



2nd ANNUAL FLORIDA
TRANSPORTATION
DATA SYMPOSIUM

BIG DATA FOR BETTER BUSINESS DECISIONS

EXHIBITOR & SPONSOR PROSPECTUS

AUGUST 18-20, 2015
OMNI ORLANDO AT CHAMPIONSGATE
ORLANDO, FLORIDA



ABOUT THE 2015 TRANSPORTATION DATA SYMPOSIUM

FLTDS.COM

BACKGROUND

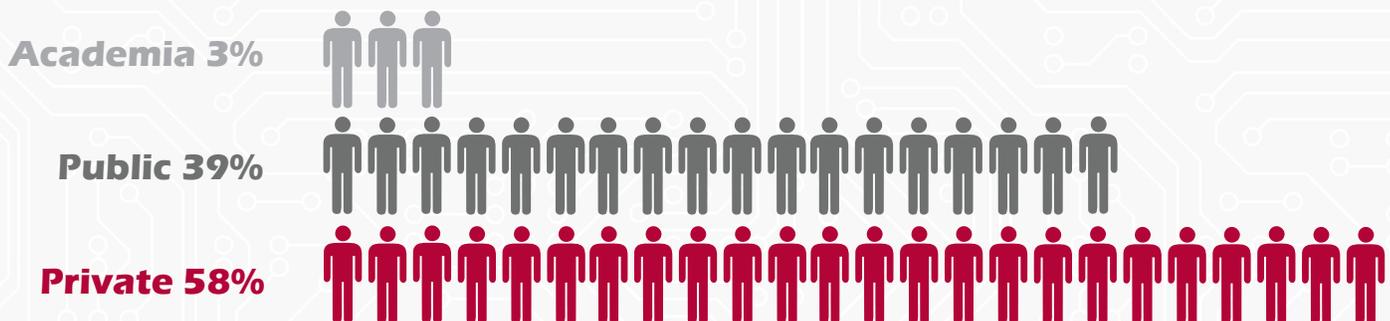
FDOT and its partners currently collect and report on a variety of transportation data to accomplish business objectives. This data includes but is not limited to infrastructure performance, condition and inventory. The data is multi-modal, including highway (auto/truck), aviation, rail, seaport, transit, pedestrian and bicycle information, for management of these facilities. The data is used for a variety of business functions including safety asset management, performance measurement, planning, operations (including traveler information), maintenance, and preservation of the multi-modal transportation system.

FDOT is interested in maximizing efficiency in collecting and disseminating such data and ensuring the information derived from the data is directly relevant to business decision making and the needs of the public.

AUDIENCE

The 2nd Annual Florida Transportation Data Symposium is focused towards governmental agencies (FHWA, MPOs), local governments, planning councils, and other state governments, academia, and FDOT management associated with transportation data management, as well as those involved with multi-modal planning, freight planning, ITS/operations, traffic operations and asset management. To raise the awareness of this important issue, FDOT District Secretaries and Directors will be invited. Private sector participation is equally essential for success of this Symposium. Private sector partners are invited to setup vendor booths and be part of the conference program.

2014 Data Symposium Attendees



OBJECTIVE

The purpose of the Florida Transportation Data Symposium is to bring together public and private transportation data stakeholders to share knowledge regarding data needs, availability, and methods for gathering, sharing, and integrating data to provide optimum value for use by FDOT, public partners, and the private sector. The outcome of the Symposium will be a deeper understanding of the vision, goals, and objectives of data collection, integration, management, and dissemination for FDOT and its partners. The Symposium will focus on utilizing Big Data for Better Business Decisions for FDOT on Florida's transportation network. Several potential initiatives including additional forums and demonstrations will be identified.



WHERE & WHEN

Omni Orlando Resort at ChampionsGate :

Day 1 - August 18, 2015 (12:00 PM - 5:00 PM)

A half day of discussions, vendor displays and one round of breakout sessions.

Day 2 - August 19, 2015 (7:30 AM - 7:00 PM)

A full day of discussion, vendor displays, presentations, and breakout sessions followed by an evening reception.

Day 3 - August 20, 2015m (7:30 AM - 12:00 PM)

A conclusive half day of presentations, discussions, and breakout sessions.

ATTENDEE REGISTRATION

\$249 (includes activities identified on agenda) must be received at FICE Headquarters by 5:00 PM EST July 27, 2015. See www.FLTDS.com for additional information.

Registrations will be accepted after the deadline if space is available. A \$50 late fee will apply. Please call (850) 224-7121 for all registration inquiries.

PDH credits for P.E.s and A.I.C.P.s are pending.



EXHIBIT BOOTHS & SPONSORSHIP

EXHIBIT BOOTHS

Standard Booth: \$1000:

- 10' x 10' Space
- Pipe and Drape (black)
- Draped 6' Table
- Two Chairs
- Wastebasket
- Two Symposium Registrations

Premium Booth: \$1500

- 10' x 10' Space in Premium Location in Exhibit Hall
- Pipe and Drape (black)
- Draped 6' Table
- Two Chairs
- Wastebasket
- Two Symposium Registrations

Set-Up Times for Exhibits

Tuesday, August 18, 2015, 8:00 am to 10:30 am

Exhibit Times

Tuesday, August 18, 2015	Wednesday, August 19, 2015	Thursday, August 20, 2015
	7:30 am to 9:00 am	7:30 am to 9:00 am
12:00 pm to 2:00 pm	12:00 pm to 1:45 pm	
5:00 pm to 7:30 pm	5:00 pm to 7:00 pm	

For all other exhibit needs, the official Symposium provider is Gilbert Exposition Management Services (GEMS). They are responsible for fulfilling orders for carpet, drayage, furnishing, labor, signs, etc. Please direct questions to their Exhibit Services Department at (407) 438-5002.

Promotional Item Opportunity - All registered exhibitors and sponsors are encouraged to provide a promotional item for the attendee welcome bags (400 bags will be made). These items must be mailed August 1, 2015 to: **HNTB, Att: Shelley Del Rocco, 610 Crescent Executive Ct. Suite 400, Lake Mary, FL 32746-2144** For more information contact Kaitlin Davidson at 850-414-4926.

SPONSORSHIP PACKAGES

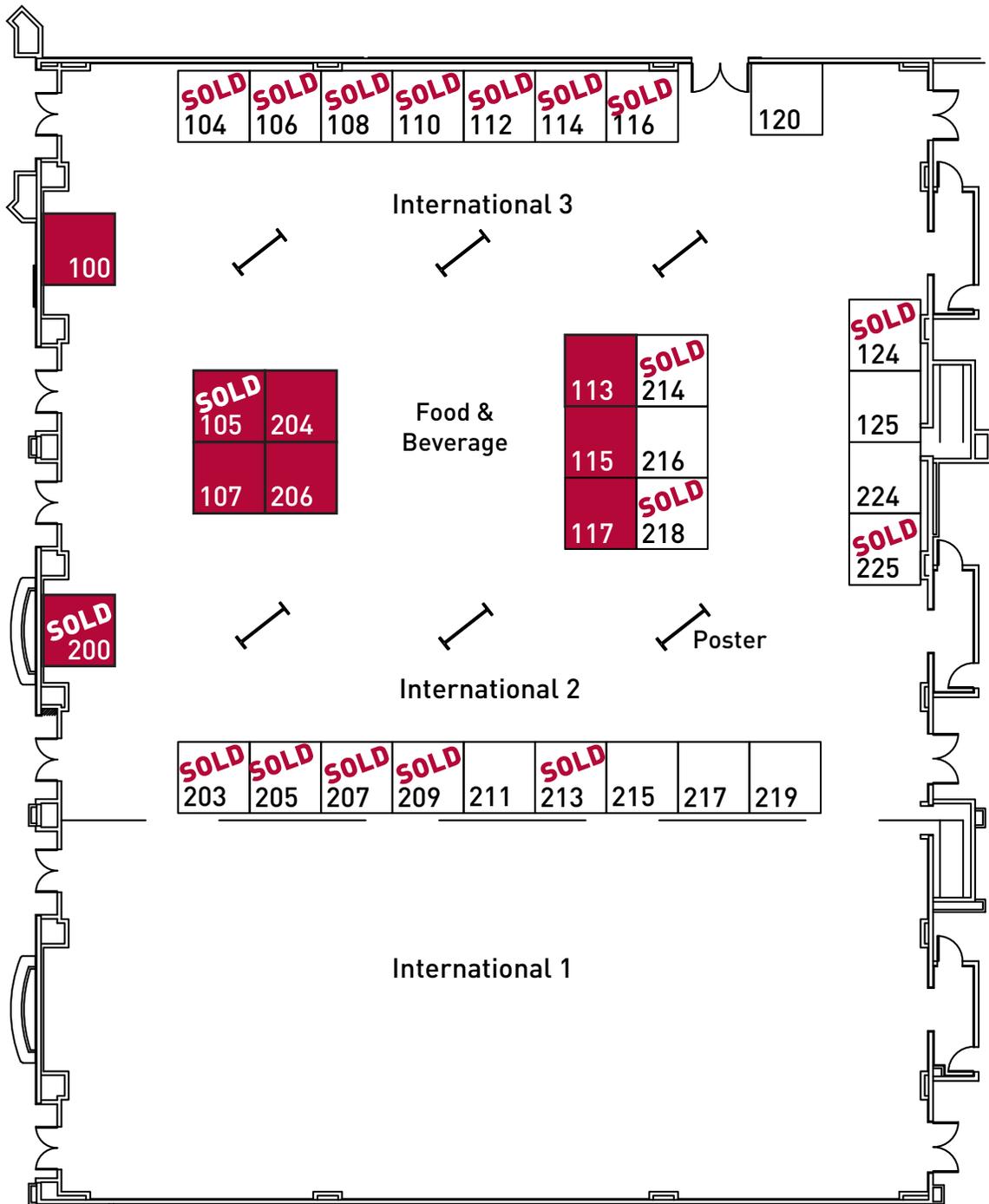
	BRONZE \$250	SILVER \$500	GOLD \$1,000	PLATINUM \$2,500	DIAMOND \$5,000
Social Media Marketing	X	X	X	X	X
Logo on FLTDS.com	X	X	X	X	X
Acknowledgment in Program	X	X	X	X	X
On-Site Signage		X	X	X	X
1/4 Page Ad in Program		X			
1/2 Page Ad in Program			X		
Full Page Ad in Program				X	X
Symposium Registration (s)			1	2	2
Standard Booth in Exhibit Hall					X
Session Sponsorship					X

EXHIBIT BOOTHS AND SPONSORSHIPS

EXHIBIT HALL LAYOUT



Premium booths are in red.



Tuesday August 18, 2015

- 12:00 - 1:30 pm** Registration, Poster Sessions, Vendor Displays, and Refreshments (International II)
- 1:30 - 3:15 pm** **Welcome Session - Introduction and Call to Action (International 1)**
Rich Biter, Assistant Secretary of Intermodal Systems Development
Florida Department of Transportation (FDOT)
Keynote Address
TBD
Introduction to Concurrent Sessions
Edward R. Hutchinson, Manager of Transportation Statistics Office, FDOT
- 3:30 - 5:00 pm** **Session 1 PLANNING - MOBILITY PERFORMANCE MEASURES IN ACTION**
Moderator: Lois Bush, FDOT
- Session 2 MODAL - FREIGHT MOVEMENT**
Moderator: Rickey Fitzgerald, FDOT
- Session 3 SAFETY - SAFETY DATA**
Moderator: Lora Hollingsworth, FDOT
- Session 4 ENGINEERING & OPERATIONS - GIS COORDINATORS MEETING**
Moderator: Jared Causseaux, FDOT

Wednesday August 19, 2015

- 7:30 - 8:30 am** Continental Breakfast, Vendor Displays and Poster Sessions (International II)
- 8:30 - 10:15 am** **Welcome Session - ROADS - Reliable, Organized, and Accurate Data Sharing (International I)**
April Blackburn, Chief Information Officer, FDOT
Speaker
TBD
Introduction to Concurrent Sessions
Edward R. Hutchinson, Manager of Transportation Statistics Office, FDOT
- 10:30 - 12:00 pm** **Session 5 ENGINEERING & OPERATIONS - OPERATIONS AND ITS**
Moderator: Mark Wilson, FDOT
- Session 6 PLANNING - TRANSPORTATION DATA FOR GIS**
Moderator: Paul O'Rourke, FDOT
- Session 7 ENGINEERING & OPERATIONS CIVIL INTEGRATED MANAGEMENT**
Moderator: John Krause, FDOT
- Session 8 PLANNING - Policy - FTP/SIS UPDATE**
Moderator: Dana Reiding, FDOT
- 12:15 - 1:45 pm** Lunch (International II)

*Agenda subject to change

AGENDA

Continued

Wednesday August 19, 2015

12:15 - 1:45 pm Lunch (International II)

2:00 - 3:30 pm Session 9 PLANNING - DATA FOR MODELING

Moderator: Thomas Hill, FDOT

Session 10 INFORMATION TECHNOLOGY - DATA MANAGEMENT

Moderator: April Blackburn, FDOT

Session 11 MODAL - FREIGHT INFRASTRUCTURE

Moderator: Ed Lee, FDOT

Session 12 PLANNING - RCI & VIDEO LOG DATA MANAGEMENT

Moderator: Chris Talbot, FDOT

3:45 - 5:15 pm Session 13 ENGINEERING & OPERATIONS - ASSET MANAGEMENT

Moderator: Tim Lattner, FDOT

Session 14 MODAL - TRANSIT

Moderator: Ed Coven, FDOT

Session 15 ENGINEERING & OPERATIONS - GEOSPATIAL DATA ELEMENTS

Moderator: Jared Causseaux, FDOT

Session 16 PLANNING - TRAFFIC DATA

Moderator: Steve Bentz, FDOT

5:30 - 7:00 pm Reception and Poster Session (light Hors d'Oeuvres)

Thursday August 20, 2015

7:30 - 8:30 am Buffet Breakfast, Vendor Displays and Poster Sessions (International II)

8:30 - 10:15 am Welcome Session (International I)

Jim Boxold, Secretary - Florida Department of Transportation

Speaker

TBD

Introduction to Concurrent Sessions

Edward R. Hutchinson, Manager of Transportation Statistics Office, FDOT

10:30 - 12:00 pm Session 17 PLANNING - ENVIRONMENTAL

Moderator: Dean Rogers, FDOT

Session 18 ENGINEERING & OPERATIONS - CONNECTED VEHICLES DATA

Moderator: Elizabeth Birriel, FDOT

Session 19 PLANING - TRAFFIC PROBE DATA

Moderator: Chris Francis, FDOT

*Agenda subject to change

FLTDS.COM

POSTER EXHIBITION

Deliver your message in our Poster Exhibition. Registered attendees are welcome to submit their innovative work with data and information. Data products showing infographics, spatial information, graphical workflows, are ways to make data and information connect to viewers. If you, your company, or your office have these to share, please take this opportunity to show them at the Data Symposium. Posters will be evaluated and judged for awards at the Symposium during lunch on Wednesday, August 19th.

Poster Guidelines

The Poster Exhibition is reserved for professional and transportation office projects and work.

- Please no vendor or product advertisements.
- Please include information to include the list of products used to create your visual.
- Please provide contact information.
- Multiple submissions will be allowed.
- Please arrive 10 minutes early to set up. Presentation boards will be available for poster presenters.
- Maximum dimensions of visuals are (30" x 40").
- Presenters will be provided with a half section space (4ft x 4ft) from a 4 ft. high by 8 ft. display board.
- Due to limitations with space, this selection will be on a first come, first serve basis.
- Please use lightweight poster board or paper.
- Please do not write or deface the display boards during demonstrations.
- All submitters are encouraged to spend some time at their display to answer questions during the evening reception on Wednesday August 19th, 2015.

Judging Criteria

- Applicability to Symposium topics
- Completeness of idea
- Communication of theme
- Overall design

Review Deadlines

Draft Poster Outline: June 23, 2015

Final Poster (PDF): August 3, 2015

Send an electronic version of your proposed poster to FLTDS@dot.state.fl.us.

Tips for creating an effective poster can be found online at: colinpurrington.com/tips/poster-design

Poster Display- The poster session will be held during the following times:

Tuesday, August 18, 2015	Wednesday, August 19, 2015	Thursday, August 20, 2015
	7:30 am to 9:00 am	7:30 am to 9:00 am
12:00 pm to 2:00 pm		
	5:00 pm to 7:00 pm	

Please arrive 10 minutes early to set up.

HOTEL INFORMATION

The Second Annual Florida Transportation Data Symposium will be held at the Omni Orlando Resort at ChampionsGate in Orlando, Florida with a lodging rate of \$115 per night plus applicable taxes (single/double). Room rates will not be subject to the daily resort fee of \$20 per room.

1500 Masters Boulevard
ChampionsGate, FL 33896
407-390-6664

Reservations by attendees must be received on or before, July 27, 2015 at 5pm, however, rooms may sell out prior to this deadline. You may make your hotel reservation by calling, 800-THE-OMNI. To receive the group rate upon calling, refer to the Florida Transportation Data Orlando Symposium. You may also reserve your room online at www.omnihotels.com/hotels/orlando-championsgate/meetings/2015-florida-transportation-data-symposium-8.

Check-in time: 3:00 pm Check-out time: 11:00 am

Parking (August 17-21, 2015)

Self-Parking, overnight - complimentary Self-parking, day rate - \$10
Valet Parking, overnight - \$16 daily Valet Parking, day rate - \$17



Special Needs

In compliance with the American Disabilities Act (ADA), please contact Kaitlin Davidson at 850-414-4926 to inform us of any special needs that are required to allow your full participation in this program. Please notify us within 30 days of the program to allow sufficient time to accommodate these requests.

Family Opportunities

Discounted Disney Tickets

As a Good Neighbor Hotel, the Omni offers discounted Walt Disney World tickets to conference attendees and guests. For more information visit the www.mydisneymeetings.com/omni

Camp Omni Kids Escape

The coolest place for kids to hang out is the Camp Omni Kids Escape! Kids Escape offers kid-friendly dinners, movies, video games, board games and other entertaining activities.

Golf

The resort features two championship 18-hole golf courses and the opportunity to improve your game at the world headquarters for the David Leadbetter Golf Academy.

Water Activities

With a 125-foot water slide and a meandering lazy river, the family-friendly pool area is a great place to stay cool in the Florida sun. Or soak up some rays at the formal pool, complete with luxurious cabanas.



For a full list of the many resort activities offered at the Omni Orlando Resort visit www.omnihotels.com/hotels/orlando-championsgate/things-to-do.



2nd ANNUAL FLORIDA TRANSPORTATION DATA SYMPOSIUM

Learn more about Transportation Data Symposium:

Web: FLTDS.COM

Twitter: [@FLDATASYMPOSIUM](https://twitter.com/FLDATASYMPOSIUM)

Join in on the conversation by using [#FLDATASYMPOSIUM](https://twitter.com/FLDATASYMPOSIUM)

Contact:

Florida Department of Transportation
605 Suwannee St.
Tallahassee, FL 32399

Contact Person: Kaitlin Davidson
Phone: 850-414-4926
Email: FLTDS@dot.state.fl.us

FDOT VISION

Serving the people of Florida by delivering a transportation system that is fatality and congestion free.

FDOT MISSION

The department will provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity and preserves the quality of our environment and communities.



Florida Transportation Data Symposium Exhibit and Sponsorship Application

FES/FICE Space Reservation and Insertion Contract

125 S. Gadsden St. • Tallahassee, FL 32301 • 850-224-7121 • Fax 850-222-4349 • Email: fes@fleng.org

Company/Organization *(as you want it to be listed in all printed material)*

Contact Name

Title

Address

City/State/zip

Telephone **Fax**

Email *(Required, in order to send exhibitor service kit and all conference communication)*

Badge Names and Company

Additional Registrants \$249 # _____

For the conference program, in 1-2 sentences, please indicate the products or services you will display (20-word maximum).

Payment

Payment in full is due with return of this contract.

- Check (#) Visa Master Card

Make checks payable to: FICE

Credit Card Number **Exp. Date**

Cardholder Name

Signature

Summit Exhibit Booth	Number Of Badges
<input type="checkbox"/> Standard (10'x10') \$1,000	2
<input type="checkbox"/> Premium (10'x10') \$1500	2
Booth Location (see page 5)	
<input type="checkbox"/> 1st choice # _____	
<input type="checkbox"/> 2nd choice # _____	

The booth rental fee does not include electricity outlets, electricity, additional furniture, internet, or phone service. Show Management has chosen Gilbert Exposition Management Services (GEMS) as the official and exclusive general contractor for the Florida Transportation Data Symposium. They are responsible for fulfilling orders for carpet, drayage, furnishing, labor, signs, etc. Please direct questions to their Exhibit Services Department at (407) 438-5002.

Summit Exhibit Sponsorship	Number Of Badges
<input type="checkbox"/> Bronze \$250	
<input type="checkbox"/> Silver \$500	
<input type="checkbox"/> Gold \$1,000	1
<input type="checkbox"/> Platinum \$2,500	2
<input type="checkbox"/> Diamond \$5,000	2
<i>Complimentary booth includes two Symposium Registrations (Four Total)</i>	

Promotional Item Opportunity - All registered exhibitors and sponsors are encouraged to provide a promotional item for the attendee welcome bags (400 bags will be made).
Please specify your item: _____

These items must be mailed to:
HNTB, Att: Shelley Del Rocco,
610 Crescent Executive Ct. Suite 400,
Lake Mary, FL 32746-2144
Phone: 407-805-0355
By August 1, 2015.

For more information contact Kaitlin Davidson at 850-414-4926.

Form/ Payment Must be faxed or mailed to the address below. Payment deadline is July 27, 2015.
Checks payable to: FICE

Mail:
Dee Kring, CAE, CMP
P.O. Box 750
Tallahassee, FL 32302-0750

Phone: 850-224-7121
Fax: 850-222-4349
Email: dkring@fleng.org