



HELENA, MT | SEPTEMBER 11–SEPTEMBER 15, 2016

# 2016 IHEEP “Exploring Opportunities”

## Sponsorship Options

IHEEP—International Highway Engineering Exchange Program brings together transportation engineers, officials, leaders and industry representatives from various countries, states, counties, cities and consulting firms, from both North America and Europe. The HEEP organization is highly respected with transportation agencies and is a go-to resource for promoting advances in transportation engineering through the exchange of knowledge and information technology.

The HEEP Board of Directors cordially invites you to participate in IHEEP 2016. The theme for 2016 is “Exploring Opportunities”. IHEEP 2016 provides opportunity for the vendor community to share that their products and solutions to transportation agency representatives who are facing similar transportation business and technology challenges.

IHEEP is focused on educating, engaging and delivering on key topics of interest. The attendees will not only leave the conference well educated,

but most importantly have valuable information to take back to their organization. For vendors who are interested in presenting at an IHEEP breakout session, send the [2016 Technical Program Committee](#) an email expressing your interest with a presentation idea.

IHEEP 2016 is a conference that keys in on useful topics and provides a platform for companies to brand market directly to a target audience. The marketing opportunities below are through the IHEEP Sponsorship program. Having this platform allows a company to grow their audience through relationships which leads to sales growth. Sponsorships are on a first come first serve basis and will be at a premium.

Complete and return the attached signature form to Ernie Cochran at [ernie@housmanandassociates.com](mailto:ernie@housmanandassociates.com) to take your first step towards greater success. All sponsorships must be secured by completing the signature form and payments must be received prior to the meeting in order to receive full recognition. An invoice will be created before payment can be received. **Secure your coveted sponsorship today!**

Tiered Level Sponsorship Benefits	Premium Sponsor \$17,500 (Exclusive to only 4)	Diamond \$10,000 (Exclusive to only 4)	Platinum \$8,000 Level	Gold \$6,500 Level	Silver \$5,000 Level	Bronze \$3,000 Level	Copper \$1,500 Level
Logo recognition on sponsor signage placed throughout the meeting area	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo recognition on sponsor "Thank You" page in meeting program	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo recognition on the conference Web page for the 2016 calendar year	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ribbon with sponsor designation adhered to name badge	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo recognition on meeting website as a clickable link	Yes	Yes	Yes	Yes	Yes	Yes	
Advertisement in the conference program	Full	Full	Full	Half	Quarter	Business	
Complimentary registration(s)	6	5	4	3	1	1	
Verbal recognition at the opening general session	Yes	Yes	Yes	Yes	Yes		
Exhibit booth 8' x 8' area	Yes	Yes	Yes	Yes	Yes		
Receive the advance/post registration list	Yes	Yes	Yes	Yes			
Ability to have a flyer placed in the delegate registration bags	Yes	Yes	Yes	Yes			
Logo recognition on signage at all breakfasts	Yes	Yes	Yes				
Logo included as the background on meeting room screens	Yes	Yes	Yes				
Tweet recognizing company as a sponsor of IHEEP	Yes	Yes	Yes				
Logo recognition on signage at all lunches	Yes	Yes					
Workshop/Session Speaker (\$17.5k level) or session moderator (\$10k level)	Workshop/ Session speaker	Session Moderator					
Logo recognition on signage inside the hospitality suite	Yes	Yes					
Logo on the sign outside the workshop sponsored	Yes						

Event/Item Sponsorship Benefits	Wednesday Evening Awards & Dinner \$12,000 (1 available)	Welcome Reception \$7,000 (1 available)	Educator & Student Participat. Program \$6,000 (1 available)	Delegate Lanyard \$4,000 (1 available)	Hotel Key Card \$3,500 (1 available)	Delegate Bag \$3,000 (1 available)	Delegate Gift \$3,000 (1 available)	Wednesday Bruce Anfinson Concert \$1,500 (1 available)	Internet Café \$1,500 (1 available)
Advertisement in the conference program	Full	Half	Half	Yes	Yes	Yes	Yes	Yes	Yes
Logo recognition on sponsor signage throughout the meeting area	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo recognition on sponsor "Thank You" page in meeting program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ribbon with "Sponsor" adhered to name badge	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo recognition on the conference Web page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Receive the advance/post registration list	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Logo recognition on the meeting website as a clickable link	Yes	Yes	Yes						
Verbal recognition at the opening general session	Yes	Yes	Yes						
Exhibit booth 8' x 8'	Yes	Yes	Yes						
Complimentary registration(s)	3	1	1						
Logo recognition on signage at all breakfasts	Yes								
Tweet recognizing company as a sponsor of IHEEP	Yes								

Golf Sponsorship Benefits	Golf Tournament \$7,500 (1 available)	Closest to the Pin \$1,000 (4 available)	Longest Drive \$1,000 (1 available)	Hole Sponsor \$750 (13 available)
Logo recognition on sponsor signage placed throughout the meeting area	Yes	Yes	Yes	Yes
Logo recognition on sponsor "Thank You" page in meeting program	Yes	Yes	Yes	Yes
Ribbon with "Sponsor" adhered to name badge	Yes	Yes	Yes	Yes
Logo recognition on the conference Facebook page	Yes	Yes	Yes	Yes
Logo recognition on the golf tournament welcome sign	Yes	Yes	Yes	Yes
Logo recognition on golf hole sponsor sign	Yes	Yes	Yes	Yes
Exhibit booth 8' x 8'	Yes			
Receive the advance/post registration list	Yes			
Logo recognition on the meeting website as a clickable link	Yes			
Verbal recognition at the opening general session	Yes			
Logo on golf award handed out to 1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup>	Yes			
Presenter of the awards at the reception	Yes			
Complimentary registration(s)	2			

**Exhibit Booth ONLY \$2,000 (Limited number of booths available)**

- 8' x 8' exhibit booth with NO pipe and draping
- One 6' draped table
- Two chairs
- One wastebasket
- One complimentary exhibitor only badge\*
- One complimentary full conference attendee badge

**Meeting Program Advertising Options**

- Full-page, color, 8.5" x 11" ..... \$1,500
- Half-page, color, 5.5" x 8.5" ..... \$1,100
- Quarter-page, color, 3.75" x 5" ..... \$800

(\* ) This person is only allowed entrance into the exhibit hall and not the meetings or food functions held outside the exhibit hall.

# Sponsorship Form

Please complete this form and return ONLY THE FORM, to Ernie Cochran at: [ernie@housmanandassociates.com](mailto:ernie@housmanandassociates.com). If a check will accompany the Sponsorship Form, please send the form along with payment to: IHEEP 2016 | c/o Housman & Associates | 1309 Pasa Tiempo | Leander, TX 78641. (Be sure to send an electronic copy to Ernie Cochran).

Upon receipt of the signed sponsorship agreement, an invoice for payment will be sent.

## Primary Contact Information:

Primary Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email Address \_\_\_\_\_

Company/Organization Name \_\_\_\_\_

## Sponsorship Options:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Premium Sponsor..... \$17,500 | <input type="checkbox"/> Wednesday Dinner..... \$12,000                         | <input type="checkbox"/> Golf Tournament ..... \$7,500    |
| <input type="checkbox"/> Diamond..... \$10,000         | <input type="checkbox"/> Welcome Reception..... \$7,000                         | <input type="checkbox"/> Closest to the Pin ..... \$1,000 |
| <input type="checkbox"/> Platinum ..... \$8,000        | <input type="checkbox"/> Educator & Student<br>Participant Program..... \$6,000 | <input type="checkbox"/> Longest Drive ..... \$1,000      |
| <input type="checkbox"/> Gold ..... \$6,500            | <input type="checkbox"/> Delegate Lanyard..... \$4,000                          | <input type="checkbox"/> Hole Sponsor..... \$750          |
| <input type="checkbox"/> Silver..... \$5,000           | <input type="checkbox"/> Hotel Key Card..... \$3,500                            | <input type="checkbox"/> Full-page Ad ..... \$1,500       |
| <input type="checkbox"/> Bronze ..... \$3,000          | <input type="checkbox"/> Delegate Bag ..... \$3,000                             | <input type="checkbox"/> Half-page Ad..... \$1,100        |
| <input type="checkbox"/> Copper ..... \$1,500          | <input type="checkbox"/> Delegate Gift..... \$3,000                             | <input type="checkbox"/> Quarter-page Ad..... \$800       |

## Sponsorship Amount/Payment:

Total Sponsored Amount: \$ \_\_\_\_\_

Name on Credit Card \_\_\_\_\_ Billing ZIP \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVS# \_\_\_\_\_ Date \_\_\_\_\_

Agreement Terms: Sponsor hereby acknowledges that they have read, understand, and agree to the terms as printed on the "SPONSORSHIP BENEFITS" page and accepts this agreement as binding.

\_\_\_\_\_  
Authorized Signature