

## New Space, New Opportunities for TRB Annual Meeting Exhibitors

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For the first time in almost 60 years, the TRB Annual Meeting will be moving to a new venue. TRB's 94th Annual Meeting will be held at the Walter E. Washington Convention Center in Washington, D.C., January 11–15, 2015. This is the third in a series of articles about the move.

### Expanded Room for Exhibits

“Corridors to the Future: Transportation and Technology” is the theme for the 2015 TRB Annual Meeting. Consistent with the theme, the move to the Convention Center will provide attendees with an unparalleled opportunity to see first-hand innovative products and services from transportation businesses and organizations. No longer under constraints for space, the TRB Annual Meeting exhibit hall will expand impressively.

Enhancements for attendees and exhibitors will include the following:

- ◆ More available and more contiguous exhibit space,
- ◆ Accommodations for display vehicles and large exhibits,
- ◆ The vibrancy and energy of having all attendees under one roof,
- ◆ A modern facility with state-of-the-art technology,
- ◆ Improved lighting and higher ceilings for a

more open and active atmosphere,

- ◆ Better, more visible signage for easier navigation, and
- ◆ Food and beverage options in the exhibit hall.

The exhibit hall is located adjacent to the popular “Meet the Author” poster sessions. The exhibits will open with a kickoff reception in the afternoon of Sunday, January 11, and will continue through Tuesday, January 13.

Booth sales are expected to open in June 2014 for TRB sustaining affiliates and for exhibitors with priority points. Booth sales will open in July for all companies and organizations. In recognition of the new venue, all companies and organizations exhibiting at the TRB 2015 Annual Meeting will be awarded double priority points.

### Valued Advisers

The TRB Exhibitor Advisory Council has provided advice on the Annual Meeting Exhibits for several years, facilitating communication between exhibitors and TRB, reviewing exhibit-related policies, and representing the interests of the TRB Annual Meeting exhibitors. The members have contributed to the success of the Annual Meeting exhibits:

- ◆ Jason Watts, Marketing Manager, AgileAssets Inc.;
- ◆ Carol Fisher, Business Development Specialist, AMEC;
- ◆ Norman Hunt, President, CoVal Systems;
- ◆ Glen Weisbrod, President, EDR Group (TREDIS Software);
- ◆ Jami Harmon, Marketing Communications Manager, Geophysical Survey Systems, Inc.;
- ◆ Larry Bauer, Architectural Representative, SINAK Corporation;
- ◆ Julie Sikora, Journals Marketing Manager, Taylor and Francis; and
- ◆ Alex Gerodimos, President, TSS—Transportation Simulation Systems.

*For more information on exhibiting at the TRB Annual Meeting, visit the TRB website at [www.TRB.org](http://www.TRB.org), click on “TRB Annual Meeting,” and go to “Exhibits and Marketing Opportunities.”*

The new, larger exhibit hall at the 2015 TRB Annual Meeting will be adjacent to the poster sessions and will feature better signage and state-of-the-art technology.



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