



2016

# 38th Annual Kentucky Transportation Conference

January 20-22  
Lexington Marriott Griffin Gate Resort

## Sponsorship and Exhibitor Opportunities

Annually, top level executives, community leaders, and elected officials gather together at the Annual Transportation Conference to examine issues that impact Kentucky's transportation infrastructure. Now in its 38th year, the Annual Transportation Conference is the only forum of its kind in Kentucky that focuses on the important role a safe, efficient, multimodal transportation network plays in improving economic development and quality of life. Broaden your company's exposure to the more than 500 participants during the Transportation Conference by participating as a Sponsor and/or Exhibitor in 2016!

Available sponsorships and features	Platinum \$5000 (Limited Availability)	Gold \$2500	Silver \$1250	Bronze \$750
Signage in high profile areas throughout event venue (includes a full color 5' x 4' Banner )	✓			
Logo recognition on all conference lanyards	✓			
Logo recognition on attendee gift	✓			
Logo recognition throughout the year at select KBT events & meetings (lanyards &/or name badges)	✓			
Company recognition when hotel guests check-in	✓			
Complimentary conference registration	✓ 2 (\$490 Value)	✓ 1 (\$245 Value)		
Additional logo recognition in high profile areas throughout event venue	✓ WiFi, All Breakouts	✓ Charging Stations		
Recognition from podium during meals	✓	✓		
Side screen recognition during meals/general sessions	✓	✓	✓	✓
Advertisement in Conference Program	✓ Logo: Title Page & Full page Ad	✓ 1/2 Page	✓ 1/4 Page	✓ Logo
Recognition on conference mobile application	✓ Logo	✓ Logo	✓	✓
Discounted exhibit booth pricing & special booth selection levels (See attached for details)	✓ 1 Booth Included Add'l Booth \$150	✓ Discount	✓ Discount	✓ Discount
Recognition on KBT website	✓ Homepage & Event Page Logo & Link	✓ Event Page Logo & Link	✓ Company Name & Link	✓ Company Name
Recognition in KBT's eNewsletter distributed to over 1600 unique emails.	✓ Logo & Link , Highlight Story	✓ Company Name & Link, High-light Spot	✓ Company Name & Link	✓ Company Name
Choice of conference package add-ons	✓	✓	✓	✓



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**Exhibitor  
Details**

**Exhibitor Benefits - Included in Exhibit Booth Registration Cost**

Attendee Listing	Access to attendee contact information following the conference.
KBT eNewsletter Recognition	Your company will be listed in KBT's weekly eNewsletter distributed to more than 1600 unique emails.
KBT Website Recognition	Your company will be listed on KBT's website
Conference Recognition	Recognition in Conference Program and throughout high traffic areas
Recognition on Conference Mobile Application	Company Name, website link, company information & contact information
Complimentary Registration	One Full Complimentary Conference Registration (includes all sessions & meals)
Name Badge Only Registration	Limit One Name Badge Only Registration (includes all sessions, no meals)
Door Prize Recognition	Exhibitors are encouraged to participate in a door prize give away. Exhibitors are directly responsible for the distribution of door prize. Drawing times will vary throughout conference.
Booth Space	One 5 foot deep x 10 foot wide Exhibit Space (piped and draped - unless otherwise noted) One 6 foot black draped table, ID Sign, Trash Can, 110 Volt Power Outlet, 2 folding Chairs

\*Exhibit space placement will be prioritized based on criteria attached - see exhibitor guidelines.

**Exhibit Booth Space Costs**

Category	Choice of Booth Space	Paid in Full On or Before 12-1-2015		Paid in full after 12-1-2015
		Hall A Total Booth Cost	Hall B Total Booth Cost	Additional Charge Hall A or B
<b>Platinum Sponsor</b>	VIP	\$0	\$0	\$0
<b>Gold Sponsor</b>	Priority	\$150	\$150	\$100
<b>Silver Sponsor</b>	Third	\$400	\$300	\$100
<b>Bronze Sponsor</b>	Fourth	\$550	\$450	\$100
<b>KBT Member/Non Sponsor</b>	Final	\$650	\$550	\$100
<b>KBT Non Member/Non Sponsor</b>	Final	\$950	\$850	\$100

**Exhibitor Details** (please note times below are tentative and may change as the agenda is finalized.)

**Set Up:** Wednesday, January 20, 2016, Noon - 4:30 pm

**Tear Down:** Friday, January 22, 2016 once closing lunch has concluded

**Exhibit Hall Hours:** High traffic times will vary based upon the final agenda.

**January 20, 2016** 5:00 pm - 6:30 pm Opening Reception

**January 21, 2016** 7:30 am - 7:00 pm

**January 22, 2016** 8:00 am - 1:00 pm



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**Sponsorship and  
Exhibitor  
Pricing**

**Sponsorship and Exhibitor Price List**

Category	Sponsorship Price	Exhibit Booth Hall A* Price	Exhibit Booth Hall B* Price
<b>Platinum Sponsor</b>	\$5,000	\$0	\$0
<b>Gold Sponsor</b>	\$2,500	\$150	\$150
<b>Silver Sponsor</b>	\$1,250	\$400	\$300
<b>Bronze Sponsor</b>	\$750	\$550	\$450
<b>KBT Member/Non Sponsor</b>	\$0	\$650	\$550
<b>KBT Non-Member/Non Sponsor</b>	\$0	\$950	\$850

**Sponsorship and Exhibitor Package Add-On Price List**

(If availability remains after 1.1.6, KBT reserves the right to make items available to other interested parties.)

Category	Number Available	Additional Cost	Yes or No
<b>**Wednesday Evening Reception</b> Program recognition, signage and recognition throughout the reception venues.	3 Available <b>2 Remaining</b>	\$350	
<b>**Thursday Evening Reception</b> Program recognition, signage and recognition throughout the reception venues.	3 Available <b>1 Remaining</b>	\$350	
<b>**Breakout Room Sponsor</b> Recognition for 1 of 4 Breakout Rooms.	4 Available	\$200	
<b>**Red &amp; Blue Review Sponsor</b> <b>Friday Morning</b> Recognition during Red & Blue Review.	4 Available	\$400	
<b>Product Demonstration Space</b> (subject to committee approval)	Space is limited	TBD	

\*\*Included in Platinum Sponsorship package with priority logo placement. \*Paid in full on or before December 1, 2015. Please make sure to review additional information in regards to Exhibit Booths on subsequent pages.



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## Sponsorship and Exhibitor Registration

### Registration Information

Company Name (as you wish it to appear in print):	Billing Address:
Contact Name:	Contact Email Address:
Company Website:	Phone Number:

	Name	Email Address
Full Complimentary Registrant (Exhibitor x1, Platinum x 2, Goldx1)		
Additional Full Paid Registrant (s) (\$245 each)		

Sponsorship Level:  Platinum (\$5,000)  Gold (\$2,500)  Silver (\$1,250)  Bronze (\$750)  None (\$0)

Add-On:  Break-Out Room (\$200)  Weds Reception (\$350)  Thurs Reception (\$350)  
 Red/White Review (\$400)  None (\$0)

Exhibit Booth:  YES  NO      Exhibit Booth Door Prize:  YES  NO

Please indicate your top 5 preferred booth spaces below (see updated map) Please refer to the attached guidelines.				
1st	2nd	3rd	4th	5th

Sponsorship: \$	Name on Credit Card:
Exhibit Cost See Attached: \$	CC Billing Address If different from above
Package Add-On Selection Cost: \$	Credit Card Number
Add'l Full Paid Registrant (s) \$	Security Code (3 digit or 4 digit)
Grand Total: \$	
Payment Type: Credit Card or Check	

Make Checks Payable to: **KBT**  
Mailing address: 9300 Shelbyville Road  
Suite 1204  
Louisville, KY 40222-5196

Online Registration: [www.kbt.net.org](http://www.kbt.net.org)

More information: [katie@kbt.net.org](mailto:katie@kbt.net.org) - (502) 491-5600