



“Transforming Transportation through Collaboration”

An Invitation to Attend the

2010 ITS Michigan Annual Meeting and Exposition

May 19 — 20, 2010

Ford Conference and Event Center

1151 Village Road

Dearborn, MI 48124-5033

www.cec.ford.com

www.imsasafety.org

www.itemichigan.org

www.itsmichigan.org

www.michigan.gov/MDOT

www.wtsmichigan.org

www.asce.org

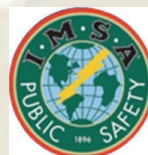




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Collaboration”**



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www.itemichigan.org
www.itsmichigan.org
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www.wtsmichigan.org
www.asce.org



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HNTB

Dr. Snehamy Khasnabis, Vice President

Wayne State University

James Schultz, Secretary and Treasurer

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Jerry L. Walker

Traffic Improvement Association

Michelle Zellen

Automation Alley



Jim Barbaresso
President, ITS Michigan

On behalf of ITS Michigan, I invite you to be part of the 2010 ITS Michigan Annual Meeting and Exposition on May 19th and 20th in Dearborn, Michigan. Every year, this event is better than the year before, and this year promises to continue that trend.

We've changed to a new, exciting venue for 2010 – the Ford Conference and Event Center. I can't think of a better setting for our meeting, in the birthplace of the automobile. We not only will have some intriguing exhibits and demonstrations of cutting-edge technologies, but nearby attractions, such as Greenfield Village and the Henry Ford Museum, offer a transformative link back to the roots of modern transportation in a fun, family-friendly setting.

The theme of this year's meeting is "Transforming Transportation through Collaboration." As you will see on the following pages, we have collaborated with a number of partner organizations to create an eclectic, yet fast-paced and thought-provoking technical program wrapped around the topic of "transformation". Our partners include the Institute of Transportation Engineers, the Women's Transportation Seminar, the International Municipal Signal Association, and the American Society of Civil Engineers. Our collaboration extends across international borders also, as our international partners will be participating in the program.

We will offer dialogue and debate, discussion and presentations on the reinvention of our transportation infrastructure, our vehicles, the driving experience, how we operate our transportation systems, and our methods of delivering and funding transportation. Our speakers are some of the nation's foremost thought-leaders in these areas. They come from different backgrounds and disciplines, all of which are needed for transformation. No single person or organization can make it happen. That is why we want you to get engaged with us to change the face of transportation in the future.

So, please join us on May 19th and 20th in Dearborn for this transformative experience.

Jim Barbaresso
President, ITS Michigan



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF TRANSPORTATION
LANSING

METRO REGION OFFICE

November 19, 2009



Gregory D. Krueger
ITS Program Manager

KIRK T. STEUDLE
DIRECTOR

Dear Prospective Attendee:

Over the past 13 years, the Michigan Department of Transportation (MDOT) and Intelligent Transportation Society (ITS) of Michigan have partnered to host an annual meeting to present and discuss ITS issues, plans and concepts. Each year, this conference has improved in terms of content and attendance. In 2009, this meeting exceeded expectations in terms of attendance, vendor participation and demonstrations of new and innovative technologies.

Planning for the 2010 event is underway and promises to once again raise the bar in terms of improved networking opportunities, demonstrations and presentations that will focus on the future of both traditional ITS technologies and deployments and on connected vehicles, building off of the significant investments being made in Michigan by MDOT and the US DOT. The 2010 meeting will be held on May 19 and 20 in Dearborn and is an event you will not want to miss.

Connected Vehicle testing and development is actively continuing on the many test facilities in the Detroit area, including the US DOT POC test bed in the Novi area, MDOT test facilities in Farmington Hills, Southfield, and Auburn Hills and the Michigan International Speedway test facilities in Brooklyn. The focus of the entire IntelliDriveSM community will continue to rest securely on Michigan, and while the ITS Michigan Annual Meeting is only one of many local opportunities to meet with your colleagues on IntelliDriveSM, the ITS Michigan Annual Meeting's broad focus on all things ITS in Michigan and the breadth and depth of the attendees from all aspects of the program. In addition, this year brings a new aspect to the ITS Michigan Meeting – partnering with other organizations. We are very excited about co-hosting the meeting with ASCE, IMSA, ITE, and WTS. Additionally, MDOT and ITS Michigan have been actively engaging with our counterparts across the Atlantic and Pacific. Formal agreements are in place to cooperate with Wales, Sweden and Taiwan and others are being discussed. A session is being planned to share these partnerships AND to permit the members of ITS Michigan to interact and exchange ideas with our colleagues from around the world.

MDOT would like to personally extend an invitation to attend this event. Please complete the Attendee Registration form online or included in this packet and return to the appropriate address.

If you have any questions, please contact Michele Mueller, at 248-431-1443 or muellerm2@michigan.gov. See you in May!

Sincerely,

Gregory D. Krueger, P.E.
ITS Program Manager

18101 WEST NINE MILE ROAD • SOUTHFIELD, MICHIGAN 48075
www.michigan.gov • (248) 483-5100

General Information—Attendees

Benefits of Attending

- Receive an Exhibitor's Reference Guide for quick access to all the exhibitors
- Networking with your peers to bring solutions to your agency
- Exposure to the latest ITS solutions, technologies, and services
- Interact with transportation consultants regarding solutions to your specific needs & issues
- Learn about the latest innovations in ITS & IntelliDrive from National & State Experts



Who will you meet?

- Academic and Research Development Staff
- Automotive and Industrial Engineers
- Elected Officials
- Homeland Security & Public Safety Representatives
- Federal, State, Regional, and Local transportation officials
- ITS Consultants
- Original Equipment Manufacturers (OEM's)

Technologies on display

- Integrated vehicle control and safety systems
- Real time travel information
- Traffic control systems & equipment
- Variable message signs
- Wireless telecommunication systems, Video Communication systems
- Weather information systems, Pavement condition information systems
- Emergency and Evacuation systems



“Transforming Transportation through Collaboration”

General Information—Exhibitors

Benefits of Exhibiting

- Showcase your company's products and services
- Maximize your visibility to transportation & technology professionals
- Meet MDOT and local agencies
- Networking in a relaxed environment
- Receive an exclusive Exhibitors Reference Guide, advertise your company in the guide
- Learn about Federal, State and Local ITS projects and programs
- Establish or strengthen ITS relationships



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- Wireless telecommunication systems, Video Communication systems
- Weather information systems, Pavement condition information systems
- Emergency and Evacuation systems
- IntelliDrive roadside and vehicle based equipment



“Transforming Transportation through Collaboration”

Sponsorship Form

Platinum

- Booth space - Preferred booth location (first selection opportunity)
- Seven registrations
- Seven tickets to Henry Ford Museum “Meander Michigan Strolling Dinner”
- Recognition in Exhibitors Reference Guide - whole 4 “ x 5 1/2 “ page
- Recognition in meeting promotions

COST: \$5,000 Platinum

Gold

- Booth space - Preferred booth location (second selection opportunity)
- Four registrations
- Four tickets to Henry Ford Museum “Meander Michigan Strolling Dinner”
- Recognition in Exhibitors Reference Guide - whole 4 “ x 5 1/2 “ page
- Recognition in meeting promotions

COST: \$3,000 Gold

Silver

- Booth space - Preferred booth location (third selection opportunity)
- Two registrations
- Two tickets to Henry Ford Museum “Meander Michigan Strolling Dinner”
- Recognition in Exhibitors Reference Guide - whole 4 “ x 5 1/2 “ page
- Recognition in meeting promotions

COST: \$1,250 Silver

Hospitality:

- \$500 name recognition on breakfast and lunch tables
- Recognition in Exhibitors Reference Guide
- Recognition in meeting promotions

COST: \$500 Hospitality

“Transforming Transportation through Collaboration”

Day 1 - May 19, 2010			
7:30 -8:30	On-Site Registration		
8:30-10:00	Opening Session Begin with Congressman Mike Rogers video welcome Jim Barbaresso, ITS Michigan President - Welcome and Introductions Robert Ficano, Wayne County Executive - Welcome Kirk Steudle , MDOT Director - Opening Statement and Introduction of Dr. Robert Bertini Dr. Robert Bertini, Deputy Administrator of the Research and Innovative Technology Administration (RITA) - Keynote Address		
10:00-10:30	Break - Exhibit Hall Open		
10:00-6:00	Exhibits and Demonstrations		
	Concurrent Sessions		
10:30-12:00	Transforming Transportation (Sponsored by ITS Michigan) Greg Krueger- MDOT ITS Program Manager, on IntelliDrive; Peter Sweatman - UMTRI, on Freight Transportation; and Peter Gertler - HNTB, on High-Speed Rail	Transforming Traffic Operations (Sponsored by ITE and WTS) – Traffic Signal Optimization	Construction 3.0 Offers Proven Strategies to Control Cost Control for Improved Performance and Profitability (Sponsored by IMSA) Ted Garrison, New Construction Strategies Industry Expert
12:00-1:30	Lunch		
1:30-3:00	Collaboration, the Key to Transformation (Sponsored by ITS Michigan) Carmine Palombo - SEMCOG, on political collaboration for transportation in Southeast Michigan; Phil Masters - Ontario Ministry of Transportation, on International Collaboration; Tom Schaffnit - Honda R&D, on collaborative efforts of the VIIC in the IntelliDrive program	Transforming the Economy Southeast Michigan and MDOT ARRA Recap (Sponsored by WTS and ITE) Pamela Boyd (MDOT) Southeast Michigan ARRA Status and Lessons Learned; Marilyn Hansen and Mark Sweeney (MDOT) Update on Metro Region Projects	Michigan Section, IMSA 2010 Annual Meeting Michigan Section on the Move ! New Couse Announcements New Traffic Signal Certification Course(s) New Work Zone Certification Course New Roadway Lighting Course IMSA ReCertification News Business Meeting & Election
3:00-3:30	Break in Exhibit Hall		
3:30-4:30	Day One Closing Session Student Award Presentation - Dr. Khasnabis, Wayne State University Scott Belcher, ITS America - ITSA Position on Reauthorization Congressman Oberstar Video on Reauthorization		
4:30-6:00	Exhibit Hall Open		
6:00-?	"Meander Michigan" Strolling Dinner at the Henry Ford Museum		
Day 2 - May 20, 2010			
7:30-8:30	On-Site Registration		
8:30-12:00	Exhibits and Demonstrations		
	Concurrent Sessions		
8:30-10:00	Transforming the Driving Experience (Sponsored by ITS Michigan) Frank Szczublewski - Delphi, on the Future Driving Experience; Jim Sayer - UMTRI, on HMI issues; Scott Belcher - ITSA, on Social Networking	Transformation of Public Transportation in Michigan (Sponsored by WTS and ITE) Tim Roseboom (DDOT) Update on Woodward LRT; Michael Benham (AATA) Update on the WALLY line; Taiwo Jaiyeoba (The Rapid) Update on the Silverline; and (MDOT) Update on High Speed Rail in Michigan	ENTERPRISE Program Panel Discussion - Bill Legg - Washington State DOT, ENTERPRISE Program Chair, on interstate collaboration
10:00-10:30	Break in Exhibit Hall		
10:30-12:00	Transforming the Message (Sponsored by ITS Michigan) Jim Barbaresso - HNTB, on Creating a Vision for Transportation in the Future; Rob Morosi - MDOT / Craig Bryson - RCOC, on Delivering the Right Message; Farid Ahmed-Zaid - Ford Motor Company & CAMP representative, on Migrating from Research to Reality	Transforming How We Manage Transportation Infrastructure (Sponsored by ASCE) Infrastructure Report Card and Asset Management Applications	ENTERPRISE Program - ITS Warrants and Autonomous Monitoring Stations
12:00-1:30	Lunch		
1:30-2:30	Closing Plenary Session Jim Barbaresso, ITS Michigan President Michael Noblett, IBM Smart Cities - Transformation of Our Cities		
2:30	Conference Adjourns		
2:30	ITS Michigan Board Meeting		

Important Information

Join Now: Become an ITS Michigan Member

- Get acquainted with Michigan Public & Private Partnership opportunities
- Participate in the ITS Michigan Speakers Bureau
- Provide input on planning & themes for the ITS Michigan Annual Meeting and other events
- Network with some of the leading ITS professionals in the world
- Annual meeting exhibitors and sponsors receive membership privileges at no extra cost
- Participate in activities that expand ITS activities and development in Michigan
- Connect with ITS activities in other states through ITSA State Chapters Council
- Influence federal ITS policies and programs through the ITSA Legislative Steering Committee
- Help set the direction of ITS Michigan by participating in the Board of Directors meetings
- Access the ITS Michigan Web site for calendar of events, announcements or news
- Enjoy periodic full member meetings on ITS topics of interest

If interested please check the box on registration form or contact ITS Michigan for information.

Contact Information

Exhibits/Vendor Registration

Michele Mueller

248-483-5133

muellerm2@michigan.gov

Attendee Registration

Trudy Bahr

734-936-2070

ttbahr@umich.edu

Memberships / Sponsorships

Trudy Bahr

ttbahr@umich.edu

Accommodations

Hyatt Regency Dearborn
600 Town Center Drive
Dearborn, Michigan, USA 48126-2793
Phone: 313-593-1234
Fax: 313-593-3366

Evening Social Event

Henry Ford Museum
Strolling "Meander Michigan"
Dinner 6:30—11 p.m.
20900 Oakwood Boulevard
Dearborn, MI 48124-5029

Ford Conference and Event Center

Ford Conference and Event Center
1151 Village Road
Dearborn, MI 48124-5033



****There is an additional fee for this event that is not included in the registration fee.**



Attendee Registration Form

ONLINE REGISTRATION AVAILABLE AT: <http://www.conferences.housing.umich.edu/its-mich-2010/>



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1151 Village Road
Dearborn, MI 48124-5033
May 19-20, 2010

On-line Registration Available at:

<http://www.conferences.housing.umich.edu/its-mich-2010/>

Attendee Information (please print or type)

First Name: _____ Last Name: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____
Institution/Company Name: _____
Daytime Phone: _____ Fax: _____ Email Required: _____
What sector are you affiliated with: ASCE: _____ IMSA: _____ ITE: _____ ITS MI: _____ MDOT: _____ WTS: _____ Other: _____
Interested in becoming an ITS Michigan Member ☐ YES ☐ NO

Attendee Registration fees (please print or type)

All fees are in US dollars. Your paid registration fee includes admission to all sessions, conference materials, and complimentary lunch on Wednesday and/or Thursday.

STUDENT REGISTRATION (College ID required at check-in): Wednesday Only: **\$45.00** Thursday Only: **\$45.00** Both Days: **\$85.00**

CONFERENCE REGISTRATION: Wednesday Only: \$55.00 Thursday Only: **\$55.00** Both Days: **\$100.00**

WEDNESDAY EVENING SOCIAL EVENT: Henry Ford Museum Strolling “Meander Michigan” Dinner **\$55.00**

Exhibitor Registration and fees (please print or type)

Institution/Company Name: _____ Booth Fee: **\$495.00**

Contact Person: First Name: _____ Last Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____ Email Required: _____

Name of Lead Booth Representative (part of booth fee)

First Name: _____ Last Name: _____

Email of Lead Booth Representative: _____

Number of additional exhibitor representatives @ **\$100** _____

Names of additional exhibitors:

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

“Transforming Transportation through Collaboration”

Attendee Registration Form (Page 2)

Sponsorship Registration (please print or type)

Platinum Sponsorship (Includes booth space) \$5,000 _____

Booth/Registration

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

Henry Ford Museum "Meandering Michigan Strolling Dinner (7 tickets free)

Extra Tickets @ \$55 _____

Gold Sponsorship (Includes booth space) \$3,000 _____

Booth/Registration

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

Henry Ford Museum "Meandering Michigan Strolling Dinner (4 tickets free)

Extra Tickets @ \$55 _____

Silver Sponsorship (Includes booth space) \$1,250 _____

Booth/Registration

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

Henry Ford Museum "Meandering Michigan Strolling Dinner (2 tickets free)

Extra Tickets @ \$55 _____

Hospitality Sponsorship: \$500 _____

REGISTRATION POLICIES

Payments and refunds: Payments must accompany the registration form. All attendees, exhibitors, and sponsors must register for the conference. Refund requests must be submitted in writing via fax or mail to the address listed below no later than May 5, 2010. Cancellations will incur a \$30.00 processing fee, which will be deducted from all approved refunds. Substitutes are encouraged – please notify us as soon as possible.

PAYMENT INFORMATION

Check / Money Order (in U.S. funds) made payable to: **University of Michigan**

Credit Card (circle one):

Visa

MasterCard

American Express

Discover

Number: _____ Expiration Date: _____

Signature: _____ Card Holder Name _____

Billing Address _____

Email: _____

For confirmation of registration, complete and return this form via fax or mail by May 1, 2010 to:
University of Michigan – Marketing and Conference Services – 627 Oxford Road – Ann Arbor, MI 48104-2634 USA
Phone: (734) 764-5297 Fax: (734) 764-1557 Email: conferences@umich.edu
ITS Michigan Website: <http://www.itsmichigan.org/>

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