



# 17th Annual Conference & Exposition

May 4-5, 2011

Omni Richmond Hotel • Richmond, Virginia



# Omni Richmond Hotel



Whether you're a history enthusiast, a shopaholic or an art aficionado, Richmond has something you'll love. And at the Omni Richmond Hotel, you'll be close to everything.

Discover early American history with a tour of the nearby plantations or a stroll down Monument Avenue. When it comes to culture, Richmond offers numerous museums, art galleries and fine dining. The hotel is also located adjacent to Shockoe slip, offering an eclectic mix of shopping. Thrill seekers will enjoy nearby theme parks or NASCAR races.

Other Richmond attractions include the Virginia Museum of Fine Arts, the Lewis Ginter Botanical Garden (with more than 40 acres of spectacular gardens), Hanover Tavern,

Chesterfield Museum Complex and the Library of Virginia (featuring an original copy of the Bill of Rights).

**A block of rooms has been reserved for the nights of Tuesday, May 3rd and Wednesday, May 4th.** In order to receive the special convention rate of \$149/night, please call the OMNI directly at 1-800-THE-OMNI (1-800-843-6664) to make your reservations. Ask for the Intelligent Transportation Society of Virginia Room Block.

**There are a limited number of government per diem rooms available in the ITSVA room block for \$114/night.** Government employees will be required to present a valid government issued ID upon arrival in order to receive this rate.

**TO RESERVE YOUR ROOM CONTACT THE OMNI DIRECTLY AT 1-800-THE-OMNI**

**The ITSVA Room Block will be available until Wednesday, April 13, 2011**

**(OR UNTIL THE GROUP BLOCK IS SOLD-OUT, WHICHEVER COMES FIRST)**

## **DIRECTIONS to the OMNI RICHMOND HOTEL**

**NORTH:** From I-95 South take exit 74A onto I-195. Then take the Canal Street exit.\*

**SOUTH:** From I-95 North take exit 74A onto I-195. Then take the Canal Street exit.\*

**EAST:** From I-64 West take exit 190 merging onto I-95 south, then take exit 74A onto I-195. Exit at Canal Street.\*

**WEST:** From I-64 East take exit 75 merging onto I-95 south, then take exit 74A onto I-195. Exit at Canal Street.\*

\* From Canal Street, turn right onto 10th Street. Turn right at the light onto Cary Street.

# Conference Agenda

## Wednesday, May 4, 2011

9 AM – 10:30 AM

### New Transportation Funding Sources for Virginia

**Moderator:** *Ken Jennings*

The 2011 General Assembly approved several initiatives that will provide a bright future for transportation funding, including creation of the Virginia Transportation Infrastructure Bank and authorizing the Commonwealth to issue up to \$1.1 billion in direct GARVEE bonds, using toll credits for the state match. Hear from key administrative and elected officials about how this will impact ITS in coming months.

10:45 AM – 12 Noon

### Active Traffic Management

**Moderator:** *Moe Zarean*

Our speakers will relate basic concepts and applications of Active Traffic Management in Europe and the US to potential applications in Virginia that will improve both mobility and safety. Urban ATM strategies for congestion reduction as well as intercity and rural ATM strategies related to traffic and weather conditions will be presented, as well as a status report on VDOT's activities related to I-66 ATM. Our final presentation will introduce the concept of Active Transportation and Demand Management (ATDM) – an initiative that involves dynamic, proactive management of travel demand strategies.

12 NOON – 1:30 PM

### Lunch

**Special Guest Speaker:** *Delegate, Joe T. May*

Delegate May is a Republican member of the Virginia House of Delegates currently representing the 33rd district made up of Clarke County and part of Loudoun County. He is also an engineer and inventor who holds over 20 patents in the fields of electrical and electronic engineering.

1:30 PM – 3 PM

### Recent Developments in Integrated Freight Management

**Moderator:** *Ken Jennings*

Hear from members of Virginia's newly-formed Multimodal Strategic Transportation Planning Team, as well as representatives from the Port of Virginia, on new approaches to efficiently move freight along our nation's key transportation corridors.

3:30 PM – 5 PM

### Transportation Safety

**Moderator:** *Keith Jasper*

This session will consider how ITS technologies are addressing transportation safety, and explores how technology may be part of the problem. We'll cover findings of the 2010 ITS Deployment Tracking, and latest developments associated with vehicle

connectivity with the communications environment, as well as Virginia Tech's study on distracted driving.

5 PM – 5:15 PM

### ITS Virginia Annual Business Meeting

Includes both official business and presentations to the membership about activities over the past year and opportunities to get more involved.

6 PM – 7 PM

### Reception

DINNER ON YOUR OWN

## Thursday, May 5, 2011

8 AM – 9:15 AM

### Planning the Way Forward

**Moderator:** *Cathy McGhee*

Highlighting long range transportation planning in Virginia, including VDOT's 6-Year Operations and Improvement Plan and DRPT's plans for transit improvements.

8 AM – 9:15 AM

### Supporting Operations Through Data

**Moderator:** *Ken Earnest*

9:30 AM - 11 AM

### Open Forum Discussion on Transit Technology

**Moderator:** *Mike Harris*

We invite an open discussion on transit technology. Last year we had a great session and this year with your participation we expect an even better forum!

9:30 AM - 11 AM

### VDOT's New Customer Service Center

**Moderator:** *Robb Alexander*

In April 2010, VDOT opened a statewide Customer Service Center (CSC). A great deal of work went into the planning and development of this new operation. Hear about how VDOT analyzed business needs, developed technology solutions, and conducted stakeholder outreach. Lessons learned since start-up and the future of this customer service program will also be discussed.

11 AM - 12:30 PM

### Upcoming ITS Work in the Commonwealth

**Moderator:** *Greg Pieper*

Hear from key officials at VDOT and other state agencies about plans and initiatives for ITS in the Commonwealth for the remainder of 2011 and beyond.

Register Online!  
[www.itsva.org](http://www.itsva.org)



# CONFERENCE ATTENDEE REGISTRATION

REGISTRATION	FEE	NO.	TOTAL
Member	<b>\$250</b>		
Non-Member	<b>\$340</b>		
Municipal or County Employee	<b>\$155</b>		
Full-time Student	<b>\$65</b>		
VDOT Employee	N/A		
<i>Full registration includes admittance to all educational sessions and the exhibit hall, continental breakfast, lunch and reception on Wednesday, continental breakfast on Thursday and all refreshment breaks.</i>			<b>TOTAL ENCLOSED:</b> \$

Name(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please mail completed form and check made payable to ITSVA to:

**ITSVA Annual Conference**  
600 Peter Jefferson Parkway, Suite 300  
Charlottesville VA 22911

Full payment must accompany registration. No refunds will be given for registration cancellations after April 20, 2011; substitutions are acceptable. For cancellation or late registration, please call Amy Shaw at 434-977-3716 or email amy.shaw@easterassociates.com.



# REGISTER



## CONFERENCE SPONSOR REGISTRATION

As a sponsor of the 17th Annual Conference & Exposition, your company will be showcased as an integral part of the entire conference experience.

All sponsoring companies will be recognized at the Annual Conference & Exposition and their logos will appear in the remaining issues of the 2011 ITSVA Newsletter.

Highly visible sponsorship opportunities can generate leads and help you achieve marketing and sales objectives. Sponsoring tote bags or conference giveaways also provides an effective way to put your name in front of the conference attendees. Please call Amy Shaw in the Association office if you are interested in sponsoring bags or giveaways for conference attendees.

SPONSORSHIP OPPORTUNITY	PRICE	TOTAL
Wednesday Morning Refreshment- <i>Three sponsorships available</i>	<b>\$600</b>	
Wednesday Lunch- <i>Three sponsorships available</i>	<b>\$850</b>	
Wednesday Afternoon Refreshment- <i>Three sponsorships available</i>	<b>\$700</b>	
Wednesday Reception*- <i>Three sponsorships available</i>	<b>\$1,000</b>	
Thursday Continental Breakfast- <i>Two sponsorships available</i>	<b>\$630</b>	
Thursday Morning Refreshment Break- <i>Three sponsorships available</i>	<b>\$700</b>	
Full Page Ad on Annual Conference Program Back Cover- <i>One sponsorship available</i>	<b>\$1,500</b>	
Full Page Ad on Annual Conference Program Inside Front Cover- <i>One sponsorship available</i>	<b>\$800</b>	
<i>Each sponsorship includes one conference registration, signage and program recognition.            *Wednesday Reception sponsorship includes two conference registrations, signage and program recognition.</i>		<b>TOTAL ENCLOSED:</b> \$

Name: \_\_\_\_\_  
 Company/Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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# CONFERENCE EXHIBITOR REGISTRATION

Exposition hours for this year's conference are:

- Wednesday, May 4th from 8 a.m. - 7 p.m.
- Thursday, May 5th from 7 a.m. - 11 a.m.
- In addition, the Continental breakfast on Thursday, all breaks, lunch and the reception on Wednesday are held in the Exhibit Hall.

If you are a new exhibitor, please submit an exact company description, as it will be printed in the ITSVA Annual Conference & Exposition Program. Email descriptions to Amy Shaw, amy.shaw@easterassociates.com by April 20, 2011. Descriptions submitted after the deadline will not be guaranteed inclusion in the program.



EXHIBITOR DETAILS	PRICE	TOTAL
Exhibitor Cost <i>Includes one full conference registration, one 6-foot draped table &amp; two chairs, booth pipe &amp; draping (black), signage and program recognition.</i>	<b>\$950</b> Members <b>\$1,355</b> Non-Members	
Additional Attendees <i>Special discounted exhibitor registration rate!</i>	<b>\$150</b> Members <b>\$270</b> Non-Members	
<i>Booth dimensions are 10' wide x 8' deep. Set-up is from 7 p.m. - 10 p.m. on Tuesday and tear-down follows the morning break on Thursday at 10:30 a.m.</i>		<b>TOTAL ENCLOSED:</b> \$

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

*"The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims."*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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**For electrical needs, exhibitors MUST complete the OMNI Exhibit Service Form on page 7. Please fax it to the hotel at 804/521-4876.**

# OMNI RICHMOND HOTEL EXHIBIT SERVICE FORM

EXHIBITORS MUST COMPLETE THIS FORM AND FAX IT TO THE HOTEL AT 804/521-4876.

The Convention Services Department welcomes you to the Omni Richmond Hotel for your upcoming exhibit. The following should serve as a guideline of the services we offer and to provide you with a pleasant encounter at our hotel. All orders must be placed to the Convention Services Manager no later than two weeks prior to the event date. **Please include a photo copy of your credit card, front and back, with the Exhibitor Services Form to confirm authorization for all services needed.**

**CONFERENCE: ITS Virginia (ITSVA) 17th Annual Conference & Exhibition**

**DATES: May 3 - 5, 2011**

Initial Set Up	Price	Per	ORDER
Number of 6 x 30 Skirted Tables Needed (Per Contract)	\$	50.00 Per Table	Provided by
Set Up Charges (Per Contract)	\$	50.00 Per Hour	ITSVA
Shipping	Price	Per	
1-25 lbs.	\$	10.00 Per Package	_____
26-50 lbs.	\$	15.00 Per Package	_____
51-100 lbs.	\$	25.00 Per Package	_____
101-150 lbs.	\$	35.00 Per Package	_____
151-200 lbs.	\$	55.00 Per Package	_____
Over 200 lbs.	\$	35.00 Per 100 lbs.	_____
Storage over 72 hours	\$	15.00 Per Package/Day	_____

**All Packages should be addressed as follows:**

(Name of Company / Event)	Expected Delivery Date/Time	_____
Omni Richmond Hotel	Expected Pick Up Date/Time	_____
100 South 12th Street	Company	_____
Richmond, Virginia 23219		
Attention: (Your Name) & (Brie Tinsley, Conferences Services Mgr.)		

All exhibitors are responsible for arranging deliveries and pick ups, as well as their costs. Load In and Out of packages and exhibits are to be done at the hotel loading dock located at 12th and Canal Streets.

## Electrical

Standard Service : 120 Volt, Single Phase, 60 cycle / 208 Volt, A.C., Single Phase, 60 cycle / 208 Volt, A.C., Single Phase, 60 cycle

Electrical Service Connections:

Description	Advance Order	Floor Order	ORDER
0-500 Watts	\$20.00 per day	\$30.00 per day	_____
501-1000 Watts	\$24.00 per day	\$34.00 per day	_____
1001-1500 Watts	\$28.00 per day	\$38.00 per day	_____
1501-2000 Watts	\$32.00 per day	\$42.00 per day	_____
Each Additional 1000 Watts	\$10.00 per day	\$20.00 per day	_____
Drop Boxes Available (10 separate 20 amp circuits)	\$150.00 per day	\$225.00 per day	_____

**Labor Fees\*\*:**

Monday - Friday 8:00am-4:00pm	\$	16.00 Per Hour	_____
Weekends, Holidays and Evenings	\$	24.00 Per Hour	_____

\*\*4 Hour minimum

**Miscellaneous Fees:**

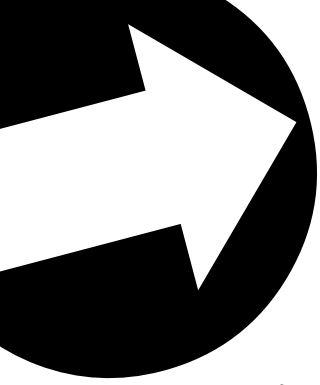
Power Cords	\$	15.00 Per Cord/Per Day	_____
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**\*\*Prices are subject to a 21% Service Charge and 6% Sales Tax\*\***

Telecommunication Associated Fees	Price	Per	ORDER
DID line (Excludes usage charges)	\$	125.00 Per Day/Per Line	_____
Local / Long Distance Phone Line (Excludes usage charges)	\$	125.00 Per Day/Per Line	_____
High Speed Internet Service (T1)	\$	350.00 Per Day	Provided by
Coordinated through AVT			ITSVA

Audiovisual	Price	Per	ORDER
40" Monitor	\$	275.00 Per Day	_____
Easels	\$	10.00 Per Day	_____
AC Power Strip	\$	15.00 Per Cord/Per Day	_____
Black Pipe and Drape (Adjustable panel 9' -16' high)	\$	15.00 Per Foot/Per Day	_____

Name	Telephone	_____
Company	Email	_____
Bill To		_____
Credit Card Number	Exp. Date	_____
Signature	Date	_____



# Omni Richmond Hotel Conference Exhibitor Space



**BOOTH  
DIMENSIONS  
10' WIDE  
BY  
8' DEEP**

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