

WRANGLING IDAHO'S ROADS & BRIDGES



IDAHO'S 2023 LOCAL
TRANSPORTATION CONVENTION

VENDORS &
SPONSORS

OCTOBER 31 - NOVEMBER 3, 2023 // BOISE CENTRE

IAHD.com/LTC | (208) 345-5176 | facebook.com/IDhighways

CONVENTION OVERVIEW

Lasso the opportunity, partner! Join us at Idaho's Local Transportation Convention as we tip our hats to our western roots with this year's theme: **Wrangling Idaho's Roads & Bridges!** As an exhibitor and/or sponsor, you'll connect with key highway decision makers, directors, foremen, clerks and more to showcase how your offerings are available to address their jurisdictional needs.

TENTATIVE SCHEDULE*

Move-In

Tuesday, Oct. 31 // 2:00 - 5:00 p.m.

Specific times will be assigned

Move-Out

Thursday, Nov. 2 // 4:00 p.m.

Trade Show Hours:

Tuesday, Oct. 31 // 5:00 - 7:00 p.m.

Wednesday, Nov. 1 // 7:00 a.m. - 2:30 p.m.

Kick-Off Celebration (11/1) // 5:00 - 9:00 p.m.

Thursday, Nov. 2 // 7:00 a.m. - 4:00 p.m.

**Listed times are in Mountain Time Zone, approximate, and subject to change.*

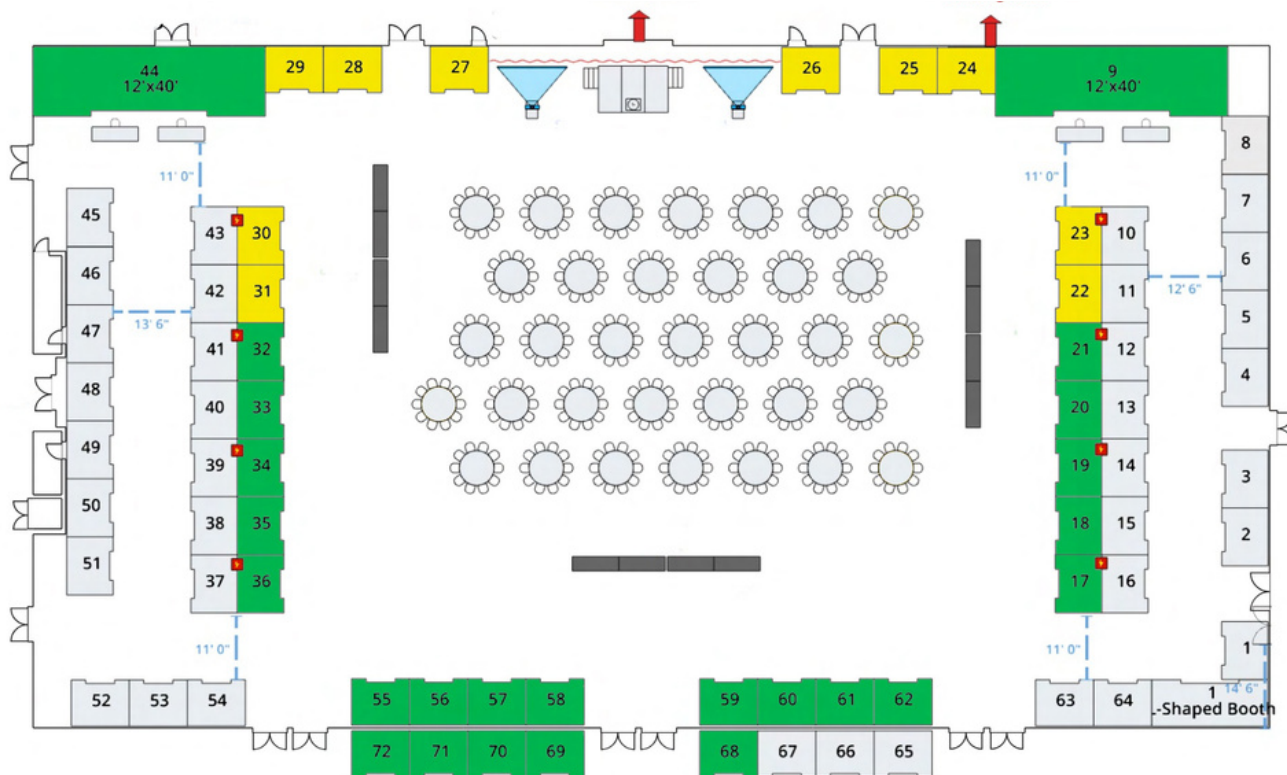
EXHIBIT ARENA



Sponsor Booths



Premium Booths



Booths are assigned in the order that registrations were received.

REGISTER AT IAHD.COM/LTC

For inquires contact Savannah Renslow, IAHD Communications Director, at
(208) 345-5176 or savannah@iahd.com.

EVENING EVENTS

ELEVATED VENDOR NIGHT

TUESDAY, OCTOBER 31

Enhance and secure connections at our revamped Vendor Night! Help us welcome local highway professionals to Boise with impactful engagement including a vendor-passport. More information about ways you can get involved and increase your booth foot traffic will be sent to registered exhibitors/sponsors.

KICK-OFF CELEBRATION

WEDNESDAY, NOVEMBER 1

Join us for the **ROAD-eo**, our spirited Kick-Off Celebration & Fundraiser, where the essence of the wild west springs to life. Dust off those spurs, contribute an auction item, and amble over to assist us in gathering robust funds to bolster the IAHD Scholarship Fund and help kids pay for their schooling.

Picture attendees strolling about, engaging in lively bidding, as live melodies serenade the atmosphere. Plus, for the thrill seekers - we will have a mechanical bull to test your mettle. Yeehaw!



REGISTRATION DETAILS

EXHIBIT BOOTHS

\$1,250 | PREMIUM BOOTH
\$1,000 | BOOTH

Included with the exhibit booths:

- Pipe and drape (8'x8' space), a 6' skirted table, two chairs, and a wastebasket
- Registration for one representative

Extra booth items & electricity are available at an additional cost through Venue Events.

EXTRA REPRESENTATIVES

\$475/ PERSON

Registration includes:

- Vendor welcome kit and access to Glue Up platform and phone app. to engage with attendees
- Meals - Breakfast and lunch with attendees (11/1 - 11/2)
- One ticket to the ROAD-eo (a.k.a. Kick-Off Celebration & Fundraiser)

C.E. CREDITS

\$50/PERSON

Exhibitors and sponsors registered for C.E. Credits may attend concurrent sessions with the IAHD & IACERS membership to obtain Continuing Education Credits. A Certificate of Completion will be issued at the conclusion of the event.

SPONSORSHIP OPPORTUNITIES

Take a quick look at the sponsorship opportunities listed below. You may find more detailed information regarding each package on the following pages. Looking for something specific? Contact us to collaborate and tailor a package to your needs.

All sponsorships and exhibit booths will be sold on a first-come, first-served basis.

Sponsorship / Benefits	Platinum	Titanium	Gold	Silver	Bronze	Social Hour	Lanyard	Key Card	Bag	Charging Station
Cost	\$7,500	\$6,000	\$5,000	\$4,000	\$2,500	\$3,500	\$4,000	\$4,000	\$3,500	\$3,000
Event Recognition	<i>Kick-Off or Gala</i>	<i>Lunch</i>	<i>Breakfast</i>	<i>Welcome</i>	<i>Breaks</i>	<i>Kick-Off or Gala</i>				
Opportunity for 2 min. Speech During Event	✓	✓								
Class Presentation Opportunity	✓									
BC Staff Wear Logo Hats During Event	✓									
Include Brochure in Attendee Welcome Kit				✓					✓	
Exclusive Exhibit Booth on 11/3*	Gala Only	Friday Sponsor	Friday Sponsor			Gala Only				
Logo on Promotional Items							✓	✓	✓	
Listed as Sponsor in Pre-Event Emails	✓	✓	✓	✓						
Opportunity to Display Company Signage During Event	✓	✓	✓	✓		✓				✓
Sponsor Exhibit Booth Location	1st Pick Location	2nd Pick Location	3rd Pick Location	4th Pick Location	✓	✓	✓	✓	✓	✓
Complementary Registrations to Convention	3	2	2	1	1	1	1	1	1	1
Complementary Exhibit Booth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Convention Material, IAHD Website, & Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

EXHIBITOR/SPONSOR MOVE-OUT: NOV. 2

**Only exclusive sponsorships will receive an exhibitor table on Friday, Nov. 3.*

SPONSORSHIPS (CONT.)

PLATINUM SPONSOR*

\$7,500

Gain prime exposure to Idaho's highway experts through this sponsorship. Enjoy a presentation slot, prominent pre- and in-convention recognition, and be hailed as the sponsor for our exciting evening events. Secure your spot now to sponsor either the western themed **ROAD-eo** (Kick-Off Celebration & Fundraiser) on Wednesday (11/1) or the exclusive member-only Gala* on Friday (11/3). The *Gala sponsor will receive complementary table at the event.*

TITANIUM SPONSOR*

\$6,000

Elevate your brand as a proud sponsor, expressing your support while engaging with key customers and clients. Secure an exclusive sponsorship for one of the three lunches, complete with an opportunity to speak to all convention attendees. As the Titanium Sponsor, you will enjoy premium logo placement, the opportunity to select your booth location, and showcase your company signage during your sponsored lunch.

GOLD SPONSOR*

\$5,000

Energize attendees from the get-go with your early-morning backing as they step into the convention center for a vital meal. Secure this exclusive sponsorship to showcase your brand by displaying company signage and having coordinated table linen to maintain a consistent and captivating atmosphere.

SILVER SPONSOR

\$4,000

Be the welcoming force at the convention with your promotional material in attendee Welcoming Kits and signage behind the registration table. With this exclusive sponsorship, gain ongoing pre-event and in-event exposure that'll spark eager interactions with your team.

SOCIAL HOUR SPONSOR*

\$3,500

Ignite the evening's excitement as the proud sponsor of the social hour preceding the ROAD-eo (Kick-Off Celebration & Fundraiser) or the exclusive member-only Gala* (11/3)! Don't miss your chance to set the tone for a memorable night and enjoy recognition during our largest events.

***FRIDAY SPONSORSHIPS | +\$500**

Demonstrate your unwavering loyalty and relish the exclusive spotlight amongst convention attendees by securing one of the coveted five sponsorship slots on Friday (11/3)!

Don't miss out on this extraordinary opportunity.

SPONSORSHIPS (CONT.)

BRONZE SPONSOR

\$2,500

Promote your visibility while attendees recharge, co-sponsor a 30-minute break! Watch your logo and booth number shine on the big screen, inviting attendees to stop by, connect, and express gratitude for your generous support.

LANYARD SPONSOR

\$4,000

Capture every gaze and turn heads at this year's convention as the official Lanyard Sponsor! Imagine your logo or company name around 500+ necks - your brand becoming an integral part of the convention experience.

KEY CARD SPONSOR

\$4,000

Elevate your brand to new heights with our exclusive hotel room Key Card Sponsorship! Envision your logo in the hands of every attendee as they access their rooms - that's 600 opportunities for your message to shine.

CONVENTION BAG

\$3,500

Leave an indelible mark on attendees beyond the event - our reusable bag with your logo, will house the coveted Welcome Kit for all registrants. Be the brand they carry long after the event!

CHARGING STATION

\$3,000

Bring highway professionals right up to your exhibit booth to spark up a conversation as they charge their electronics. This single station with multiple ports will be highlighted on the exhibitor map within the convention program. Feel free to bring your own signage to make it uniquely yours!

MECHANICAL BULL

A LA CARTE | \$1,500

Enhance the **ROAD-eo themed Kick-Off Celebration** with an adrenaline-pumping twist, a mechanical bull! From thrill-seekers to the curious, this attraction guarantees laughter, challenges, and unforgettable memories. Strengthen your message and branding by bringing your own signage to display. *Sold separately, exhibit booth and representative are not included.*

EQUIPMENT DISPLAY

A LA CARTE | \$1,000+

Put your equipment in the spotlight on the Grove Plaza for 3 days, catching the eyes of highway professionals and the public alike. Act fast, there's limited space with an application process, contact Savannah at savannah@iahd.com to kick-start the process.

