



June 29, 2010

**Subject: 2010 ITS Georgia Annual Meeting Sponsorship**

Dear Colleague:

The 2010 ITS Georgia Annual Meeting is scheduled for September 19-21 at The Ritz-Carlton Lodge at Reynolds Plantation on Lake Oconee ([www.RitzCarlton.com/Reynolds](http://www.RitzCarlton.com/Reynolds)). The Annual Meeting committee has been busy planning an informative, yet entertaining program agenda.

The Annual Meeting theme is “*HITS – Highlighting Intelligent Transportation Solutions*”. The technical program features presentations on ITS, both locally and regionally. The Technical Committee is working hard to develop an interesting and challenging program, including our keynote speaker – GDOT Chief Engineer Gerald Ross (invited). As usual, our social program will be first class, including a Sunday evening dinner by the lake, Monday banquet, and vendor exhibit hall, providing many networking opportunities. Also check the resort’s website for other on-your-own activities, including a spa, tennis and water sports.

**This letter is an invitation for your business to become an ITSGA Annual Meeting sponsor.** ITSGA recognizes businesses that support our organizations through their financial support. Sponsorship funds help defray costs for our programs, the Annual Meeting, publications, seminars, speakers, and general operating expenses. Sponsors receive special recognition at the Annual Meeting through poster displays with company logos, advertisements in the Annual Meeting program, and scrolling displays throughout the year on the ITSGA web site.

The attached Sponsorship Form lists the four levels available: Diamond, Platinum, Gold and Silver; only one Diamond Sponsorship is available (first offer, please contact me for details). We hope the range of sponsorship levels will provide an opportunity for all businesses, regardless of size, to support our organization. Annual Meeting registration forms can be found on the ITSGA website: [www.itsga.org](http://www.itsga.org).

*Please note that meeting registration and exhibitor registration is NOT included with sponsorship and should be completed separately.*

We invite you to support ITS initiatives in Georgia by becoming an Annual Meeting Sponsor. In order for your logo and ad to be included on all of the Annual Meeting printed materials, please return your check and completed form, along with your logo and ad in digital format, by **Friday, August 20th** to me at the following address:

World Fiber Technologies  
4070 Nine McFarland Drive  
Alpharetta, GA 30004  
[mholt@worldfiber.com](mailto:mholt@worldfiber.com)

Please contact me at the e-mail address above or at 770.407.7799 if you need any clarification of sponsorship opportunities. Thanks in advance for your generosity and support for ITS Georgia.

Sincerely,

Mike Holt  
2010 Annual Meeting Sponsorship Chairman