

EXHIBIT PROSPECTUS



NATMEC

www.NATMEC.org

Improving Traffic Data Collection, Analysis, and Use

June 29 – July 2, 2014

**Swissôtel Chicago
Chicago, Illinois**

TRB TRANSPORTATION RESEARCH BOARD

OF THE NATIONAL ACADEMIES

Why Exhibit?

The North American Travel Monitoring Exposition and Conference (NATMEC) is the premier venue where state and MPO traffic data collectors, traffic data users, and managers of data programs come together to keep abreast of new products and services.

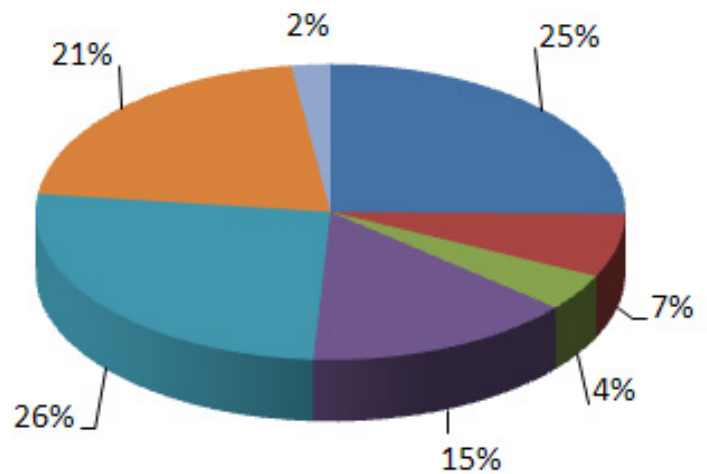
This biennial specialty conference is for equipment manufacturers, software developers, and service providers to meet with current and potential customers. Exhibiting at NATMEC offers a targeted audience for marketing your products and services.

The exhibits open with a two-hour reception on Sunday. Lunch and refreshment breaks are offered in the exhibit hall on Monday and Tuesday. These session-free times and exhibit-hall poster sessions are designed to enhance booth traffic in an informal and festive setting for visiting with prospective customers.

Reach the traffic data world by exhibiting at NATMEC!

2012 PROFILE OF ATTENDANCE

EMPLOYER	NUMBER OF ATTENDEES
State or Province	94
MPO–Local	26
Federal	15
University	55
Private	97
International	78
Other	8
TOTAL	373



PRELIMINARY SCHEDULE AT A GLANCE

	Sunday, June 29	Monday, June 30	Tuesday, July 1	Wednesday, July 2
8:00 a.m.				
9:00 a.m.		Breakout Sessions	Breakout Sessions	Breakout Sessions
10:00 a.m.		Break	Break	Break
11:00 a.m.		Breakout Sessions	Breakout Sessions	Closing Session
Noon		Lunch in Exhibit Hall	Lunch in Exhibit Hall	Exhibits & Posters
1:00 p.m.				
2:00 p.m.		Breakout Sessions	Breakout Sessions	
3:00 p.m.		Break	Break	
4:00 p.m.		Breakout Sessions	Breakout Sessions	
5:00 p.m.				
6:00 p.m.	Reception & Exhibit Opening			
7:00 p.m.				

2012 EXHIBITORS

CAMEA

Cestel

Chaparral Systems Corp

CountingCars.com

CROSS Zlín, a.s.

Diamond Traffic Products

Digital Traffic Systems, Inc.

ECM Inc.

Eco-Counter

Econolite Group, Inc.

Federal Highway Administration

Greater Traffic Company

Intercomp

International Road Dynamics Inc.

ISWIM

JAMAR Technologies, Inc.

Kistler North America

Measurement Specialties

MetroCount

Mikros Systems (Pty) Ltd

Miovision Technologies

MS2

Peek Traffic Corporation

Quality Counts

Sensys Networks

Southern Traffic Services, Inc.

TDC Systems Ltd

The Traffic Group, Inc.

TimeMark Incorporated

Transmetric America Inc

Vaisala

Exhibit General Information

VENUE

The Swissôtel
Chicago, Illinois

Exhibit Dates: June 29–July 1, 2014
Exhibit Hall: Zurich Ballroom

EXHIBIT HALL HOURS

Sunday, June 29, 5:30 p.m.–7:30p.m.
Opening Reception

Monday, June 30, 10:00 a.m.–4:00 p.m.
Morning Break, 10:00 a.m.–10:30 a.m.
Lunch, Noon–2:00 p.m.
Afternoon Break, 3:30 p.m.–4:00 p.m.

Tuesday, July 1, 10:00 a.m.–2:00 p.m.
Morning Break, 10:00 a.m.–10:30 a.m.
Lunch, Noon–2:00 p.m.

SPACE RENTAL FEE & TERMS

Fees are per 10' x 10'. **Full payment by credit card is required at time of online application.** The application deadline is Monday, May 15 or until sold out.

- \$2,200 on or before December 1, 2013
- \$2,950 after December 1, 2013

Refunds will be issued for written cancellations and/or reductions in space as follows:

- Full refund until December 1
- 50% refund, December 2–March 1
- No refunds after March 1

SPACE ASSIGNMENT & ONLINE RESERVATION

[Apply for Space](#)

Assignments will be made on a first-come, first-served basis. In-line booths may be combined to create a larger in-line booth; see the floor plan located on Page 8.

Your space rental fee includes a listing in the *NATMEC Final Program* and two complimentary conference registrations and 25 exhibit guest badges (see page 5) per 10'x10' booth. Visit www.NATMEC.org to register additional staff at the special rate of \$300. Badges may be picked up onsite beginning Sunday at 8:00am.

[Apply for your booth online here](#); for hotel and transportation information, visit www.NATMEC.org. Note the following are required at the time of registration:

- Payment by American Express, MasterCard, or VISA (Federal Identification 53-0196932)
- Description of what you plan to exhibit (50-word maximum)

Exhibit General Information (continued)

EXHIBITOR GUEST BADGES

Exhibitor Guest Badges (25 per 10' x 10' booth) will be electronically distributed in May to each exhibiting company. These will be valid Monday afternoon from 2:00 p.m.–4:00 p.m.

Exhibitor Guest Badges are for

- Anyone interested in purchasing your products and services;
- Spouses of your employees; and
- Distributors or sales representatives who do not work for your company.

Exhibitor Guest Badges are *not* for contractors or service technicians involved in your exhibit set up.

SERVICE KIT

Each 10' x 10' booth will be set with one 7" x 44" one-line identification sign imprinted with company name and booth number; 8' high back drape; and 36" high side drape. The ballroom is carpeted. Overnight perimeter security will be provided from installation through dismantle or until all freight has been removed.

SourceOne Events is the official general service contractor and will supply the *Exhibitor Service Kit* in May. Services include but are not limited to exhibit furniture, cleaning, electrical, telephone, and Internet. Sample Advance Pricing follows:

- Booth Package Specially Priced - \$175 (6' draped table, 2 side chairs, and wastebasket)
- 6' draped table - \$120
- Side chair - \$60
- Wastebasket - \$15
- Standard Electrical Service \$125/day
- Internet \$500 (3 day service for hardline connections)

INSTALLATION & DISMANTLE

Installation	Sunday, June 29, 8:00 a.m.–4:30 p.m.
Dismantle	Tuesday, July 1, 2:00 p.m.–6:00 p.m.

Exhibitors will have access to the exhibit hall on Sunday, June 29, from 8:00 a.m. until 4:30 p.m. All booths must be installed and ready for the Opening Reception by 4:30 p.m., however, any booth not occupied by 1:00 p.m. is subject to forfeiture with no refund of booth or registration fees.

Exhibitors may access the exhibit hall one hour prior to opening and remain 30 minutes after the close each day. All booths must be staffed during open hours.

Exhibitors may not begin packing and booths may not be dismantled before 2:00 p.m., Tuesday, July 1. All booth material must be crated and ready for removal by 6:00 p.m. on Tuesday. It is the exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving booth unattended. Any materials remaining after 6:00 p.m. that are not consigned to a specific carrier will be shipped by the official carrier at the exhibitor's expense.

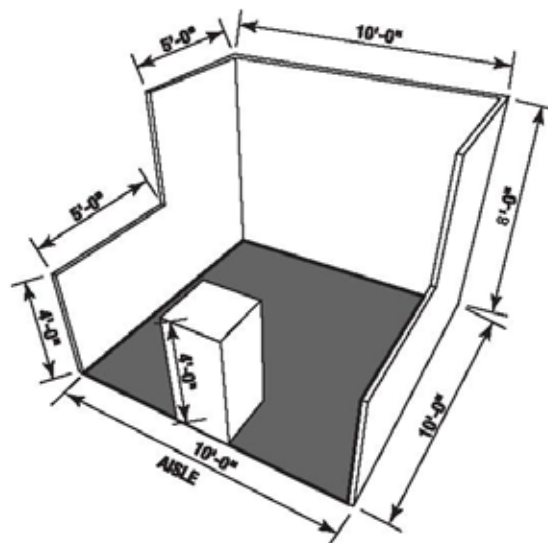
Exhibit General Information (continued)

DISPLAY SIZES & LIMITATIONS

In-line Booths

A Standard Booth is one (10' x 10') or two booths (10' x 20') in a straight line. Peninsula booths are not allowed. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8' in the back 5' of the booth. No solid exhibit construction or freestanding display fixtures over the height of 4' are allowed in the front 5' of the exhibit.

Structures (other than literature tables or counters) designed for holding computers, monitors, televisions, video screens, or similar display elements, signs, etc., must not be placed in the front 5' of the exhibit booth. Materials, equipment, and floral presentations in the front 5' of the display that exceed 4' from the ground must not create an obstruction that prevents clear view of neighboring exhibits. The rule of thumb is to stand at one end of an aisle and have a clear view of the space above 4' in the front 5' of all booths in that aisle.



Perimeter Wall Booths

Booths along the perimeter of the exhibit hall must conform to the 8' height limitation.

End of Aisle

Exhibitors with a booth at the end of the aisle may not open their booth to traffic on two sides of the booth.

Height Restriction

An in-line exhibit booth may not exceed the height of 8' from the exhibit hall floor; island booths may be permitted to exceed the 8' height restriction with prior written approval from TRB.

SHIPPING

The Swissôtel Chicago is not equipped to accept freight and there are significant charges for using their loading dock; \$500 minimum. For more information contact PSAV at MDoyle@PSAV.com. Freight must be sent in advance to the SourceOne Events warehouse and **not directly to the hotel**. Shipping instructions will be included in the Exhibitor Service Kit.

Exhibitor Advisory Council

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Contract Rules and Regulations

CONTRACT FOR SPACE

The *Exhibit Booth Application* and confirmation constitute a contract between the North American Travel Monitoring Exposition and Conference (hereinafter referred to as NATMEC) and the exhibitor. The following rules are part of the contract. Any point not specifically covered in these rules is subject to the decision of NATMEC, whose decision shall be final.

ELIGIBILITY FOR EXHIBITING

In keeping with the educational purposes of the conference, any exhibitor whose proposed exhibit will enhance the educational purpose of NATMEC is eligible to apply for space. NATMEC reserves the right to reject any application that in its judgment does not meet this criterion.

BOOTH ASSIGNMENTS

Assignments will be made on a first-come, first-served basis. In-line booths may be combined to create a larger in-line booth except that corner booths may not be combined. NATMEC reserves the right to reassign selected booth space with notification to exhibitor for the benefit of the exposition.

CANCELLATIONS

Exhibitor shall have the right to cancel this agreement at any time by written notice to NATMEC (online). Refunds will be issued for written cancellations and/or reductions in space as follows: full refund until December 1; 50% from December 2–March 1; no refunds after March 1. NATMEC retains the right to resell booth space canceled by the exhibitor.

EXHIBIT BOOTH

NATMEC will provide the following: a 10' x 10' standard booth, a 7' x 44' one-line identification sign listing company name and booth number, an 8'-high back drape and 36" side drape; carpeting (the hall is carpeted) and overnight perimeter security (beginning with setup and concluding after all freight has been removed).

Standard in-line booths may not exceed a back wall height of 8', and no part of the exhibit or equipment may exceed a height of 4' in the front half of the booth. All islands are restricted to a height of 10', including the identification sign.

No exhibit is permitted to obstruct the view of adjacent booths. See *Display Sizes and Limitations*. NATMEC reserves the right to direct revisions, at exhibitor expense, of any exhibit that does not comply with these guidelines.

USE OF SPACE

No exhibitor is permitted to promote products, equipment, or services other than its own. If an article of a non-exhibiting firm or business is required for the operation or display of an exhibitor's wares, identification of such an article shall be limited to the usual and regular nameplates, imprinting, or trademarks under which article is sold in the regular course of business. No subletting or sharing of space is permitted. All activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other exhibitors. NATMEC may evict exhibitors who, because of noise, conduct of personnel, methods of operation, or any other reason, detract from the general educational character of the meeting. In the event of eviction, NATMEC will not issue a refund. Order taking is permitted.

HOSPITALITY

Only companies with space contracted in the exhibit hall are eligible to reserve a suite or meeting room for hospitality purposes. Open hours are permitted between 5:30pm and 10:30pm Monday and Tuesday only. Sales meetings are restricted to 10 people or less. Exhibitors are not permitted to display equipment or products or to conduct product demonstrations in suites or sleeping rooms during NATMEC. Advance approval is required and may be obtained by emailing your request to TRBExhibits@NAS.edu.

DISTRIBUTION

Distribution of product/service literature may be made only within the booth space assigned to the exhibitor presenting such material. Companies that are not assigned space will not be permitted to solicit business at the conference. Only customary/descriptive product literature and samples may be distributed to meeting attendees. Contact the hotel if you would like to order food and beverage.

PROTECTION OF EXHIBIT FACILITY

Exhibitors shall not deface any part of the exhibit facility. The cost of repairing any damage caused by the exhibitor, its employees, representatives, or agents will be billed to and paid by the exhibitor. Nothing can be taped, tacked, nailed, screwed, or otherwise posted to the columns, walls, floors, ceiling, furniture or other property of the hotel. All setup and dismantling of exhibit booths and equipment must be conducted within the exhibit hall. No storage of exhibit materials will be permitted between or behind booth draping.

LABOR, SAFETY, & FIRE CODES

The exhibitor is responsible for knowledge of and compliance with all union requirements, fire, and safety codes. Booth decorations must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements and to National Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel at exhibitor's expense all or such part of the exhibit as may be irregular.

LIABILITY AND INSURANCE

The exhibitor is responsible for any claims arising out of its own negligence, or out of the negligence of its employees or agents. NATMEC will endeavor to protect exhibitor property through contracted security personnel on the exhibit hall perimeter. The exhibitor shall be responsible for protecting its own property to its full value, either through purchased insurance or self-insurance. NATMEC will not assume responsibility for any loss or damage to exhibitor property.

In holding the Exhibit, NATMEC does not act as the agent of the exhibitor, the facility, the General Service Contractor, or any other party. Claims against any party other than NATMEC are to be submitted directly to the party involved.

In the event the Exhibit is canceled, or the exhibitor does not participate due to circumstances within the control of NATMEC, the liability of NATMEC shall be limited to a refund of all monies paid by the exhibitor as exhibit-booth rental and registration fees

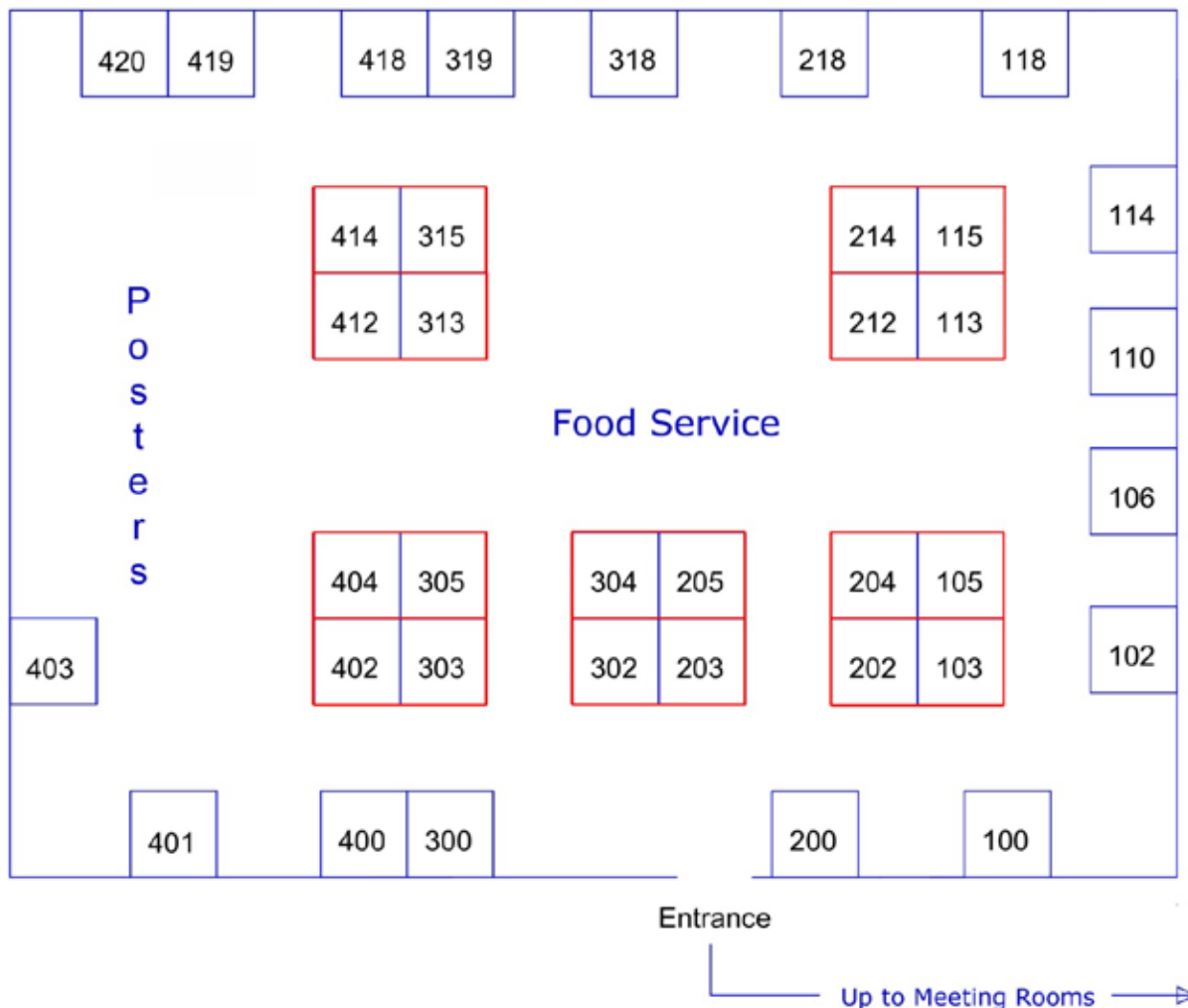
Preliminary Exhibit Hall Floor Plan

The Swissôtel Zurich Ballroom

Apply for Space

Booths in red may not be combined

Example:
302 and 304 - P
304 and 205 - X



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