

July, 2012

The 7<sup>th</sup> Symposium on Pavement Surface Characteristics (SURF 2012) will be held in the United States at the Norfolk Waterside Marriott in Norfolk, Virginia, on **September 19-22, 2012**. The symposium will focus on providing smooth, safe, quiet, and sustainable travel through innovative technologies. This event is organized by the World Road Association in partnership with the American Association of State Highway and Transportation Officials (AASHTO), the Transportation Research Board (TRB), the Federal Highway Administration (FHWA), the Virginia Center for Transportation Innovation and Research (VCTIR) and the Center for Sustainable Transportation Infrastructure (CSTI) of the Virginia Tech Transportation Institute (VTI).

Sponsorships and vendor exhibits are a vital component of our conference. The conference provides an excellent opportunity for equipment, data collection, and pavement management service providers to display their products and reach pavement and asset management professionals from around the world.

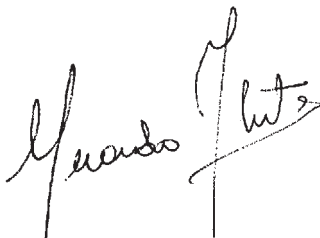
The enclosed exhibitor's packet includes information for corporate sponsors and exhibitors, Agreement for Sponsorship or Exhibitor Space, and Release of Liability forms. Reservations and payment must be received by Wednesday, **September 5, 2012**.

The exhibits will be located in the Norfolk Ballroom of the hotel. Sponsorships and exhibiting opportunities are available on a first-come, first-served basis. Every attempt will be made to honor your request; however, booth assignments are at the discretion of the organizing committee.

For sponsorship and exhibitor inquiries, contact **Colleen Bartos** at **cbartos@vt.edu** or **540-231-7832**.

We look forward to seeing you in Norfolk.

Thank you.



Gerardo Flintsch, Chair  
Local Organizing Committee

*Invent the Future*

## Sponsorships

There are many exciting opportunities for your company or organization to be involved with this symposium. Each level of support allows you to increase your level of visibility.

### Platinum — \$10,000

- Company logo and URL on symposium website
- Four symposium registrations (including event tickets)
- Option to include company materials/giveaways in the participant registration bag
- Special acknowledgement at the initial plenary session
- Free exhibition booth, if requested

### Gold — \$5,000

- Company logo and URL on symposium website
- Two symposium registrations (including event tickets)
- Option to include company materials/giveaways in the participant registration bag
- Free exhibition booth, if requested

### Silver — \$2,500

- Two symposium registrations (including event tickets)
- Free exhibition booth, if requested

### Exhibitor — \$1,500 (see next page for details)

- An 8 x 10' exhibition space
- One 6-foot cable
- Two symposium registrations (including event ticket)

## ■ Additional Sponsorship Opportunities

### Symposium Program — \$2,500

Get the same benefits as silver level sponsors and your company's logo and URL on the symposium program.

### Networking Breaks or Breakfast — \$2,500

Food and beverages will be supplied to attendees daily during the symposium. Your company's name and logo will be prominently displayed as the break sponsor. You also get the same benefits as silver level sponsors.

### Internet Café — \$2,500

Attendees stay connected to their businesses and families during the symposium through our Internet Café. Your website will be the home page on every monitor, your company's name will be the marquis screen saver, and a sign will be posted acknowledging your sponsorship of the Internet Café. You also get the same benefits as silver level sponsors.

### Jump Drive — \$5,000

Attendees receive pre-loaded jump drives with symposium proceedings. Your company's name will appear on the jump drive. You also get the same benefits as gold level sponsors.

### Lunch — \$5,000

Treat the attendees with lunch compliments of your company. Your company's name will be prominently displayed as the lunch sponsor. You also get the same benefits as gold level sponsors.

### Welcome Reception — \$5,000

The symposium opens with a reception to welcome attendees. Acknowledge your sponsorship with a sign and verbal recognition. You also get the same benefits as gold level sponsors.

### Dinner — \$10,000

This event brings together all participants for a relaxing networking evening. Acknowledge your sponsorship with a sign and verbal recognition. You also get the same benefits as platinum level sponsors.

## ■ Sponsor Company Logos

Please provide a high resolution, electronic version of your company's logo for inclusion on the website and in the symposium program.

Send by Wednesday, **September 5** to:

Colleen Bartos, Continuing and Professional Education,  
702 University City Blvd., Virginia Tech 0364, Blacksburg,  
VA 24061 or to [cbartos@vt.edu](mailto:cbartos@vt.edu).

To become a corporate sponsor, return the following documents with payment (payable to *Treasurer, Virginia Tech*):

- Corporate Sponsor Application
- Agreement for Sponsorship or Exhibitor Space
- Release of Liability

Send by Wednesday, **September 5** to:

Sarah Downer, Continuing and Professional  
Education, 702 University City Blvd., Virginia Tech  
0272, Blacksburg, VA 24061



Outdoor terrace of the Norfolk Waterside Marriott

## Exhibitors

Vendors are an important aspect of this symposium and you are welcomed and encouraged to participate.

### ■ Set Up Schedule

Tues., September 18 (time TBD)

### ■ Exhibit Schedule

Wed. – Thurs., September 19–20 — 8 am – 4 pm

Fri., September 21 — 8 am – 12 pm

### ■ Exhibit Breakdown Schedule

Fri., September 21 — Breakdown begins at 12 pm.

### ■ Exhibit Booth Fee

\$1,500 (Norfolk Ballroom)

### ■ Included in Exhibit Booth Rental

- 6' table and 2 chairs
- General lighting
- Standard heating/air conditioning
- 8' x 10' booth space
- Standard pipe and drape
- Vendor name identification sign
- Two symposium registrations (including event ticket)

### ■ Not Included in Exhibit Booth Rental

- Telephone, Internet connection, and electrical service **must be arranged by vendor directly with hotel**
- Set up and dismantling of individual displays
- Cleaning or janitorial services
- Liability coverage/insurance
- Fire, theft, or loss coverage/insurance
- Symposium lodging
- Extra tables or drapes in a booth space

### ■ Refunds

Refunds are made only if the exhibit space or sponsorship slots are filled.

### ■ Character of Exhibits

Virginia Tech reserves the right to decline or prohibit any exhibit that is not suitable to, or is not in keeping with, the character of the symposium. No exhibitor may assign or sublet any portion of the space contracted without approval of the symposium planning committee. An exhibitor may not display any product not regularly manufactured or handled by their firm.

### ■ Payment for Space

Exhibit space is available on a first-come, first-served basis. Payment for the exhibit space is expected with the return of the contract. Your check will be returned if all available spaces are sold before receipt of payment. Checks should be made payable to *Treasurer, Virginia Tech* and should be received by Wednesday, **September 5**. Please include a notation on the

check to indicate it is for the SURF 2012 Symposium. Payment may also be made by Visa, MasterCard, or American Express credit cards.

### ■ Exhibitor's Responsibilities

Each exhibitor is responsible for having the exhibit set up by **8 am on Wed., September 19**. Exhibits should not be broken down until after **12 pm on Fri., September 21**. Nothing should be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the conference center. All printed advertising, flyers, etc., should be distributed from the exhibit booth.

### ■ Release of Liability

The enclosed Release of Liability for Virginia Tech and the Norfolk Waterside Marriott should be signed and returned along with the Agreement for Sponsorship or Exhibitor Space. A copy of the release must be on file before an exhibit may be displayed.

### ■ Advance Shipments and AV Equipment Rental

Please contact the Norfolk Waterside Marriott for information regarding rental of audiovisual equipment. The exhibit company will handle the shipment and storage of equipment. Details will be sent with your payment receipt and booth confirmation.

### ■ Hotel Room Rates and Reservations

Conference rate is \$89 per room, per night. Room reservations must be made directly with the Norfolk Waterside Marriott by calling 757-627-4200 or toll free at 800-874-0264 by **August 26**. Identify yourself as an exhibitor at the SURF 2012 Symposium. **For online booking, please use the reservation code: PSC.**

### ■ Exhibitor Receptions

An exhibitor reception is not included in the conference. Exhibitors who wish to sponsor their own receptions can do so either in the hotel or in a local establishment. Reception invitations should be distributed at your booth to encourage booth traffic.

To reserve exhibit space, return the following documents with payment (payable to *Treasurer, Virginia Tech*):

- Agreement for Sponsorship or Exhibitor Space
- Release of Liability

Send by Wednesday, **September 5** to:

Sarah Downer, Continuing and Professional Education,  
702 University City Blvd., Virginia Tech 0272, Blacksburg,  
VA 24061, phone: 540-231-0990, Fax: 540-231-3306 (for  
payments by credit card only)

# AGREEMENT for SPONSORSHIP or EXHIBITOR SPACE

If you wish to be a sponsor or exhibitor at the *SURF 2012* symposium on September 19-22, 2012, please complete, sign, and return this agreement. Payment must be sent with the agreement. Please be advised that refunds cannot be made once payment and a agreement are received, unless all sponsorships and exhibit space are sold out at the time of receipt.

Please PRINT or TYPE all information clearly.

*Subject to the price and terms as outlined in the instructions accompanying this agreement, we hereby request sponsorship or space for exhibit purposes.*

Name of company (this will also appear on your booth sign, if applicable) \_\_\_\_\_ Company URL \_\_\_\_\_

Name of sponsor and/or exhibitor contact person \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail Address \_\_\_\_\_

Exhibitors, **please enclose the name(s) and contact information for everyone who will be staffing the exhibit spaces** if they are different than those listed above.

**Fee/s enclosed:**

- Platinum — \$10,000** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Gold — \$5,000** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Silver — \$2,500** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Exhibitor — \$1,500** ..... \$ \_\_\_\_\_
- Conference Program — \$2,500** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Networking Breaks or Breakfast — \$2,500** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Internet Café — \$2,500** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Jump Drive — \$5,000** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Lunch — \$5,000** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Welcome Reception — \$5,000** ..... \$ \_\_\_\_\_  
 Request exhibitor space
- Dinner — \$10,000** ..... \$ \_\_\_\_\_  
 Request exhibitor space

**Total amount enclosed for Sponsorship or Exhibit** ..... \$ \_\_\_\_\_

*The sponsor and/or exhibitor and his or her employees or representatives will abide by the policies indicated in this document as a part of this agreement.*

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_

Title or Position \_\_\_\_\_ Date \_\_\_\_\_

PAYMENT BY CREDIT CARD:  VISA  MasterCard  American Express

Name on Credit Card \_\_\_\_\_ Expiration Date \_\_\_\_\_ Credit Card Number \_\_\_\_\_

PAYMENT BY CHECK: Make check payable to **Treasurer, Virginia Tech**

Please return this form with **Release of Liability** and payment by Wednesday, **September 5**, to:  
 Sarah Downer, Continuing and Professional Education, 702 University City Blvd., Virginia Tech (0272), Blacksburg, VA 24061  
 Phone: 540-231-0990 • Fax 540-231-3306 (for payment by credit card only)

# RELEASE of LIABILITY

**SURF 2012**

**Norfolk Waterside Marriott ■ September 19–22, 2012**

The Exhibitor named below shall be fully responsible to pay for any and all damages to property owned by the Norfolk Waterside Marriott or Virginia Tech used during the course of the *SURF 2012* symposium.

The Exhibitor agrees to defend, indemnify and hold harmless, Virginia Tech, the Norfolk Waterside Marriott, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property.

The Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invites which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.

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Exhibitor

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By (Signature and Title)

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Date

Please sign and return with the **Agreement for Sponsorship or Exhibitor Space**