



OReGO



**American Association of
Motor Vehicle Administrators**



**RUC
west**
NEW PATHS TO ROAD FUNDING

Contributor & Exhibitor Packet

RUC Forum

Salem Conference Center, Salem OR

September 18-20, 2017

WELCOME CONTRIBUTORS AND EXHIBITORS!

About the Forum

Many states and jurisdictions are experimenting with Road Usage Charging (RUC) as a way to fund transportation systems. In Oregon, we are excited about building momentum, and we want to gather all who are interested in exploring RUC as an equitable and sustainable funding option.

The Forum will provide opportunities to discuss RUC, network with others, review products, discuss interstate interoperability, learn about the technical and business aspects of implementing a RUC system, and share ideas. We will gather policy advisors, consultants, vendors, and representatives from interested organizations to help shape the future of transportation funding

The Forum will be held in Salem, Oregon at the Salem Conference Center. Those traveling from out of town may reserve rooms at [The Grand Hotel](#), (503) 540-7800. For the government rate, request the "ODOT OReGO Road Usage Charge Program" block of rooms.

We invite you to review the information in this packet. Please consider joining us as a contributor and/or an exhibitor at the Forum.

The Sponsors:

ODOT: *After two previous pilots, Oregon launched OReGO, a fully operational road usage charge program, on July 1, 2015. OReGO demonstrated that charging per mile instead of per gallon is a feasible future option for transportation funding. Other states are also launching similar pilot programs.*

RUC West (formerly the Western Road Usage Charge Consortium) and its fourteen member states have been working on a series of projects to explore RUC on a regional basis.

American Association of Motor Vehicle Administrators (AAMVA) is also keenly interested in how RUC may impact driver and motor vehicle services throughout the country. AAMVA is an organization that develops model programs in motor vehicle administration, law enforcement and highway safety. The association also serves as an information clearinghouse in these areas, and acts as the international spokesman for these interests. Because of the intersection of motor vehicle administration and road user charging, AAMVA has an interest in how RUC is developing. The lessons learned by operating RUC programs create enormous opportunities for the entire nation.

Forum Structure

The forum will be September 18th, 19th, and 20th, 2017. The forum will begin with all day sessions on Monday (18th) and Tuesday (19th), and end with a half day roundtable session on Wednesday (20th). The roundtable session will offer opportunities to network with contributors and visit exhibits.

Attendees will have significant breaks throughout the day to allow time for visiting exhibits and networking. For a detailed view of the conference session times and breaks, see Exhibit B in the back of this packet.

Contributors and exhibitors are invited to participate in breaks, meals, and conference sessions from Monday morning through 1:00pm Wednesday.

Presentations

Forum presentations will be provided by contributors, exhibitors, and guest speakers. If you are selected as a contributor and/or guest speaker, marketing and promotion of your product is restricted to the last five minutes of your presentation. See "Contributor Opportunities" on pages 9-10 for more information.

Contributor Opportunities

Please fill out the contributor application found in **Exhibit C** of this document and return it by 06/30/2017.

Below is a table of the various contributor levels available and the benefits included with each level for backing that event.

Contributor Levels	Attendance		Presentation
	Exhibit Booth	Conference Registrations	Time / Topic (45 minute increments)
Speaker - \$500.00	Y	4	Time / Topic (45 minute increments)
Lunch - \$400.00	Y	3	Time / Topic (45 minute increments)
Breakfast - \$300.00	Y	2	Time / Topic (45 minute increments)
Break - \$300.00	Y	2	Time / Topic (45 minute increments)

Exhibit Space

Exhibit space is included with contributor registration, but can be purchased separately by noncontributory vendors. Vendors wishing to exhibit should fill out the appropriate sections of the application that is found in **Exhibit C** of this document.

Exhibitors will be provided the following:

	# of Included Conference Registrations	Exhibit Booth Description
Exhibit Booth Only - \$500	2	Booth fee includes conference registration and meals for two exhibitors, recognition as an exhibitor, and one skirted 8’ table for you to display and/or demonstrate your company’s products, chairs, a power strip, and conference facility Wi-Fi.
Additional Booth Reps. - \$200	1	Additional booth representative badges are available for \$200 each (meals included).

Exhibitors will be provided a list of conference attendees’ organizations information only. This information will be provided in your registration packets on the first day of the forum.

A floor plan of the conference center is included in Exhibit A at the end of this packet. Conference presentations and break-out sessions will be held in the *Willamette Conference Room* and exhibitors’ booths will be located in the adjacent *Willamette Foyer*.

Booth Promotion

Morning and afternoon break refreshments will be located in the exhibit area to promote traffic to the booths. Exhibitors may opt to host an evening reception. Please contact us for additional information.

Guidelines and Important Dates

Booth Hours & Days

Exhibitors may set up as early as 6:00am Monday, September 18th. The exhibit hall will open to attendees from 7:30am – 7:30pm on Monday and Tuesday and from 7:30am – 1:00pm on Wednesday. Booth takedown should be complete, and all materials removed from the exhibit hall, by 3:00pm on Wednesday.

Critical Deadlines

Description	Deadline Date
Contributor/Exhibitor Applications Due	06/30/2017
Contributor Presentations Due (for review)	07/21/2017
Conference Registration Deadline	08/01/2017
Payment Due in Full	08/15/2017
Contributor Presentations Due (for approval)	08/18/2017
Hotel Reservation*	09/01/2017

Hotel rooms reserved on first-come, first-served basis; **Forum room rates will be honored up to three days prior to and three days following the event.*

– reserve early to ensure space

Conference / Exhibitor Registration include the following meals:

- Monday (Breakfast, Lunch, afternoon refreshments) – Included for all Contributors & Exhibitors
- Tuesday (Breakfast, Lunch, afternoon refreshments) – Included for all Contributors & Exhibitors
- Wednesday (Breakfast, Lunch) – Included for all Contributors & Exhibitors

Security

RUC Forum hosts shall assume no liability for loss or damage to exhibitors' property. We will work with you to secure your items; however, exhibitors should take precautions to ensure the safety and security of their equipment.

Exhibitors and/or their agents shall not injure or deface walls, floors, or accessories of the conference facility or the equipment of other exhibitors. If such damage is done, the exhibitor shall be liable for the property so damaged.

Combustible or explosive materials are prohibited in the conference facility.

Thank you for participating in RUC Forum 2017!

For questions or additional information, please contact:

Maureen Bock

OReGO Program Manager

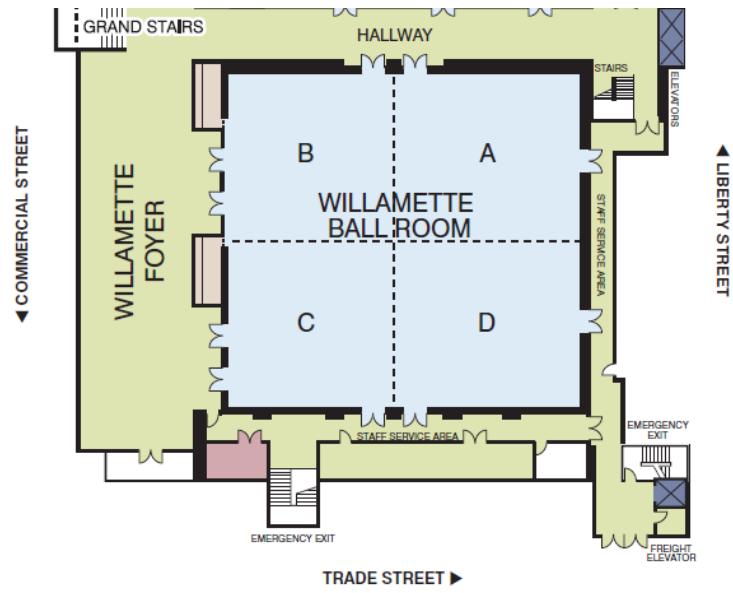
503-986-3835

Maureen.BOCK@odot.state.or.us

PLEASE RETURN THE COMPLETED RUC FORUM CONTRIBUTOR AND EXHIBITOR APPLICATION TO: MyOReGO@odot.state.or.us

OR BY MAIL TO;
OREGON DEPARTMENT OF TRANSPORTATION
355 CAPITOL ST NE
ATTN: OReGO MS32

SALEM, OR 97301 **Exhibit A – Floor Plan**



Event Layout

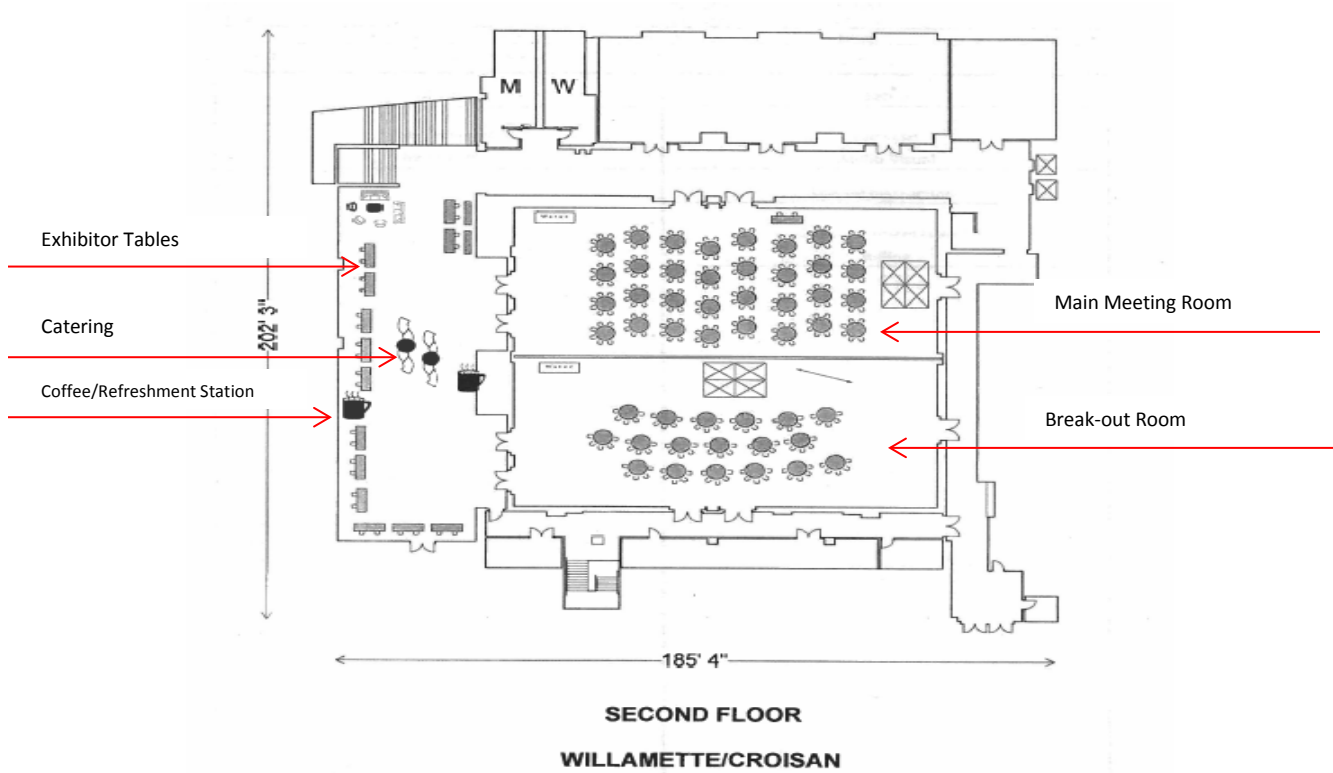


Exhibit B – Presentation Slots - Draft

Road Usage Charge Forum – 2017

FORUM SCHEDULE

Subject to change

September 18, 2017

Time	Activity		Notes
7:30 am to 9:00 am	Registration & Continental Breakfast		2 nd Level Mezzanine
9:00 am to 9:15 am	Welcome		Director Garrett
9:15 am to 9:45 am	Keynote Speaker		Congressman Blumenauer
9:45 am to 10:15 am	Break - Networking		Light snacks provided
10:15 am to 11:15 am	Technical Track Certification Lessons Learned	Business Track Public Engagement: What works & what doesn't	
11: 15 am to 12:15 pm	Technology Options for Mileage Reporting	Debunking the Rural-Urban Myth	
12:15 pm to 1:30 pm	Lunch – Provided		
1:30 pm to 2:30 pm	Interoperability – is it a technical or business issue?	Interoperability Challenges: Public Funds, Reciprocity, Vehicle Transfers & More	
2:30 pm to 3:00 pm	Break – Networking		Light snacks provided
3:00 pm to 4:00 pm	Connected & Autonomous Vehicles: New Challenges	Toolkit Development: Volunteers, Account Managers, Media & Everyone Else	
4:00 pm to 5:30 pm	Networking with Sponsors – Visit exhibits		Light snacks provided
END OF DAY 1			

September 19, 2017

Time	Activity		Notes
7:45 am to 8:30 am	Continental Breakfast – Networking		
8:30 am to 9: 30 am	Technical Track Open Architecture	Business Track Privacy – Is it still an issue?	
9:30 am to 10:30 am	System Requirements Specifications – Lessons Learned	RUC – rate setting	
10:30 am to 11:00 am	Break – Networking		Light snacks provided
11:00 am to 12:00pm	Current Requirements: Working with Standard Setting Organizations	Working across State Lines – Challenges and Opportunities	
12:15 pm to 1:30 pm	Lunch - Provided		
1:30 pm to 2:30	Procurement to Production – The Working Relationship between Technical & Business People		

2:30 pm to 3:15	Break – Networking	Light snacks provided
3:15 pm to 4:30 pm	Closing Plenary Session Challenges & Opportunities <ul style="list-style-type: none"> • The Intersection of DMV Functions with RUC • Public Education – Explaining Concepts and the Technology to the Lay People • Account Managers: What works? What are the challenges? • Q & A 	
4:30 pm to 5:30 pm	Networking with Sponsors – Visit exhibits	
END OF DAY 2		

Contributors can take down exhibits.

September 20, 2017

Time	Activity	Notes
7:45 am to 8:30 am	Continental Breakfast – Networking	
8:30 am to Noon	Open Forum –What are the next steps? What questions remain? Address parking lot questions from previous days.	
12:15 pm to 1:30 pm	Lunch - Provided	
END OF DAY 3		

Optional Activities:

- Touring the State Capitol
- Walking Tour of Historical Downtown Salem
- Museums
- Wine Country Tour

Exhibit C - Contributor & Exhibitor Application



OREGO



American Association of
Motor Vehicle Administrators



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Please return completed form to MyOREGO@odot.state.or.us by **06/30/2017**.

Company Information:

Company Name: _____ Address: _____

URL: _____ City: _____

State: _____ Zip Code: _____

Principal Contact Information:

Name: _____ Email: _____

Title: _____ Phone: _____

-----This section for Contributors Only-----

Contributor Request: (Please check the contributor levels you are interested in. Leave blank any you do not want considered. The chart below shows the various contributor levels available and the benefits included with each level for backing that event.

Speaker Contributor
(\$500.00)

Breakfast Contributor
(\$300.00)

Lunch Contributor
(\$400.00)

Break Contributor
(\$300.00)

Contributor Levels	Attendance		Presentation
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Exhibit C - Contributor & Exhibitor



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AAMA
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----- This section for Contributors & Exhibitors-----

Exhibit Booth/Marketing Material Description: Please describe your exhibit (including materials to be displayed and any handouts). Seating, electrical service, a table, and facility Wi-Fi are provided.

----- This section for Exhibitors Only-----

Exhibitor Request (fill in quantity desired):

____ Exhibit Booth (includes 2 attendees); **\$500**

____ Additional Attendees: \$200/each

Exhibit C - Contributor & Exhibitor Application



Terms and Conditions

EXHIBIT/CONTRIBUTORSHIP RIGHT OF REFUSAL:

The RUC Forum Committee reserve the right to refuse admittance to and/or require removal of any exhibit, advertisement, item, or individual who, at the sole discretion of the RUC Forum Committee, is deemed unsuitable or inappropriate in any way.

In the event that RUC Forum sponsors determine that the conduct or content of any exhibitor, contributor, or agent of an exhibitor or contributor, is not in keeping with the character of RUC Forum's exhibitor policy, RUC Forum Committee may, at any time, without notice, terminate the agreement for space entered into with said exhibitor or contributor and remove the exhibitor or contributor, its employees, agents, servants, and all of the property of the exhibitor or contributor from the exhibit space and from the forum. No exhibitor or contributor shall have any right or claim against RUC Forum Committee on account of any action so taken.

The determination of the RUC Forum Committee as to the suitability of any exhibitor or contributor, proposed exhibit or contributor, or the conduct of any person within the forum shall, in each instance, be final. If admittance is refused or if exhibitor or contributor is removed, exhibitor or contributor will remain liable for the cancellation penalty per the RUC Forum Contributor Policy. (See CONTRACT FOR SPACE AND CANCELLATION PENALTIES section of these Terms and Conditions.)

LIMITATION OF LIABILITY:

Exhibitor/Contributor agrees to protect, save, and hold RUC Forum hosts harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor/contributor or those holding under the exhibitor/contributor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the facility and RUC Forum Committee regarding the exhibit/event premises. Further, the exhibitor/contributor at all times shall protect, indemnify, save, and hold harmless RUC Forum Committee against and from any and all loss, cost, damage, liability or expense arising out of or by reason of any accident or other occurrence to anything or anyone, including the exhibitor/contributor, its agents, employees, event attendees and business invitees which arises out of or by reason of said exhibitor's/contributor's occupancy and use of the exhibition/event premises or a part thereof.

In addition, exhibitor/contributor acknowledges that neither RUC Forum Committee nor any of the exhibit/event facilities maintain insurance covering exhibitor's/contributor's property and that it is the sole responsibility of exhibitor/contributor to obtain business interruption and property damage insurance covering such losses by exhibitor/contributor.

TERMINATION OF EXHIBIT/CONTRIBUTORSHIP:

If the Conference venue is destroyed or damaged, or the Forum fails to take place as scheduled due to declaration of war, an act of God, an emergency declared by any government agency, or for any other reason, this contract may be terminated by RUC Forum Committee. In the event of such termination, the exhibitor/contributor waives any and all damages and claims for damages and agrees that the sole liability of RUC Forum Committee shall be to return to each

exhibitor/contributor the exhibitor's/contributor's fee.

CONTRACT FOR SPACE AND CANCELLATION PENALTIES:

This agreement is binding upon signature. Exhibit/event space reservations will not be considered confirmed until the total amount due has been paid. Exhibitors/contributors whose reservations are not paid in full by the published Contributor & Exhibitor Registration Deadline may lose their reservations. Exhibitors/contributors wishing to cancel or withdraw from the show must do so in writing, via registered mail or via e-mail. E-mail submissions are not considered accepted or valid until personally acknowledged via e-mail by a member of the RUC Forum Committee. Cancellations made on or before the Contributor & Exhibitor Registration Deadline will not incur a cancellation fee. Cancellations made after the registration deadline will be liable for the full fee. Exhibitors and contributors are not allowed to reduce their contracted participation levels less than 30 days before the forum.

RESTRICTIONS:

Promotional activities such as surveys and giveaways are permitted only in your designated area. All exhibitors/contributors must be properly attired and conduct themselves in a professional manner. The use of strobe lights, microphones, and other amplification equipment is prohibited.

I have read, and agree to abide by, the Terms and Conditions for Exhibiting/Contributing the 2017 RUC Forum. I understand that RUC Forum Committee reserves the right to modify these Terms and Conditions due to changes in the Rules and Regulations enforced by the venue. All contributors and exhibitors will be notified of changes in Terms and Conditions. By signing this application, I understand that I and all employees and agents of my company participating in 2017 RUC Forum will adhere to the rules and regulations set forth as described in the Terms and Conditions.

Signature	<input type="text"/>	Date	<input type="text"/>
Print Name	<input type="text"/>		
Print Title	<input type="text"/>		

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OR BY MAIL TO;
OREGON DEPARTMENT OF TRANSPORTATION
355 CAPITOL ST NE
ATTN: OReGO MS32
SALEM, OR 97301

