

UPCOMING EVENTS



The ITS Industry is preparing for the World's Premiere ITS Event –the 18th World Congress on Intelligent Transportation Systems in Orlando on October 16-21, 2011.



**INTELLIGENT
TRANSPORTATION
SOCIETY OF AMERICA**
20th Annual Meeting & Exposition
May 3-5, 2010 • Houston, Texas

As the countdown to Orlando continues, and the ITS America Annual Meeting in Houston May 3-5 draws near, now is the time to position your company as ITS market leaders in America and the world.

Do ITS industry decision-makers know what makes your company truly exceptional?

Do decision-makers know your unique story?

Do they value what really sets your company apart?

Global-5 will work with you to establish strategic marketing plans that ensure your company is positioned for prominence not only at key industry events but year-round.

Our proven approach is designed to result in new and increased business for your company by:

- Positioning your firm as the market leader with key decision-makers
- Providing unrivaled ITS industry intelligence to increase your competitive advantage
- Delivering an exceptional return on investment

We excel at story-telling. We tell your story using the most effective strategy and industry intelligence, and through the right spectrum of multimedia products. **Your company stays in the lead when your message is *clear, consistent, concise, compelling.***

Global-5 provides:

- Internal and external communications
- Market research
- Industry insight, analysis, intelligence
- Branding refresh
- Exhibit design/refresh
- Electronic and print marketing collateral
- Web site development and maintenance
- HD video production
- Social/new media marketing (Blogs, Twitter, YouTube, Facebook, etc.)
- Traditional (TV, print, Internet) earned media editorial calendar development, implementation, placement
- Corporate culture communications strategy
- Electronic media kit production: news releases, sound bites, b-roll, news packages
- Media training
- Crisis communication planning
- Corporate institutional advertising/sponsorship planning and implementation
- Strategic networking
- Speaker/panelist booking and speaker preparation training
- Speech writing
- Situational analysis
- Comprehensive marketing and public relations plan development and implementation

The GOALS for the ITS World Congress in Orlando 2011 serve you well:

- Provide a platform to showcase ITS innovation through an interactive exhibition, live demonstrations, technical tours, and educational and political programs that reflect a global spectrum of ITS interests
- Engage political, corporate, and transportation leaders from around the globe and influence policy makers on transportation technologies that save lives, improve mobility, and reduce greenhouse gas emissions

How can we help your company maximize this excellent opportunity? We will be calling in the next week to learn more about your plans and priorities.

THE BRANDS WE SERVE



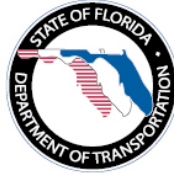
HONDA



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U.S. AIR FORCE

