



2021 Exhibitor/Patron Application & Credit/Refund Authorization (for exhibitors booked by July 2020)

Contact Information

Company Name.....
 Contact..... Title.....
 Tel..... Fax.....
 Email..... Web Site.....
 Address.....
 City..... State..... Zip..... Country.....

Virtual Exhibit Booth and Patron Packages (see benefits on pages 2 and 3)

- Yes, I'd like a 2021 virtual exhibit booth @ \$1,900 Fee (if applicable) \$ _____
- Yes, I'd like a Gold Patron package (including a booth) @ \$7,900 Deposit Already Paid \$ _____
(discounted to \$6,715 for TRB Global Affiliate organizations)
- Yes, I'd like a Silver Patron package (including a booth) @ \$5,900 Balance Due (if deposit < fee) \$ _____
(discounted to \$5,015 for TRB Global Affiliate organizations)
- No, I don't want to exhibit or be a patron at the 2021 meeting, Credit (if deposit > fee) \$ _____
- Please apply any credit to my booth or patron package at the 2022 TRB Annual Meeting. I will earn one additional priority point for future booth selection. I still may request a refund of the credit any time through March 25, 2021.
- Please refund any credit. I will not receive the additional priority point.

Payment Information

Initials	Payment Schedule
	100% Due with Application

Cancellation Fees

Cancellation Fees	Initials
100% of Fee	

Exhibitor/Patron benefits will not be held or confirmed without payment. Failure to make payments does not release the contracted or financial obligation of Exhibitor/Patron.

Make checks payable to: National Academy of Sciences

Submit application to:

Email: exhibitcontracts@spargoinc.com
 Fax: 703-563-2691

Mail payments to:

National Academy of Sciences Exhibits Management
 c/o SPARGO, Inc.
 11208 Waples Mill Road, Suite 112
 Fairfax, VA 22030

Need Help? Contact:

trbexhibits@spargoinc.com
 888-744-1449

Credit Card Payments:

An invoice will be sent within one business day with instructions for how to submit a credit card payment online.

I, the undersigned, hereby make Application for stated virtual exhibit booth, at the Transportation Research Board (TRB) 100th Annual Meeting. I am an authorized representative of the company/ organization listed on this application ("Company") with the full power and authority to sign and deliver this application. Company agrees to comply with the [TRB Exhibitor Terms and Conditions - https://events.jspargo.com/TRB21/CUSTOM/pdf/TRB21_VirtualTermsCond.pdf](https://events.jspargo.com/TRB21/CUSTOM/pdf/TRB21_VirtualTermsCond.pdf). Company agrees to receive all written and electronic correspondence from TRB, SPARGO, Inc., and official event contractors in reference to the TRB 100th Annual Meeting and future TRB events. This application will become a contract upon Company's authorized signature and TRB's acceptance and approval.

Exhibitor's Signature..... Date.....

Printed Name..... Phone.....

Show Management Use

Account Manager.....

Date..... Account Number.....



TRB 2021 Virtual Annual Meeting Exhibitor Benefits & Information

Special Incentives for 2021:

- Virtual exhibit fee is half the cost of a 10' x 10' booth at an in-person meeting.
- Booth includes two (2) full-meeting registrations, and unlimited booth-staff registrations.
- 2021 exhibitors will earn four (4) priority points for future booth selection, which is double the number typically earned for a 10' x 10' booth at an in-person meeting
- 2021 exhibitors who paid a deposit by July 2020 and apply any overpayment to the 2022 TRB Annual Meeting will receive one (1) additional priority point, over and above the four noted above.
- 2021 exhibitors will lock in their 2022 booth rate at the original in-person 2021 price of \$38 per square foot.

Exhibit Hours:

- Exhibits will be listed as “live” from 11:00 AM to 3:00 PM Eastern Time each day, during the dates of the TRB Annual Meeting sessions, which are January 21-22, 2021, and January 25- 29, 2021. During these “live” hours, TRB highly recommends that the Exhibitor have at least one staff registrant in the booth at all times, to answer attendee questions.
- Beyond the above-mentioned “live” hours, the Exhibitor’s virtual booth, and all of its content, will be accessible to meeting registrants on a 24-hour basis for the 30-day period from January 21 through February 19, 2021. Throughout that time, attendees may view any documents or videos in the virtual booth, and may leave business cards or messages for the Exhibitor.

Functionality:

- Branding – Brand your virtual booth with your logo, custom colors, and sign copy.
- Dissemination – Post information about your products or services in PDF format for immediate download.
- Multi-Media – Post a video presentation that can be viewed by everyone who visits your booth.
- Lead Retrieval – Collect visitor contact information via the “Leave Business Card” functionality.
- Engagement – Interact with potential customers via the booth’s chat functionality.
- Connections – Start a conversation by initiating a real-time one-on-one video meeting.
- Analytics – Get a complete report on the attendee engagement within your booth.



Patron Benefits for TRB 2021 Virtual Annual Meeting

Participation, Exposure, & Recognition	Platinum (Limit 4) \$16,900	Gold (Limit 7) \$7,900	Silver (Unlimited) \$5,900
Full Registrations.	8	6	4
Executive Committee Policy Session Invitations.	4	3	2
Logo and website link on: <ul style="list-style-type: none"> • Attendee Registration Confirmations E-Mails • Annual Meeting Online Program • Virtual Lobby Wall 	✓		
Thank you, by name, include in the oral program portion of the: <ul style="list-style-type: none"> • Welcome Session • Deen Lecture • Chair's Plenary Session • Executive Committee Policy Session 	✓		
Logo on: <ul style="list-style-type: none"> • Welcome E-mail • Post Meeting Attendee Survey <i>(Both go to all registrants)</i>	✓	✓	
Media Contact Shared with Annual Meeting Media Registrants.	✓	✓	
Press Release Available to Annual Meeting Media Registrants.	✓	✓	
Complementary Exhibit Booth <i>(Includes Registration for Exhibit Staff Only)</i> .	✓	✓	✓
Direct link to booth from the Patron dropdown menu, located on attendees' virtual platform site navigation bar, at the top of every page. <i>(Patrons will be grouped by level, and in alphabetical order within level.)</i>	✓	✓	✓
Logo* in Welcome Slide Deck at: <ul style="list-style-type: none"> • Welcome Session • Dean Lecture • Chair's Plenary Session • Executive Committee Meeting 	✓	✓	✓
Logo* and Link on the Annual Meeting Homepage.	✓	✓	✓
Logo and Link on the TRB Exhibit Sales Homepage.	✓	✓	✓
Logo* on back cover of Chair's Plenary Session Program (PDF).	✓	✓	✓
Logo* and Link in the December Issue of the E-Newsletter.	✓	✓	✓
Logo and Link in Thank You Posts on TRB's Social Media Pages.	✓	✓	✓
Post-meeting access to Annual Meeting Online Program, for all organization employees. Includes links to speaker abstracts and presentations.	✓	✓	✓
Access to TRB Centennial Identifier for use on give-away items.	✓	✓	✓

* Logos of Patrons that appear together will be sized as Platinum at 150%, Gold at 125%, and Silver at 100%. TRB determines 100% base size.