

The logo graphic consists of several curved, overlapping lines in shades of green and orange, creating a sense of forward motion and energy.

MOVING AHEAD
2010 *Sustainable Transportation
for the 21st Century*

SPONSORSHIP & EXHIBITOR PROSPECTUS

Moving Ahead 2010, one of our nation's most significant conferences on advanced transportation technologies, will be held at The Ohio State University May 2-4, 2010.

Designed for leaders who thrive on being first and breaking new ground, Moving Ahead 2010 is a first-of-its-kind conference and expo and will be one of the first events staged in the new state-of-the-art Ohio Union Conference Center on Ohio State's Columbus, Ohio, campus.



www.movingahead2010.com



Moving Ahead 2010
is presented by
The Ohio State University
and Clean Fuels Ohio.

WHO IS MOVING AHEAD 2010?

■ WHO WE ARE:

Ohio State, one of the largest universities in the world, is the proud host of *Moving Ahead 2010: Sustainable Transportation Solutions for the 21st Century* in collaboration with Clean Fuels Ohio, a statewide nonprofit organization and designated U.S. Department of Energy Clean Cities Coalition.

The Ohio State University is under the leadership of President E. Gordon Gee, who was recently named "Best College President in the Nation" by *Time* magazine.

Clean Fuels Ohio is led by Executive Director Sam Spofforth, who was named Clean Cities Coordinator of the Year by the U.S. Department of Energy. In 2008, Vice President Joe Biden announced a Department of Energy award of \$11 million in economic stimulus funding to Clean Fuels Ohio.

■ WHO WILL ATTEND:

We anticipate a large and varied audience of nearly 1,000 people with more than 500 industry leaders; federal, state and local policymakers; researchers; investors; students; and media representatives to attend the event as we seek to understand how new innovations impact jobs, the environment and national security. You will connect with:

- Activists, Advocates and Environmentalists
- Car, Truck, Rail, Aviation and Transit System Professionals
- Commercial and Public Fleet Managers
- Elected Officials and Government Administrators
- Engineering Firms and Energy Companies
- Equipment, Component and Product Manufacturers
- Major Retailers and Distributors
- Oil and Gas Companies
- Research and Development Leaders
- Transportation Industry Decision-Makers
- University Leaders and Educators
- Utility Executives
- Venture Capitalists and Institutional Investors

WHAT IS MOVING AHEAD 2010?

■ **IT'S NETWORKING:**

Join forces with the best and the brightest men and women who are breaking new ground to reduce our dependence on petroleum for transportation and promote economic development.

■ **IT'S THE FLEET ELITE:**

Connect with the nation's movers and shakers who are transforming their massive automobile, van and truck fleets in ways that will forever change how American businesses move their products and their people.

■ **IT'S MARKETING AND MEDIA:**

Benefit from the intense media relations effort and the multi-channeled marketing campaign Moving Ahead 2010 organizers are conducting to shine the international spotlight on what is proving to be one of the most anticipated events in the world of advanced transportation.

■ **IT'S SALES:**

Meet qualified buyers and decision-makers who will bring along major purchasing power and the mandate to invest in new technologies, systems and services.

■ **IT'S PRODUCT AWARENESS:**

Leverage every marketing moment that Moving Ahead 2010 has to offer by launching a product, unveiling a new campaign or showcasing the best your company has to offer to a thousand leaders of this bold new frontier we call advanced transportation.

■ **IT'S BRANDING AT ITS BEST:**

Invest in Moving Ahead 2010 and you immediately become part of the movement to declare the next steps toward sustainable energy independence.

WHY MOVING AHEAD 2010?

Because of the convergence of 2010: The convergence of money, mandates and market.

Billions of dollars in government incentives, public funding and private investments are converging with environmental mandates and a volatile fuel market. And the convergence of all of these forces impacts the fast-tracking of clean fuel alternatives, vehicles and advanced transportation technologies to make 2010 the year for Moving Ahead.

Moving Ahead 2010 is an investment must for anyone who wants to harness the power—and the profit—of this historic convergence.

■ WHEN, WHERE & WHAT TO EXPECT:

When: Sunday, May 2 through Tuesday, May 4, 2010

Location: Ohio Union Conference Center on The Ohio State University campus, Columbus, Ohio

Cost: \$295 for industry, \$195 for nonprofit and government organizations

Purpose: To advance federal, state and local policies that will help reduce our dependence on petroleum for transportation and to promote economic development

What to Expect:

- 24 keynote, plenary and concurrent sessions over three days
- Transportation Technology Business Expo
- Networking opportunities
- Poster exhibit and competition
- Advanced Technology Vehicles Ride-and-Drive
- Advanced Technology Auto Showcase

Contacts:

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SPONSORSHIP LEVELS / ELITE PACKAGES

PRESENTING SPONSOR / \$50,000 / ONE AVAILABLE:

- Focused positioning and acknowledgment in all media and public relations efforts and tools emphasizing leadership in, and commitment to, clean fuels and sustainable energy.
- VIP Dinner with an elite group of the nation's top transportation and energy leaders from the worlds of business and industry, government and non-profit, and research and education hosted by Ohio State President E. Gordon Gee.
- Customized trio of three (3) brand-enhancing keynote speaking opportunities, keynote speaker introductions and/or the chance to moderate conference sessions.
- Customized duet of two (2) networking events and/or product placements.
- Host two (2) sessions and/or have your organization's experts featured in conference sessions on topics such as electric vehicles and fuel efficiencies.
- Three (3) Table-Top Forum slots to showcase company experts, products or services.
- Vehicles showcased in the "Advanced Technology Auto Showroom."
- Vehicles spotlighted in our Advanced Technology Vehicles Ride-and-Drive.
- Featured presence at the post-conference Job Fair.
- Twelve (12) full conference registrations.
- Fifteen (15) VIP exhibit hall passes.
- 20' x 20' exhibit booth located along the highest traffic route of the Transportation Technology Business Expo.
- Recognition on all official signage, both print and digital.
- Signage at event with only your company's logo.
- Inclusion in our media relations and social media campaigns.
- Complete attendee mailing list.
- Distribution of your company's promotional literature to all conference attendees.
- Premier logo placement on the conference web site.
- Premier logo placement on email blasts and print materials marketing the event.
- Full-page ad on the inside front cover of Moving Ahead 2010 Official Conference Guide.
- Positioning as one of the official hosts of the VIP lounge located within the Transportation Technology Business Expo.
- 30% discount on any additional customized sponsorships.

PLATINUM SPONSOR / \$40,000 / TWO AVAILABLE:

- VIP Dinner with an elite group of the nation's top transportation and energy leaders from the worlds of business and industry, government and non-profit, research and education hosted by Ohio State President E. Gordon Gee.
- Customized duet of two (2) brand-enhancing keynote speaking opportunities, keynote speaker introductions and/or the chance to moderate conference sessions.
- Host one (1) networking event or have your company's logo displayed on one conference-related product.
- Host one (1) session and/or have one of your organization's experts featured in a conference session of your choosing.
- Two (2) Table-Top Forum slots to showcase company experts, products or services.
- Vehicles showcased in the "Advanced Technology Auto Showcase."
- Vehicles spotlighted in our Advanced Technology Vehicles Ride-and-Drive.
- Featured presence at the post-conference Job Fair.
- Ten (10) full conference registrations.
- Twelve (12) VIP exhibit hall passes.
- 15' x 15' exhibit booth located along the highest traffic route of the Transportation Technology Business Expo.
- Recognition on all official signage, both print and digital.
- Signage at event with only your company's logo.
- Inclusion in our media relations and social media campaigns.
- Complete attendee mailing list.
- Distribution of your company's promotional literature to all conference attendees.
- Prominent logo placement on the conference web site.
- Prominent logo placement on email blasts and print marketing materials.
- Full-page ad in the Moving Ahead 2010 Official Conference Guide.
- Positioning as one of the official hosts of the VIP lounge located within the Transportation Technology Business Expo.
- 25% discount on any additional customized sponsorships.

GOLD SPONSOR / \$25,000 / FIVE AVAILABLE:

- Opportunity to sponsor one (1) networking event or have your company's logo displayed on one conference-related product.
- One (1) Table-Top Forum slot to showcase company experts, products or services.
- Vehicles showcased in the "Advanced Technology Auto Showcase."
- Vehicles spotlighted in our Advanced Technology Vehicles Ride-and-Drive. Subject to availability.
- Presence at the post-conference Job Fair.
- Eight (8) full conference registrations.
- Ten (10) VIP exhibit hall passes.
- 10' x 10' exhibit booth located along the highest traffic route of the Transportation Technology Business Expo.
- Recognition on all official signage; both print and digital.
- Signage at event that includes your company's logo.
- Access to press list and inclusion in our media relations and social media campaigns.
- Complete attendee mailing list.
- Distribution of your company's promotional literature to all conference attendees.
- Prominent logo placement on the conference web site.
- Prominent logo placement on email blasts and print materials marketing the event.
- ½ page ad in the Moving Ahead 2010 Official Conference Guide.
- 20% discount on any additional customized sponsorships.

SILVER SPONSOR / \$15,000 / TEN AVAILABLE:

- Opportunity to have your company's logo displayed on one conference-related product.
- One (1) Table-Top Forum slot to showcase company experts, products or services.
- Vehicles showcased in the "Advanced Technology Auto Showcase."
- Vehicles spotlighted in our Advanced Technology Vehicles Ride-and-Drive. Subject to availability.
- Presence at the post-conference Job Fair.
- Five (5) full conference registrations.
- Eight (8) VIP exhibit hall passes.
- 10' x 10' exhibit booth in the Transportation Technology Business Expo.
- Recognition on all official signage; both print and digital.
- Signage at event that includes your company's logo.
- Access to press list.
- Complete attendee mailing list.
- Distribution of your company's promotional literature to all conference attendees.
- Logo placement on the conference web site.
- Logo placement on email blasts and print materials marketing the event.
- ¼ page ad in the Moving Ahead 2010 Official Conference Guide.
- 15% discount on any additional customized sponsorships.

BRONZE SPONSOR / \$10,000 / UNLIMITED NUMBER AVAILABLE:

- One (1) Table-Top Forum slot to showcase company experts, products or services.
- Vehicles showcased in the "Advanced Technology Auto Showcase."
- Vehicles spotlighted in our Advanced Technology Vehicles Ride-and-Drive. Subject to availability.
- Presence at the post-conference Job Fair.
- Three (3) full conference registrations.
- Five (5) VIP exhibit hall passes.
- 10' x 10' exhibit booth in the Transportation Technology Business Expo.
- Recognition on all official signage; both print and digital.
- Signage at event that includes your company's logo.
- Complete attendee mailing list.
- Distribution of your company's promotional literature to all conference attendees.
- Logo placement on the conference web site.
- ¼ page ad in the Moving Ahead 2010 Official Conference Guide.
- 10% discount on any additional customized sponsorships

GREEN SPONSOR / \$5,000 / UNLIMITED NUMBER AVAILABLE:

- One (1) Table-Top Forum slot to showcase company experts, products or services.
- Vehicles showcased in the "Advanced Technology Auto Showcase."
- Vehicles spotlighted in our Advanced Technology Vehicles Ride-and-Drive. Subject to availability.
- Presence at the post-conference Job Fair.
- Two (2) full conference registrations.
- Two (2) VIP exhibit hall passes.
- Signage at event that includes your company's logo.
- Logo placement on the conference web site.
- 10% discount on any additional customized sponsorships.

**CUSTOMIZED SPONSORSHIPS / SUBJECT TO AVAILABILITY /
RANGING FROM \$2,500 TO \$10,000**

We can work together to customize a “One-Shot” sponsorship that best targets your specific marketing needs and goals. Customized Sponsorships may include:

- Technology Business Expo and Vehicle Showcase Sponsorships
- Pre-Conference Sessions
- Opening Night Reception
- Registration Area
- Job Fair Sponsorships
- Poster Exhibit and Competition
- Ride-and-Drive Sponsorships
- Shuttle Bus and Transportation Advertising
- Press Room
- Advertisement Banners at the Transportation Technology Business Expo
- Conference Proceedings Memory Stick
- Lunch or Dinner Sponsorship
- Live-Feed Plasma Screens Advertising Packages
- Conference Mementos: Notepads, Pens, Bags, Notebooks, Highlighters
- Attendee Badge Holders
- Cyber Café
- Conference Sessions Hospitality Stations
- Moving Ahead 2010 Official Conference Guide Advertising and Inserts
- Transportation Technology Business Expo Hospitality Stations
- Refreshment Breaks
- Inserts in Welcome Material
- Table-Talk Forums

■ EXHIBIT INFORMATION:

Your standard exhibit booth is 10 feet by 10 feet and includes:

- Complimentary Transportation Technology Business Expo registration for booth personnel based on booth size at the rate of two (2) registration passes for the first 100 square feet and one (1) for each additional 100 square feet.
- Background drape and side drape with side rail dividers, 8' skirted table, two chairs and wastebasket.
- One 7" x 44" identification sign and a web listing on an interactive floor plan.
- Listing in the Moving Ahead 2010 Official Conference Guide, including your company's description and a matrix of products and services.
- Security service in the exhibit hall during the closed hours of the expo.
- Companies exhibiting in 200-square-foot booths or larger receive complimentary full conference registration at the rate of one (1) for the first 200 square feet and one for each additional 200 square feet.
- Complete electronic list of all Moving Ahead 2010 registrants (post conference).

■ RIDE-AND-DRIVE INVITATION:

- Your exhibit space reservation triggers an invitation to participate in the Advanced Technology Vehicles Ride-and-Drive.
- Space for up to 30 vehicles will be available on a first-come, first-served basis. Vehicles may be provided by original equipment manufacturers, vehicle dealers or companies that have deployed advanced technology vehicles into their fleets.

■ EXHIBITOR PACKAGE:

The cost to exhibit is \$1,500 for the first 10' x 10' booth, with additional booths costing \$1,250. Reserve your exhibit space today by contacting:

Jay Dascenzo, 614-228-7738
jay@dascenzocreative.com
or visit www.movingahead2010.com



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is presented by
The Ohio State University
and Clean Fuels Ohio.

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