

# 12<sup>th</sup> Annual

## Conference and General Meeting

May 10 - 13, 2009 . Edmonton, Alberta

Transportation Solutions  
for Growth and Sustainability



# Trade Show Exhibit Package



Conference Website:  
[www.itscanada.ca/edmonton2009](http://www.itscanada.ca/edmonton2009)

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Hosted by: ITS Canada  
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# Transportation Solutions for Growth and Sustainability



## About the host organization ITS Canada

ITS Canada is a professional not-for-profit society recognized as the most knowledgeable source in Canada for information and advice on intelligent transportation systems.

The Society serves more than 750 individuals representing a wide range of public- and private-sector organizations, including representatives from all levels of government throughout Canada. ITS Canada welcomes both corporate memberships and individual decision makers from agencies and organizations committed to 21<sup>st</sup> century intelligent transportation systems.

A key focus for the Society is the ITS Architecture for Canada, initiated in 1999. Overall, the Architecture defines the functionality of ITS components and the information

flows among ITS elements to achieve total system goals. The Society provides a national focus for this work, and fosters multi-disciplinary partnerships to further ITS initiatives.

ITS Canada's profile extends far beyond Canada's borders, and includes prominent positions in the international ITS community.

ITS Canada hosts this annual national forum, which brings together industry leaders to meet, share new ideas, review the latest developments, understand industry direction and consider future projects. This networking and information sharing event is invaluable to any organization involved in the ITS industry.

## About the Conference

ITS Canada's 12<sup>th</sup> Annual Conference, being held at Edmonton's Crowne Plaza Chateau Lacombe Hotel, begins Sunday, May 10, with an opening evening reception.

The three-day event offers a comprehensive program that includes three plenary sessions, one workshop and 14+ breakout sessions. The hands-on breakout sessions feature 40+ topics of interest presented by industry leaders and selected from an international Call for Abstracts.

The event also includes two off-site technical tours. Delegates choosing the first tour will get a first-hand look at the City of Edmonton's Traffic Control Centre and the CN Control Centre to view traffic coordination for these two key organizations. The second tour takes delegates south of the city, to the weigh station near Leduc, Alberta, and to NavCan's traffic control centre at the Edmonton International Airport where visitors can view air traffic coordination in the Edmonton regional area.

A Conference trade show offers sponsors and delegates the opportunity to assess the latest technological advances.

The Conference program consistently attracts delegates representing virtually every facet of the transportation industry. ITS Canada conferences have included representatives from mapping information, transportation engineering, transportation goods movement, traveller information services, traffic management and technology, public policy makers and other transportation managers from all levels of government, international public policy makers, consumer associations and specialized multi-modal technologies.



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## Trade Show Exhibit

Each exhibit booth includes a complimentary registration with access for one exhibitor representative to the exhibit floor, all Conference sessions, breakfasts, lunches and the banquet. Also in the package are five complimentary guest passes to the exhibit - does not include lunches or breakout sessions (not for exhibitor staff use).

### Exhibitor Fees

Early Bird (Jan. - Mar. 6, 09)	\$1200 + GST
Regular (Mar. 7 - May 1, 09)	\$1500 + GST
Additional Exhibit Personnel	\$150 + GST

### Exhibitor Fees Include:

- 8' x 8' booth space
- 8' pipe & drape back wall / 3' pipe & drape side walls
- One 6' table, draped & skirted with two chairs
- One electrical outlet
- Wireless Internet access
- One complimentary registration package
- All meals

### Additional Exhibit Personnel Pass:

- Includes all breakfasts, lunches, coffee breaks
- Does not include banquet on May 12, 2009.

### Trade Show Info

<b>Setup:</b> Sunday, May 10	12:00 p.m. ~ 5:00 p.m.
<b>Exhibit Opens:</b> <i>Welcome Reception on the Exhibit Floor</i>	
Sunday, May 10	7:00 p.m. ~ 10:00 p.m.
<b>Exhibition:</b>	
Sunday, May 10	7:00 p.m. ~ 10:00 p.m.
Monday, May 11	7:00 a.m. ~ 6:30 p.m.
Tuesday, May 12	7:00 a.m. ~ 6:00 p.m.
Wednesday, May 13	8:00 a.m. ~ 3:30 p.m.
<b>Tear Down:</b> Wed., May 13	3:30 p.m. ~ 5:00 p.m.

### To Register as an Exhibitor

To be a Trade Show Exhibitor please register online at [www.itscanada.ca/edmonton2009/exREG](http://www.itscanada.ca/edmonton2009/exREG)

### Exhibit Booth Reservation Procedure

- Trade Show Exhibit reservations are on a "first come, first served basis."
- Cheques payable to "ITS Canada" must be received at ITS Canada, attention to Heather Navarra.
- Exhibitors must indicate booth location preference when registering.

### Cancellation Policy and Deadline

Full refund will be issued if a written cancellation notice is received prior to April 10, 2009. Due to our guarantee requirements, cancellations after the deadline date forfeit the full amount. Substitutions are welcome. The Conference Committee and organizers reserve the right to cancel an exhibitor registration and to move the location of booth.

## Hosted by ITS Canada

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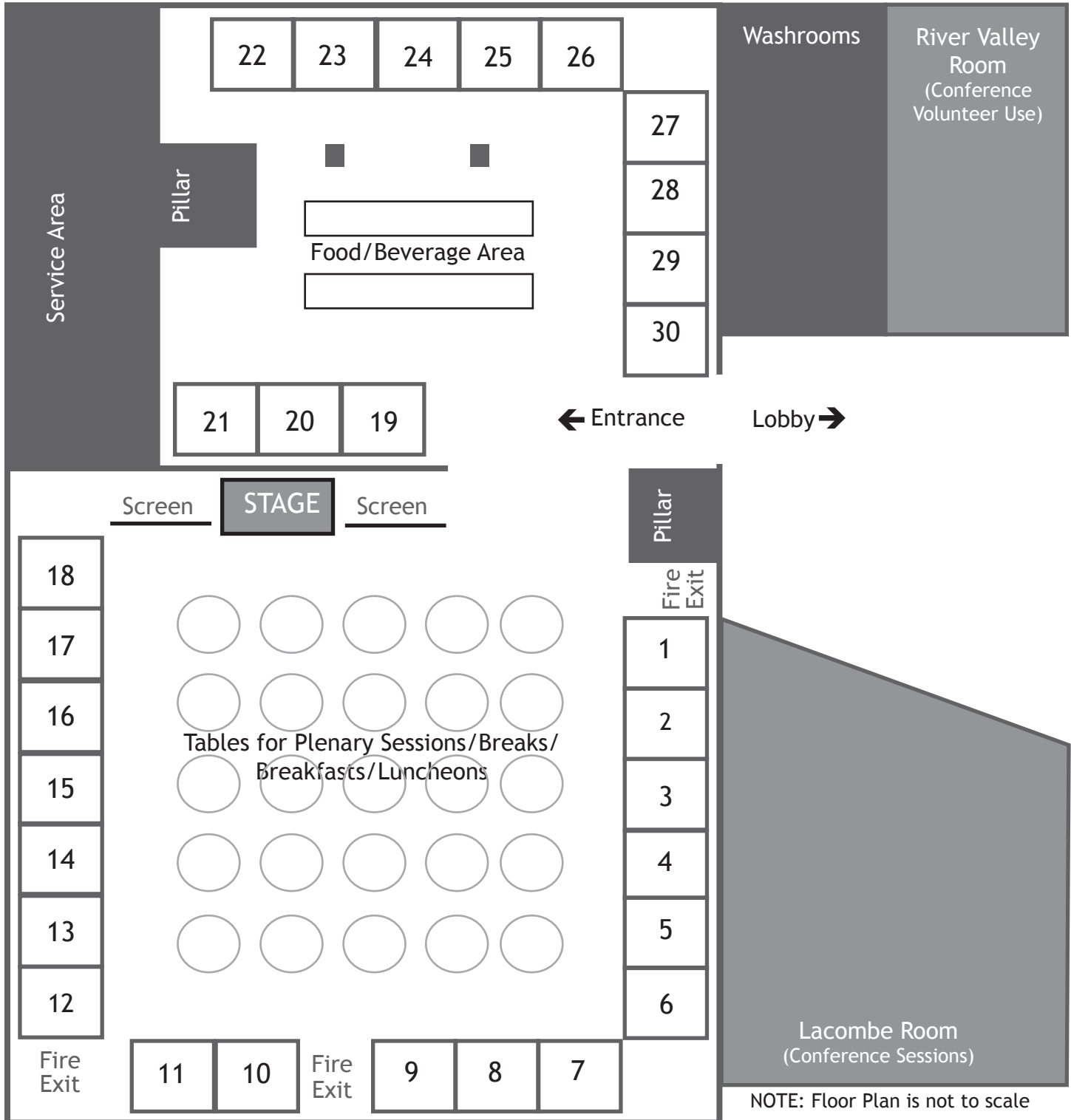
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## Trade Show Exhibit Floor Plan



NOTE: Floor Plan is not to scale