

# ITS AMERICA

## *Exhibitor Webinar – Annual Meeting 2012*



March 20, 2012





## *Webinar Agenda*

- Annual Meeting Overview
- Registration
- Exhibitor Services Kit
- Marketing & Sponsorships
- The Gaylord



## *Annual Meeting Overview*

- **Website**
  - <http://www.itsa.org/annualmeeting>
  - What's there?
- **Program overview**
  - Exhibitors encouraged to also attend sessions
    - Exhibiting companies get one full registration, + two session passes
  - Highlights: Opening Plenary, Closing Plenary, ITS Theater, Receptions



## *Registration*

- Registrants per booth
  - (4 per 10 x 10)
- Who needs to register
- Where to register / How to pay
  - (<http://www.itsa.org/annualmeeting/registration>)
- What comes with the registrations
  - Meals / Drinks / Monday & Tuesday Reception
- Hall Passes for Customers



## ***Exhibitor Services Kit***

- **Furnishings / Shipping**
  - Ordering on-line can save time and money
    - User ID / Password / Website Access
  - Quick Fact Sheets
    - Move-in, Move-out dates/times
    - Hall B and Hall C
  - Warehouse Shipping or Direct to Gaylord
- **Important Early Bird Dates**
- **Services**
  - Electrical, Internet



## *Marketing & Sponsorships*

- Have an outreach plan prior to the show
  - Target audience and messaging
  - Pre/Post Show mailing addresses
- Available marketing and sponsorships
  - Breaks / Meals
  - Mobile App / Outbound Alerts
  - Collateral Inserts
  - Tours
  - Website Ads
  - Video Wall



## *The Gaylord*

- Distance from the airports
  - DCA: 15 min/ \$23 cab / \$22 shuttle
  - IAD: 40 min / \$60 cab / \$43 shuttle
  - BWI: 50 min / \$70 cab / \$43 shuttle
- Housing available on-line
  - <http://www.itsa.org/annualmeeting/venue-and-housing>
- Plenty of dining at National Harbor
- Washington D.C. minutes away
  - Via Ferry or Cab
- Plenty of places to have one-on-one meetings



***Thanks for your time  
and  
See you in May at the Gaylord!***

Sponsorships/Marketing:

Brent Isenberg [E] [bisenberg@itsa.org](mailto:bisenberg@itsa.org) [P] 202-721-4204

Registrations:

Sandra Collier [E]: [scollier@itsa.org](mailto:scollier@itsa.org) [P]: 202-721-4214

Exhibits - Corcoran Expositions :

Carly Divito [E] [carly@corcexpo.com](mailto:carly@corcexpo.com) [P] 312-541-0567