AASHTO’s 2020 Joint Policy Conference: Connecting the DOTs

Background

AASHTO’s 2020 Joint Policy Conference: Connecting the DOTs will bring together six AASHTO committees and councils to meet and discuss critical issues surrounding multimodal freight and passenger transportation. Focus areas will include planning, freight, water, security and resilience, environment and sustainability, and active transportation. With an estimated 300 participants from all 52 AASHTO member departments, this is a unique opportunity to reach out and connect with key decision makers at State DOTs.

Important Information

- **Dates**: September 29-October 1, 2020
- **Host State**: New Jersey State Department of Transportation
- **Location**: Hyatt Regency New Brunswick, NJ
- **Committees and Councils**:
  - Committee on Planning
  - Special Committee on Freight
  - Council on Water Transportation
  - Committee on Transportation System Security and Resilience
  - Committee on Environment and Sustainability
  - Council on Active Transportation
- **Websites**
  - General: [http://2020policyconference.transportation.org](http://2020policyconference.transportation.org)
  - Sponsorship: [http://2020policyconference.transportation.org/sponsorship/](http://2020policyconference.transportation.org/sponsorship/)
- **Contacts**
  - AASHTO: Matthew Hardy, mhardy@aashto.org
  - Meeting Planner: Karen Crawford, kcrawford@cmc-associates.com
  - Sponsorship:
    - Ernie Cochran, ecochran@aashto.org
    - Charlotte Keppers, ckeppers@aashto.org
Sponsorship Opportunities:

- **Knowledge Partnerships**—The Knowledge Partnerships are a limited sponsorship opportunity allowing companies the ability to moderate or speak directly in front of a target audience as part of the joint workshop sessions occurring the morning of Wednesday, September 30. The target audience is comprised of State DOT decision makers, leaders, engineers, influencers and peers. No more than three Knowledge Partnerships will be offered. Companies can submit their ideas and concepts as part of the Workshop Session Call for Ideas available [here](#).
  - Cost: $12,000 for a 90 minute block of time.
  - Number Available: Maximum of 3
  - Benefits: AASHTO Sponsorship Opportunities, Tier 2 Benefits, Platinum level.

- **Thought Leader Showcase Sessions**—The 2020 Joint Policy Conference will include a new concept called Choose Your Own Conference Adventure sessions the afternoon of Tuesday, September 29. Two 90 minute blocks of program time will be created and divided into three 30 minute sessions each with a Networking Break in the middle. With five breakout rooms available, a total of 30 individual sessions will be created and programmed by the conference planning work group. Conference attendees will be able to choose which sessions they attend. As part of the planning for the Choose Your Own Conference Adventure sessions, companies are encouraged to propose ideas for the sessions where, if chosen, they would be able to showcase a particular topic, idea or project. This provides an opportunity for a company to connect with the public sector attendees and their desire to be seen as thought leaders. The purpose is not to do an infomercial about the company but rather educate the public sector on a particular topic or showcase a new/innovative project or idea. No more than eight Thought Leader Showcase Sessions will be made available. Companies can submit their ideas and concepts as part of the Thought Leader Showcase Session Call for Ideas available [here](#).
  - Cost: $5,000 for a 30 minute block.
  - Number Available: Maximum of 8.
  - Benefits: AASHTO Sponsorship Opportunities, Tier 2 Benefits, Gold level.

- **Tiered Level Opportunities**
  - Platinum (Exclusive to 5): $6,000
  - Gold: $4,000
  - Silver: $3,000
  - Bronze: $2,000
  - Copper: $1,000

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1 See AASHTO Sponsorship Opportunities, Tier 2 Benefits table for more information.
• **Sustainable Branding Options**
  o Reusable Metal Drinking Straw with Company Logo: $3,500 (limited to 350)
  o WiFi: $3,500
  o Registration Bag—Eco-Green Jute Tote with Company Logo: $4,000 (limited to 350)
  o Nalgene Waterbottle with Company Logo: $6,000 (limited to 350)
  o Yeti Mug with Company Logo: $12,000 (limited to 350)

• **Advertising**
  o Full page color 8.5”x11”: $1,500
  o Half page color 4.125”x11” or 5.5”x8.5”: $900
  o Quarter page color: 3.75”x5”: $600

• **Exhibit Booths**
  o Exhibit booths are available for an additional $1,000 with any sponsorship of $2,000 or more.

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2 All Sustainable Branding Options include one complimentary registration and logo recognition through the conference, the meeting website, the meeting program, and the item/service being provided. See AASHTO Sponsorship Opportunities, Tier 2 Item Sponsorship Benefits table for more information.