

Preliminary EXPO Program



Pennsylvania Public Transportation Association

April 27, 28, 29, 2010

Lancaster County Convention Center &

Lancaster Marriott at Penn Square

Featuring the Mid-Atlantic Software Expo (4/27 & 28)

Preliminary Conference Program

Tuesday, April 27

- 8:00 a.m.-7:00 p.m. Conference Registration
- 8:00 a.m.-9:00 a.m. Rural Management Assistance (RMA) Session
- 9:00 a.m.-10:30 a.m. Committee Meetings
- *Community Transportation*
- *Marketing & Communications*
- *Operations*
- *Membership Services*
- 10:30 a.m.-10:45 a.m. Coffee Break
- 10:45 a.m.-12:15 p.m. Committee Meetings
- *Human Resources*
- *Government Affairs*
- *Maintenance*
- *Financial Officers*
- 11:00 a.m.-3:00 p.m. EXPO Set-Up
Buses 11:00; Booths 1:00
- 12:30 p.m.-2:00 p.m. Luncheon & Annual Membership Meeting
- 2:15 p.m.-3:45 p.m. Concurrent Sessions
- *How Performance Measurement Improves Performance*
- *Facilities Management to Reduce Injuries*
- *COSTARS Procurement to Maximize Resources*
- 4:00 p.m.-5:00 p.m. EXPO / Free Time
- 4:00 p.m.-5:00 p.m. PPTA Board of Directors Meeting
- 5:00 p.m.-6:00 p.m. Reception in the EXPO
- 6:00 p.m.-8:30 p.m. Annual Award Dinner
Honoring the Super Stars of Transit, our Professional Supervisor Program and TransitSCORE Graduates and Recognizing Students of our first Transit Executive Seminar
- 8:45 p.m.-9:45 p.m. Coffee and Dessert in the EXPO
- 10:00 p.m.-12:00 a.m. Peer-to-Peer Networking

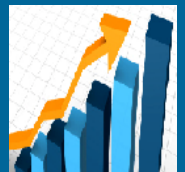
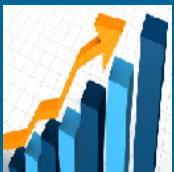
Wednesday, April 28

- 7:00 a.m.-6:00 p.m. Conference Registration
- 7:00 a.m.-8:00 a.m. Continental Breakfast in the EXPO
- 7:00 a.m.-4:00 p.m. EXPO Open
Note: Closed 8:00-10:30 During Keynote
- 8:00 a.m.-9:00 a.m. Welcome & Opening Remarks
Richard Farr, PPTA Chairman
The Honorable Allen D. Biehler
PennDOT Secretary (invited)
- 9:00 a.m.-10:30 a.m. Keynote Address
Creating High Performance Teams
- 10:45 a.m.-12:00 p.m. Policy & Regulatory Update
Department Representatives from PennDOT, FTA, Aging & DPW
Gain the most up-to-date information from agency staff
- 12:00 p.m.-1:30 p.m. Luncheon with Speakers TBA
- 1:45 p.m.-3:00 p.m. Concurrent Workshops
- *Transit Funding and Reporting*
- *Complete Streets & Regional Planning*
- *Optimizing Organizational Performance – Getting Results in the Workforce*
- *Social Marketing and Marketing ROI*
- 3:15 p.m.-4:00 p.m. Ice Cream Social and Door Prize Drawings in the EXPO
- 4:00 p.m.-5:00 p.m. EXPO Closes/Teardown
- 4:15 p.m.-5:30 p.m. Concurrent Workshops
- *Gaining Political Support and Local Investment With Performance*
- *Capital Financing for the Short Term*
- *Transit Facility Energy Audits*
- 6:00 p.m.-10:30 p.m. Big Night Out
Strasburg Rail Road & Museum
Steam through Dutch Country then enjoy a catered dinner at the Rail Road Museum and explore the displays
- 10:45 p.m.-12:00 a.m. Peer-to-Peer Networking

THURSDAY, APRIL 29

- 7:30 a.m.—8:30 a.m. Buffet Breakfast
- 8:45 a.m.—11:00 a.m. How Do You Measure Up?

Deputy Secretary Toby Fauver &
Invited Guest Speakers





How Do You Measure Up?



PPTA EXPO EXHIBITOR FACT SHEET

TUESDAY & WEDNESDAY, APRIL 27 & 28, 2010

NEW LOCATION—Lancaster County Convention Center & Lancaster Marriott at Penn Square—NEW LOCATION

EXPO SHOW HOURS & AGENDA

Tuesday, April 27

- 11:00 a.m. - Vehicle Display Set-Up
- 1:00 p.m. - Table Display Set-Up
- 4:00 p.m. - EXPO Opens
- 5:00-6:00 p.m. - Reception in the EXPO
- 8:30-9:45 p.m. - Dessert & Coffee in the EXPO
- 10:00 p.m. - EXPO Closes for the Evening

Wednesday, April 28

- 7:00-8:00 a.m. - Breakfast in the EXPO
- 8:00-10:30 a.m. - EXPO Closed During Keynote
- 3:15-4:00 p.m. - Ice Cream Social &
RAFFLE PRIZE DRAWINGS
- 4:00 p.m. - EXPO Closes/Dismantle

EXHIBITOR SET-UP & DISMANTLING

- Vehicle Display Set-Up—Tuesday 4/27 at 11:00 a.m.
- Table Display Set-Up—Tuesday 4/27 at 1:00 p.m.
- Set up must be completed by 3:30 p.m.
- Dismantle—Wednesday 4/28 at 4:00 p.m. (ONLY)
- Pick Up Badges/Material at PPTA registration desk.

INDOOR VEHICLE & TABLE-TOP DISPLAY RENTAL PACKAGE DETAILS

- PPTA Member Fee - \$700 — Non-Member Fee - \$1200
 - PPTA members receive priority placement
- FEE MUST BE PRE-PAID to PPTA via check or credit card
 - Registration confirmation will be sent via Fax or E-mail
 - PPTA reserves the right to assign booth locations
- Refunds are available, minus 20% fee, before 4/12/10 — No refunds after 4/13/10
- Forms for Furnishings/Shipping/Drayage/Electric and Internet needs at www.ppta.net
- 8' x 10' booth space with 6' skirted table & two chairs — Security during closed hours

LODGING INFORMATION

NEW LOCATION

Don't be left without a room
Make your reservations NOW!



Marriott Lancaster at Penn Square

(717) 239-1600

Be Sure to Request the PPTA Room Block—Room Rate: \$139 Single/Double

NOTE: MEALS ARE NOT INCLUDED IN ROOM RATE

Guarantee your overnight accommodations with any major credit card.

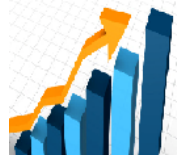
Cancellations must be received 48 hours prior to day of arrival.

European Plan - Rates are per person per day, subject to tax and gratuity.

Check in at 3:00 p.m. / Check out by 12:00 p.m.



How Do You Measure Up?



If You Don't Want to Register On-Line at PPTA.NET Simply Fax this Form!

PPTA EXPO REGISTRATION

Tuesday, April 27, Wednesday, April 28, & Thursday, April 29, 2010

Badge Name & Title: _____
(included in booth fee)

Badge Name & Title: _____
(included in booth fee)

Additional Badge Names & Titles: _____
(Add Additional Fee(s) Below)

Organization: _____

Address: _____

City, State, & Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

TYPE OF DISPLAY:	_____ <i>Tabletop Display</i> _____ <i>Vehicle Display</i>	
DESCRIBE PRODUCT <i>List Vehicle Size, Type, etc.</i> <i>(For program listing)</i>		
IDENTIFY DISPLAY NEEDS: <i>(Order Forms Available at ppta.net)</i>	_____ <i>Electric</i> _____ <i>Internet Access</i> _____ <i>Phone</i> _____ <i>Drayage Shipping/Receiving</i>	
NUMBER of DISPLAY SPACES: <i>(Includes 2 Registrations per space)</i>	_____ x \$700 <i>(PPTA Member)</i>	= \$ _____
	_____ x \$1200 <i>(Non-Member)</i>	= \$ _____
ADDITIONAL REGISTRANTS <i>(Third Person or more):</i>	_____ x \$195 <i>(Three-Days)</i>	= \$ _____
	_____ x \$85 <i>(Tuesday)</i>	= \$ _____
	_____ x \$125 <i>(Wednesday)</i>	= \$ _____
	_____ x \$65 <i>(Thursday)</i>	= \$ _____
SELECT MEALS: <i>(Not Included in Exhibit Fee or Room Rate)</i>	_____ x \$35 <i>(T- Membership Lunch)</i>	= \$ _____
	_____ x \$58 <i>(T- Award Dinner)</i>	= \$ _____
	_____ x \$35 <i>(W- Lunch)</i>	= \$ _____
	_____ x \$58 <i>(W- Fun Night Dinner)</i>	= \$ _____
	_____ x \$19 <i>(Th- Buffet Breakfast)</i>	= \$ _____
PROGRAM AD:	<i>Members: Full Page \$500 / Half Page \$450</i>	= \$ _____
INCREASE IMPACT-GET NOTICED	<i>Non-Members: Full Page \$650 / Half Page \$550</i>	= \$ _____

- Requests for ad copy will be honored on first come-first served basis.
- Rank Preferences: ___ *Inside Front Cover* ___ *Inside Back Cover* ___ *Outside Back Cover*
- All ad copy must be submitted to PPTA via disk or e-mail to mpierce@ppta.net
- Full Page Dimensions: 7" x 10" border may be place around ad-Trim size is 8" x 11"
Allow additional 1/8" image on material that is to bleed / Keep live matter 1/4" from bleed edge to allow for trim
- Half Page Dimensions: Horizontal-Size to fit 7" x 4" border

(CONTINUE EXHIBITOR REGISTRATION ON NEXT PAGE)



How Do You Measure Up?



PPTA EXPO REGISTRATION CONTINUED

Tuesday, April 27, Wednesday, April 28, & Thursday, April 29, 2010

<p style="text-align: center;">SPONSOR PLEDGE (\$200 Minimum per event)</p> <p style="text-align: center;">BE A PPTA SUPPORTER!</p> <p style="text-align: center;"><i>Get Recognition while you promote your products!</i></p>	<u>Tuesday Events</u>	Conference Gift = \$ _____	
		A.M. Coffee Break = \$ _____	
		Luncheon = \$ _____	
		Reception = \$ _____	
		Award Dinner = \$ _____	
		Dessert & Coffee = \$ _____	
		Hospitality Suite = \$ _____	
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		<u>Wednesday Events</u>	Continental Breakfast = \$ _____
		Keynote Speaker = \$ _____	
		Luncheon = \$ _____	
		Ice Cream Social = \$ _____	
	Big Night Out = \$ _____		
	Hospitality Suite = \$ _____		
	<hr/>		
	<u>Thursday Events</u>	Buffet Breakfast = \$ _____	

<p>BRING A GIFT FOR EXPO RAFFLE!</p> <p><i>Collect business cards during the show while you promote your services & your prize. During our Ice Cream Social, the closing EXPO event on Wednesday, April 28, from 3:15p.m. to 4:00 p.m., YOU will award your raffle prizes! Each exhibitor participating will be invited to the stage to present a product overview prior to drawing their winner. Ice cream, prizes & an opportunity to make your last EXPO sale—what better way to make an impression on your customers!</i></p>	<p>PLL BRING A RAFFLE PRIZE!</p> <p>YES-YES-YES!</p>
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<p>TOTAL ENCLOSED</p> <p>(Payable to PPTA—<u>MUST BE PRE-PAID</u>)</p> <p>(If this presents a problem for your accounting department, please contact us!)</p>	<p>= \$ _____</p>
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Credit Card Payment: ___ Visa ___ MasterCard ___ Discover ___ Amex

Card #: _____

Note last three numbers from signature strip on back of your card: _____

Expiration Date: ____/____/____ Signature: _____

FAX and/or MAIL WITH PAYMENT BEFORE 4/8/10 TO:

PPTA

600 North Third Street, Harrisburg, PA 17101-1113

(phone: 717-234-7420 / Fax: 717-234-7176 / cconaway@penntain.net)

Special Note to All Exhibitors - Hold Harmless Clause Covering Conference Exhibits

Exhibitors assume entire responsibility for liability for losses, damages and claims arising out of personal injury or damage to the exhibitor's display, equipment and other property brought upon the premises of the hotel and convention center and shall indemnify and hold harmless the hotel, the convention center, PPTA, and its affiliates and their agents, servants, and employees from any and all such losses, damages and claims.

REGISTER ON-LINE – SAFE & SECURE

You don't have to fax or mail if you register on-line!

A few simple steps and you're good to go!

Secure on-line payment system!

REGISTER NOW — Visit PPTA.NET and click on the link

To Log In — PPTA Members Enter E-Mail Address & Password “pptal997”

Non-Members Click on “New Visitor Registration”

Enter E-Mail Address and Create Account

IF YOU HAVE QUESTIONS CALL 1-800-847-0333

Easy Steps to Register:

- 1. On Welcome Page click “Upcoming Events” on side-bar Menu*
- 2. Click in center of page on PPTA 2010 Exhibitor Registration*
- 3. Click on “Register for This Event”*
- 4. Select “Registration Fee” drop down box*
- 5. “Exhibitor Registration—1st Registrant” ; Edit badge name info*
- 6. Provide ad preference & raffle prize in “Special Instructions” box*
- 7. Under “Session” select program ad & meals; Click “Add to Cart”*
- 8. Click on “Continue Shopping”*
- 9. Click on “Sponsor Pledge” ; Indicate Amount & Events (minimum \$200)*
- 10. Click “Add to Cart”*
- 11. Click on “Register Guest” under “Main Registration” to add staff*
- 12. Confirm order and click “Check-Out”*
- 13. Select organization to bill in drop down box; Click “Next”*
- 14. Select “Credit Card” option or “Bill Me” and follow instructions*
- 15. Retain receipt/invoice*

How Do You Measure Up?