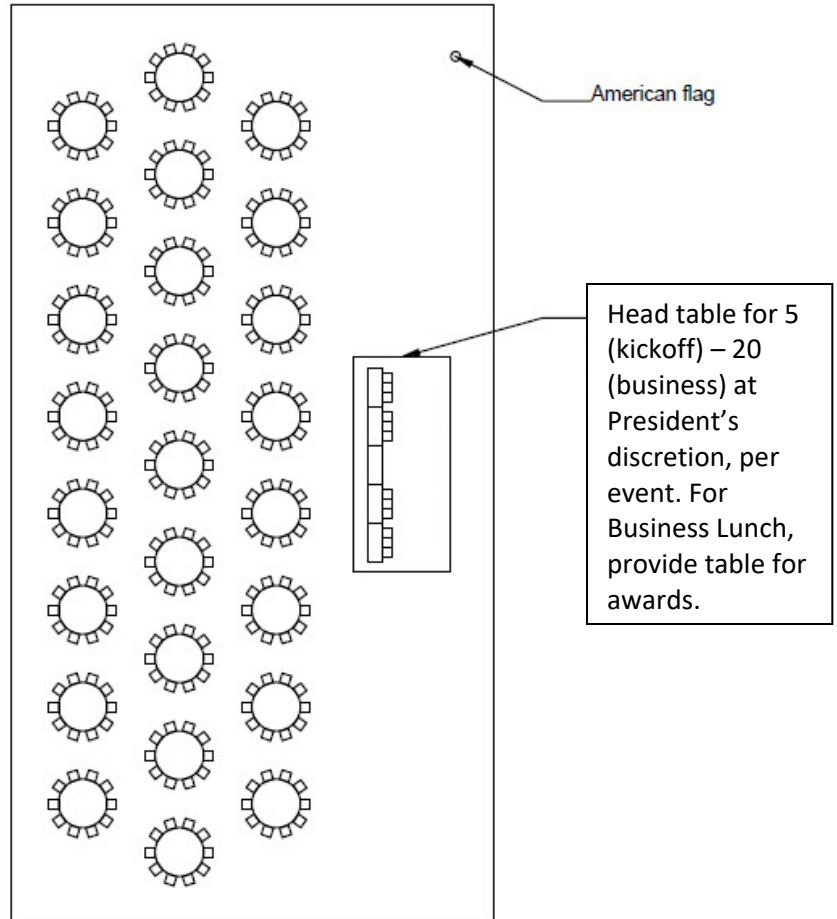
- Presidential podium microphone
- Overhead projector package (if needed)
 - Projector
 - Cart
 - Screen
 - All electrical cables and cords
- Speakers and amplifiers

Food & Beverage

Selected in consultation with LAC Chair.

May include:

- Soup or Salad + Entrée + Dessert
- Coffee, decaf, tea





ITE Western District Annual Meeting

Typical Room Setup and Requirements

WESTERN STATES LUNCHEON

Date and Time

- Wednesday
- Typically Noon to 2:00 pm

Typical Room Size

- 8,000 to 10,000 SF

Function Attendance

See historical data ranges

- 150-300, typically 200

Room Set up

- Rounds of 10
- Head table on low risers to seat up to 24
- Two reserved tables in front of the head table for Committee Chairs
- Table top lectern w/microphone adjacent to President at head table
- Large State flags on back wall (or where practical)
- Small flags on center of tables
- One easel outside of room.

Audio/Visual

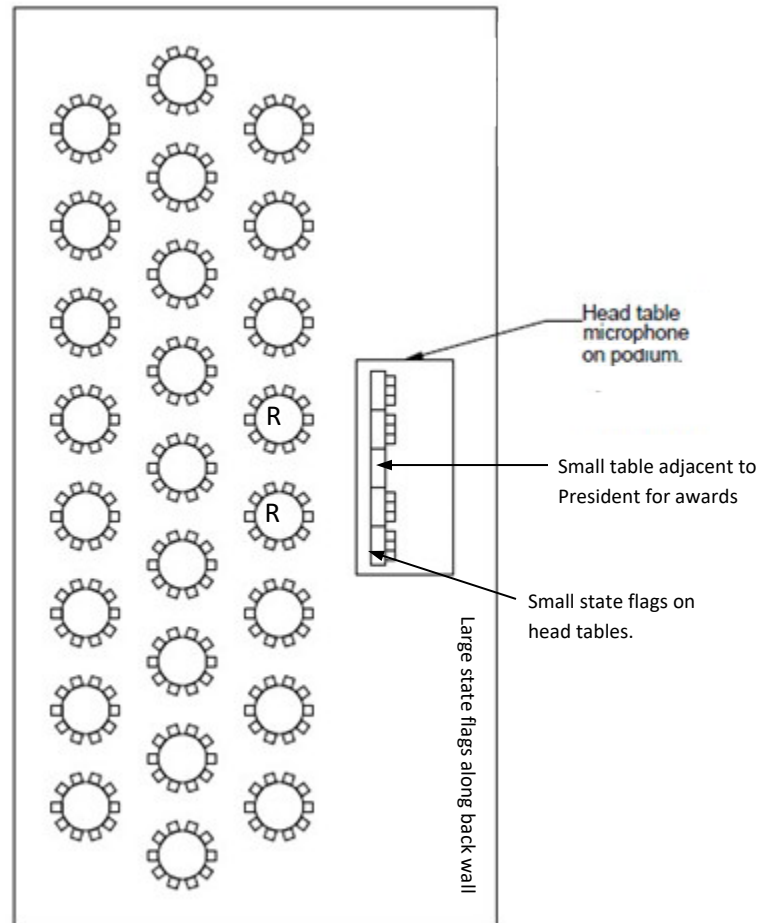
- Presidential podium microphone
- Speakers and amplifiers

Food & Beverage:

Selected in consultation with LAC Chair.

May include:

- Soup or Salad
- Entrée
- Dessert
- Coffee, decaf, tea



NOTE: the head table should be worked out with the President to avoid oversizing the table relative to remainder of room.



ITE Western District Annual Meeting

Typical Room Setup and Requirements

JAMES H. KELL STUDENT COMPETITION

Date and Time

- Sunday
- Typically Noon to 5 PM

Typical Size

- 1,600 SF

Function Attendance

- 120 people

Room Set up

- Rounds of 10
- No Head Table
- One easel outside of room.

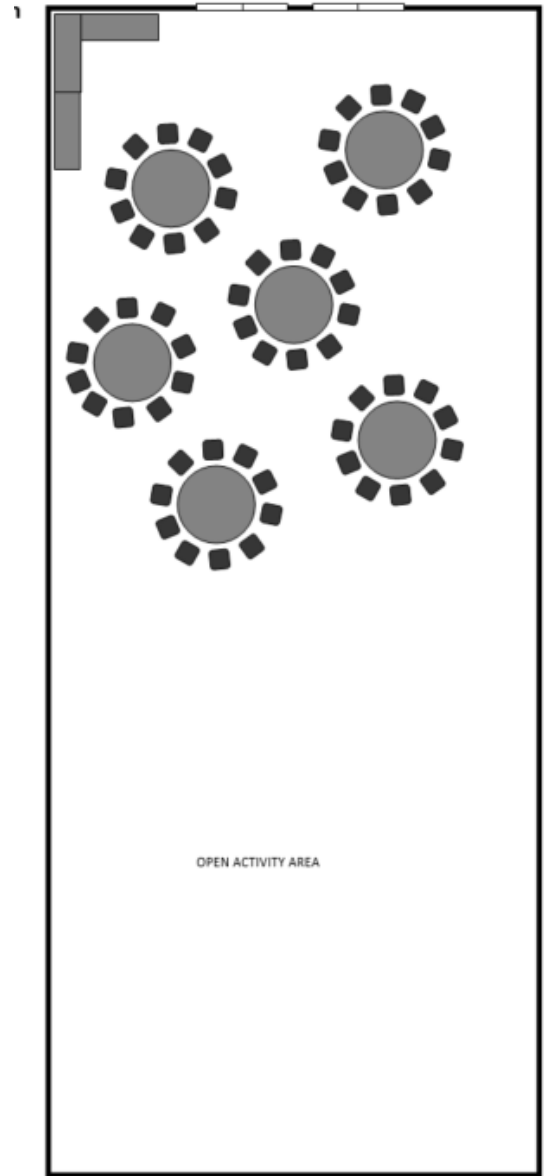
Audio/Visual

- Typically none

Food & Beverage:

Commonly not provided unless sponsored:

- Coffee, decaf, tea, water, sodas should be a minimum





ITE Western District Annual Meeting

Room Power/Audio/Visual Systems Requirements

Global

For Saturday through Wednesday

1. **WiFi** – free to all Annual Meeting users via password in vendor exhibit area and meeting rooms. In bedrooms and common area also if possible. (Negotiate for no charge)
2. **Signing** – Displays every Annual Meeting room event adjacent to entry doorway. Electronic displays on general reader boards of the schedule of events that day wherever common area displays are available. External signing (when available) would show logo, meeting title and dates. (no charge)
3. **Easels** – up to 20 available (no charge)
4. **Small Meeting room spaces (minimum three from Sunday through Wednesday noon: storage/registration, committee meetings, preparation room)** – access to power outlets

Specific AV Requirements by Day and Event:

Saturday

None

Sunday

1. **Board Meeting**
 - a. Power access for 25-30 computers
 - b. Projector with power and HDMI computer cable (if necessary)
 - c. Screen (if necessary)
2. **Student Competition**
 - a. Power access
3. **Get Acquainted** – microphone

Monday

1. **Opening Session Room** (which often serves as lunch room)
 - a. Head table lectern with microphone
 - b. Portable microphone (if possible at no additional cost)
 - c. Screen (up to two or a drop down) if necessary
 - d. Projector with power and HDMI computer cable (if necessary) – up to two set ups
2. **Technical Session Rooms** (up to four rooms, each)
 - a. Head table lectern with microphone
 - b. Screen (or a drop down)
 - c. Projector with power and HDMI computer cable (if necessary)
3. **Exhibit Hall**
 - a. Basic power strip for small power needs of each booth (computer, cell phone charging) – typically provided by vendor providing exhibit hall setup
 - b. Additional power needs (by request, paid for separately) – typically through vendor providing exhibit hall setup
 - c. Microphone (if necessary)



ITE Western District Annual Meeting

Room Power/Audio/Visual Systems Requirements

Tuesday

1. **Lunch room**
 - a. Head table lectern with microphone
 - b. Portable microphone if possible at no additional cost
2. **Technical Session Rooms** (up to four rooms, each)
 - a. Head table lectern with microphone
 - b. Screen (or a drop down)
 - c. Projector with power and HDMI computer cable (if necessary)
3. **District Track**
 - a. Head table lectern with microphone
4. **Professional Competition**
 - a.
 - b. Judges table for four people, one microphone
 - c. One portable microphone for MC
 - d. Microphones for contestants (amount varies depending on format)
 - e. Screen (or a drop down)
 - f. Projector with power and HDMI computer cable (if necessary)
5. **Exhibit Hall**
 - a. Basic power strip for small power needs of each booth (computer, cell phone charging)
– typically provided by vendor providing exhibit hall setup
 - d. Additional power needs (by request, paid for separately) – typically through vendor providing exhibit hall setup
 - b. Microphone (if necessary)
6. **Banquet room**
 - a. Freestanding lectern w/microphone
 - b. Screen (up to two or a drop down)
 - c. Projector with power and HDMI computer cable (if necessary) – up to two set ups
 - d. Entertainment (band) power and stage needs including dance floor

Wednesday

1. **Technical Session Rooms** (up to four rooms, each)
 - a. Head table lectern with microphone
 - b. Screen (or a drop down)
 - c. Projector with power and HDMI computer cable (if necessary)
2. **Lunch room**
 - a. Head table lectern with microphone
3. **OPTIONAL: Workshop after luncheon (pre- or post-meeting)**
 - a. Head table lectern with microphone
 - b. Screen (or a drop down)
 - c. Projector with power and HDMI computer cable (if necessary)



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:

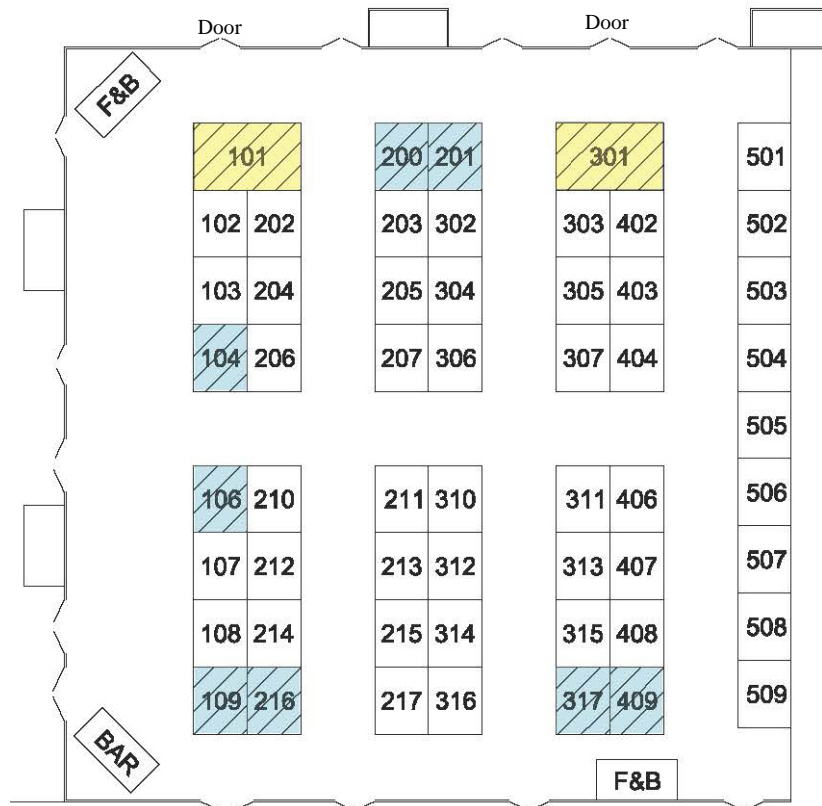
- Pre-Sale or Advance Sale Period
 - LACs should plan to discuss the subsequent year's exhibit at the current year's Annual Meeting with potential Exhibitors.
 - First choice or preference should be given to exhibitors that have frequently attended District Annual Meetings (for example, **5 out of the 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.



ITE Western District Annual Meeting

Exhibit Guidelines

- 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.



ITE Western District Annual Meeting

Exhibit Guidelines

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)

What is Included in Registration?

Registration Type	ITE Member Status	Technical Sessions	Registrant Packet & Gift	Exhibits/Breaks	Get Acquainted Social	Lunches	Professional Competition	Family Night	Banquet (including Social)	Notes and Pricing Assumptions
Full Conference	Member + Non-Member	•	•	•	•	3	•	•	•	Typically discounted for early/advanced registration
One Day	Member + Non-Member	•	•	•		1		• or	this•	Typically 50-60% of full registration
Local Agency One Day	Member or nonmember	•	Badge	•						Free
Student	Student Member	•	•	•	•	3	•		•	Typically discounted, family night also included if budget allows
Faculty Advisor	Member	•	•	•	•	3	•	•	•	Same as Student discount
Student Paper Award Winner, Outstanding Undergraduate Student and Outstanding Graduate Student	Member	•	•	•	•	3	•		•	Free
Retired Life Member	Member	•	•	•						Free and retired member must purchase any meals separately
Full Conference	Honorary Member	•	•	•	•	3	•	•	•	Free
Full Conference	Lifetime Achievement Award	•	•	•	•	3	•	•	•	Free, including past awardees
Full Conference	ITE International President	•	•	•	•	3	•	•	•	Free - Not available to other International officers
Full Conference	ITE Executive Director	•	•	•	•	3	•	•	•	Free - Not available to other International staff
Full Conference	ITE International VP	•	•	•	•	3	•	•	•	Free – May extend to one other International staff/officer if not VP
LAC Chair	Member	•	•	•	•	3	•	•	•	Free – extends to co-chairs (up to 2 total)
Guest/Spouse	Guest/Spouse		•	•	•	0		•	•	
Children	Children		Badge					•		LAC determines pricing for different age groups under 18
Exhibitor	Member or Non-member	•	•	•	•	2		1	1	Provide name badges, only lunch tickets for up to 2 personnel
A La Carte Prices		-	-	-	NO	✓	✓	✓	✓	Priced to encourage full registration



ITE Western District Annual Meeting

Sponsorship Guidelines

The District LAC Committee has appointed a Sponsorship Coordinator within its committee to provide assistance in developing and implementing sponsorship programs for Western District Annual Meetings. Based on historical data and feedback from recent Annual Meetings, the committee has developed the following guidelines that are built on four sponsorship levels (LACs can name them as appropriate):

Core Sponsorship Offerings:

- Overall sponsorship opportunities should include packages that follow a tiered format. Tiers can be named to match the theme of the conference. The following template was developed based on the programs from the last three Annual Meetings:
 - “Platinum” Tier Package
 - Price: \$7,500
 - Logo meeting swag (~\$2,000 value)
 - Extra large logo placed on top of sponsors listing on website and email communications with link (~\$1,500 value)
 - Optional swag items provided by sponsor, given to attendees (\$100 value)
 - Large Exhibit Hall Booth with hall premium location – listing on banner (\$4,000 value)
 - Recognition during Opening Session, luncheons, Get Acquainted Social, Family Night, Traffic Bowl, and Awards Banquet (\$2,200 value)
 - (\$9,800 value - \$2,300 saving)
 - “Gold” Tier Package
 - Price: \$4,000
 - Large logo on website and email communications (~\$700 value)
 - Optional swag items provided by sponsor, given to attendees ~500 needed (\$100 value)
 - Exhibit hall premium location – listing on banner (\$3,000 value)
 - Recognition during luncheons, Get Acquainted Social, Family Night, Traffic Bowl, and Awards Banquet (~\$1,500 value)
 - (\$5,300 value - \$1,300 saving)
 - “Silver” Tier Package
 - Price: \$3,000
 - Medium logo on website and email communications (~\$600 value)
 - Optional swag items provided by sponsor, given to attendees ~500 needed (\$100 value)
 - Exhibit hall regular booth (\$2,000 value)
 - Listed on posters for Get Acquainted Social, Family Night, and banquet (~\$1,000 value)
 - (\$3,700 value - \$700 saving)



ITE Western District Annual Meeting

Sponsorship Guidelines

- “Bronze” Tier Package
 - Price: \$1,500
 - Small logo on website and email communications (~\$500 value)
 - Optional swag items provided by sponsor, given to attendees ~500 needed (\$100 value)
 - Listed on posters for Get Acquainted Social, Family Night, and banquet (~\$1,000 value)
 - (\$1,600 value - \$100 saving)
- A la carte sponsorships should include unique opportunities outside of the primary lunches and dinners:
 - Program and Registration Area Poster (\$500) – acknowledgement on each
 - Swag Items (\$100) – sponsor to provide ~500 swag items for giveaway bag
 - Technical Tours (\$500) – custom giveaway/water bottle/snacks
 - Speaker Gifts (\$1,000) – given to all speakers, extras given to volunteers
 - AV Sponsorship (\$1,000) – recognition during technical tracks on one day, could offer to put swag items in the rooms for a certain session as well.

Optional Sponsorship Ideas:

- Raffle Prize Sponsor
It is also possible to reach out to vendors/sponsors to request giveaways or raffle prizes. Vendors often have gift cards and other items that they are allowed to give out, provided that they are recognized. This could be a great way to add interest to the vendor show or to supplement prizes for the Student Endowment Fund, for example.
- Session Break Sponsor
Valued around \$1,000, should cover or supplement the costs of snacks and refreshments in the vendor show area. Signage with company logo posted at the refreshment tables.
- Awards Banquet Centerpiece Sponsor
Valued around \$1,000, should cover or supplement the costs of custom decorations and include the sponsor logo.
- President’s Reception Sponsor
If the president allows, sponsor’s logo on a welcome poster and 2-4 invitations to attend an exclusive reception with the ITE Board members before the Awards Banquet. Value is negotiable to supplement the cost of the catering.
- Wi-Fi / Internet Sponsor
Valued at the cost of the service, which can be approximately \$1,500 – Logo on Program and Registration Area poster plus custom “company name” password for internet access.



ITE Western District Annual Meeting

Sponsorship Guidelines

Additional Considerations:

- To add value to packages and increase desirability, sponsors could be given intangibles, like ideal vendor show booth locations, moderator slots, extra drink tickets, reserved tables at events, etc.
- Discounts for packages are generally 5%-20% of the overall value, with more discount given for larger packages. Posters, logos, and space on a digital program have little cost aside from the efforts of a media arts person's time, making discounts possible.
- Sponsorships shouldn't commit to having a printed program - Printed programs are nice, but unnecessary. Full programs with ads may be digital and accessible by mobile device. Consider a mobile-friendly format for the website, so an application isn't needed.
- Sponsorship packets should be ready for release by November of the preceding year. Early January tends to be a time when companies have replenished budgets for sponsorships, so getting in front of them early is a good idea. This also benefits the accounting for the conference, giving a needed revenue boost to cover early expenses.
- Have a prepared list of things you need from each package sponsor. Things might include:
 - High quality image of logo
 - Ad format (size/dimensions, file type, bleed edge, etc.)
 - Timeline for swag items, and type of swag items they should provide
 - Selection of booth location in vendor show, if applicable



ITE Western District Annual Meeting

PDH Guidelines

Guidelines for Issuing PDH for Technical Sessions

The following document outlines ITE's guidelines for issuing professional development hours (PDH) for District annual meetings.

1. At least four (4) weeks prior to the event date, the meeting program/agenda must be electronically submitted to Eunice Thoya at ethoya@ite.org which includes:
 - Session titles
 - Session times
 - Speaker names
 - If there are tours and workshops their titles and a brief description

Please note that presentations by students are eligible for PDH credits.

2. Upon receipt of the event program/agenda, ITE will:
 - Review technical program and determine qualifications for PDH
 - Notify the District of many PDHs are approved and provide a PDH link for attendees.
3. The event coordinator should provide the attendees with the PDH link provided by ITE.