



Latin America Regional Congress (LARC) Sponsorship Packages

About the Congress: Held with the support of the Inter-American Development Bank (IADB), this Congress will feature international expert speakers in the areas of road safety, ITS, pavements, and infrastructure finance. A compelling program has been developed in conjunction with the IADB and Colombian government agencies to address the specific infrastructure, safety and mobility challenges of Colombia and the rest of Latin America.

When: November 8-9, 2010 – Congress & Exhibition (8/9) & Certified Training (10/11)

Where: Crowne Plaza Tequendama Bogotá

Carrera 10 No. 26-21

Bogotá, 00000 Colombia

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(1 877 227 6963)

Fax: (5 71) 485-1112

Web: <http://bit.ly/b95xOf>

Who: Companies from all sectors of the road industry including:

- Road construction & maintenance contractors
- Road equipment
- Horizontal & vertical road markings
- ITS
- Tolling systems
- Road safety materials
- Engineering consulting companies
- Education & research
- Industry publishers

To become a LARC Sponsor, please contact Kathy Mejasich, at +1 703 535 1001 / kmejasich@irfnews.org no later than September 15, 2010.



**Platinum Sponsor
(Custom Package)**

Choose from the menu of benefits below and/or others to meet your needs

Limited to One (1) Sponsor

- "Presenting Sponsor" designation of the VIP Dinner; additional benefits can be applied to meet your company's interest
- Complimentary seating for four (4) at VIP Dinner for company representatives
- Track Co-Sponsor; Select from one (1) of the following tracks: Road Safety, Pavement Technology, Maintenance & Management, ITS, Project Management & Financing, and Tunnels
- Program (concurrent session) speaking opportunity for company representative
- Company mention/thank you during LARC Welcoming Remarks
- Logo recognition on LARC proceedings/CD
- Banner inside congress hall (2.50m X 2.00m)
- Company logo recognition on all LARC posters
- Company logo recognition (with hyperlink to company web site) on LARC webpage; thru October 31, 2010
- Company listing in the LARC program/exhibitor directory
- Logo recognition on one (1) delegate give-away item (e.g. gift bag, badge lanyard)
- Complimentary access to the LARC for ten (10) company representatives
- Discount access to the LARC for additional company representatives
- Complimentary exhibit booth upgrade (3m X 3m (9 sqm) / 9.8 ft X 9.8 ft (96.9 sqft))
- One (1) full-page ad in LARC program/exhibitor directory
- Company mention/thank you during media interviews (best effort)
- Company mention in all IRF-issued press releases regarding the event
- Reserved seating for all corporate representatives during LARC General Sessions
- Complimentary meeting space for a meeting of your choice during the LARC w/ room signage; one (1) room for up to fifteen (15) people available for four (4) hours
- Post event fulfillment report documenting recognition/benefits delivered



**Gold Sponsor
(US\$10,000)
Limited to Six (6) Sponsors**

- "Presenting Sponsor" designation of one (1) of the following marketing platforms (Cyber Café; Selected meal - e.g. Breakfast, Lunch); additional benefits will be applied based on platform selected and sponsor's interest
- Track Co-Sponsor; Select from one (1) of the following tracks: Road Safety, Pavement Technology, Maintenance & Management, ITS, Project Management & Financing, and Tunnels
- Program (concurrent session) speaking opportunity for company representative
- Complimentary seating at VIP Dinner for two (2) company representatives
- Company mention/thank you during LARC Welcoming Remarks
- Banner inside congress hall (2.50m X 2.00m)
- Company logo recognition on all LARC posters
- Company logo recognition (with hyperlink to company web site) on LARC webpage; thru November 30, 2010
- Company listing in LARC program/exhibitor directory
- Logo recognition on one (1) delegate give-away item (e.g. gift bag, badge lanyard)
- Complimentary access to LARC for eight (8) company representatives
- Discount access to LARC for additional company representatives
- Complimentary exhibit booth upgrade (3m X 3m (9 sqm) / 9.8 ft X 9.8 ft (96.9 sqft)
- One (1) half-page ad in the LARC program/exhibitor directory
- Reserved seating for all corporate representatives during LARC General Sessions
- Complimentary meeting space for a meeting of your choice during the LARC w/ room signage; one (1) room for up to fifteen (15) people available for four (4) hours



Silver Sponsor
(US\$5,000)

- Track Co-Sponsor; Select from one (1) of the following tracks: Road Safety, Pavement Technology, Maintenance & Management, ITS, Project Management & Financing, and Tunnels
- Program (concurrent session) speaking opportunity for company representative
- Company listing on all LARC posters
- Company listing (with hyperlink to company webpage) on LARC web page; thru November 30, 2010
- Company listing in the LARC program/exhibitor directory
- Complimentary access to the LARC for four (4) company representatives
- Complimentary exhibit booth (3m X 2m (6sqm / 9.8 ft X 6.6 ft (65 sqft)

Bronze Sponsor
(US\$2,000)

- Company listing on all LARC posters
- Company listing (with hyperlink to company webpage) on LARC web page; thru November 30, 2010
- Company listing in the LARC program directory
- Complimentary access to the LARC for (2) company representatives