

Dear ITM2010 Exhibitor:

We would like to take this opportunity to thank you for being an Exhibitor at the 3rd Transportation Research Board Conference on Innovations in Travel Modeling (ITM2010) scheduled to be held May 10-12, 2010 at the Tempe Mission Palms Hotel and Conference Center in Tempe, Arizona. We look forward to learning about your work and products at the conference. As final preparations are underway for ITM2010, here are some notes and reminders for your information and consideration:

- 1) If you are shipping exhibit materials to the hotel, please feel free to do so. The hotel will receive the package and keep it securely for you. Please be sure to address the package to the name of an individual who has a room reserved at the hotel. When the package arrives, the hotel checks to make sure that the name on the package actually matches up against a name in their room reservation list.
- 2) The Exhibit Hall is Palm E, a room of dimensions 51 x 26 ft. Please see the floorplan of the hotel conference center at http://www.missionpalms.com/phoenix_meetings_plans.htm.
- 3) There are a total of 6 exhibits that will need to be accommodated in this room. Two exhibitors will be against the East Wall and two will be against the West Wall. One exhibitor will be against the North wall and one will be against the South Wall. (Note that "up" corresponds to North).
- 4) Each exhibitor on the East and West walls can expect to have about 18 ft x 8 ft as their exhibit space. Each exhibitor on the North and South Walls can expect to have about 10 ft x 6 ft as their exhibit space.
- 5) The four vendors – Caliper, Citilabs, INRO, and PTV – will be on the East and West walls. The other two exhibitors, SHRP2 and Taylor & Francis Journals, will be on the North and South walls.
- 6) Each vendor on the East and West walls will be provided two 8 ft x 2.5 ft tables. Each vendor on the North and South walls will be provided one 8 ft x 2.5 ft table. The four vendors on the east and west walls are welcome to join the tables end-to-end (16 ft x 2.5 ft) or stack the tables (8 ft x 5 ft).
- 7) Exhibitors on the North and South walls will be provided one chair each; exhibitors on the East and West walls will be provided two chairs each.
- 8) The four vendors on the East and West walls will be provided power strips. No power is provided to exhibitors on the North and South walls. No internet connectivity is provided to any exhibitor. If you would like internet connectivity, you may arrange this on-the-spot by paying the requisite fee to the hotel conference center.
- 9) Depending on space available, we will have 2-3 round tables with chairs in the middle of the room. We envision that exhibitors and attendees can have informal meetings at these tables, attendees may have their refreshments at these tables, and so on. We are doing this to make the exhibit hall a meeting place where attendees would gather, thus enhancing your exposure.
- 10) All attendees will have to pass through Palm E to access Palm A+B and Palm B.
- 11) We can guarantee that the room will be open for exhibit setup starting at 5 PM on Sunday, May 9, 2010. However, we are not sure if the power strips will be there on Sunday evening. We are currently inquiring about this and will let you know as soon as possible.

Beyond table top space and power, the conference organizers are not providing any additional infrastructure. Please feel free to put up displays, props, signs, computer screens, and so on as you best see fit – but within the space parameters defined earlier.