

INIT, INNOVATIONS IN TRANSPORTATION, INC.

Director of Marketing & Events



CTSM Candidate Portfolio Ann Derby



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Section I: Vital Statistics

Candidate Profile

My name is Ann Derby. Since I can remember, event planning has been a passion of mine. At five years old, I was putting together neighborhood skits and arranging school sets for all the neighborhood children. That same passion followed me through childhood and into my adult years.

After completing high school, I got married and started a family. It wasn't until my three children were school age that I decided to continue my education and took several courses at my local college in marketing, event management and business administration. Shortly afterwards, I landed my first real job as an event producer working for a local television broadcast company. My duties involved planning and managing major fundraising conferences for the station's global donor base. My budget at the time ranged from 250K to 500K per event with a payback of at least double our expenses. The experience I gained from my time in the broadcast world led me to my current position at INIT, Innovations in Transportation Inc., where I have worked for the last six years as the Director of Marketing & Events.

At INIT, I manage approximately six to eight North American trade shows, in addition to nearly a dozen conferences annually. My fiscal budget of \$130,000 to \$250,000 fluctuates depending on the type of events scheduled through our industry partners, the American Public Transportation Association (APTA) and the Canadian Urban Transit Association (CUTA). Every three years, the American Public Transportation Association hosts a mega conference that draws over 80,000 attendees from around the world. Triennially, my budget increases to accommodate the extra space and related activities. In addition, I manage four to five inside events each year and a biannual international user group conference.

When I first started as marketing and events manager at INIT, my role mainly involved planning and executing trade shows, with about 80 percent of my time committed to organizing trade shows and conferences, and 20 percent spent on marketing activities such as preparing the newsletter and coordinating advertising. As I began to build our brand more and more, my marketing and public relations responsibilities grew to the point that it became necessary to hire a part-time assistant to cover the trade show logistical preparation. In 2011, I earned the title of director of marketing and events and began to focus almost exclusively on intensifying our trade show marketing, media relations, writing and webinars. I was able to submit several editorials that were published in our major industry magazines and I worked tirelessly at building a close relationship with the editors and publishers.

As Director of Marketing and Events at INIT, I have taken an aggressive approach to our marketing strategy. In the last 3 years, I have successfully:

- Birthed the company into the social media arena building our fan base by 400% in first year.
- Researched and prepared extensive competitor analysis successfully identifying top 50 prospect agencies with aging competitor systems to help increase sales revenue.
- Assisted in extensive work on global redesign of company brand and website.
- Written or co-authored six editorials and case studies which were published in Mass Transit Magazine, METRO Magazine, BUSRIDE Magazine and Inside Business.
- Launched and managed monthly customer webinars which increased awareness of our products and features and positively affected sales revenue.
- Guided company through extensive process to achieve "Best Place to Work" award four years running.
- Organized and managed the process of INIT's "Zero Waste to Landfill" certification.

In my role, I interact weekly with our eight person sales team, as well as our six person international marketing team based in Karlsruhe, Germany. Three of our sales team work remotely from Vancouver, BC (West Canada) and Toronto, ON (East Canada). The rest of our team works out of our headquarter office in Chesapeake, Virginia. I routinely collaborate with our director of technical services who also works remotely from Durham, North Carolina. On any given day, I may discuss marketing tactics with our CEO, COO or CFO, all of whom are moderately involved in various aspects of the company's sales and marketing activities.

My job at INIT, Innovations in Transportation Inc. gives me the opportunity to constantly challenge myself to learn and implement more effective strategies for building our brand and increasing our market share. By completing the CTSM coursework, I have learned concepts that have given me a leading edge in my marketing program and increased my confidence and productivity as a marketing professional within our industry.

Company Profile

INIT is a leading global supplier of Intelligent Transportation Systems (ITS) for the public transportation market. Our ITS solutions manage and optimize buses, street car and light rail operations with products that master all key tasks of a transportation company: operations control, real-time passenger information, planning & dispatching, ticketing & fare collection management, operational optimization and data analysis.

Founded as a university spin-off in 1983, INIT's headquarters are located in Karlsruhe, Germany with subsidiaries in Australia, Dubai, Finland, Singapore, Switzerland and North America. INIT's North American Company, INIT, Inc. was established in 1999 to serve the U.S. and Canadian public transportation markets. The NA headquarter office is located in Chesapeake, Virginia, with satellite offices in New York City and Seattle. The North American market brings in approximately 48% of all company sales revenue annually.

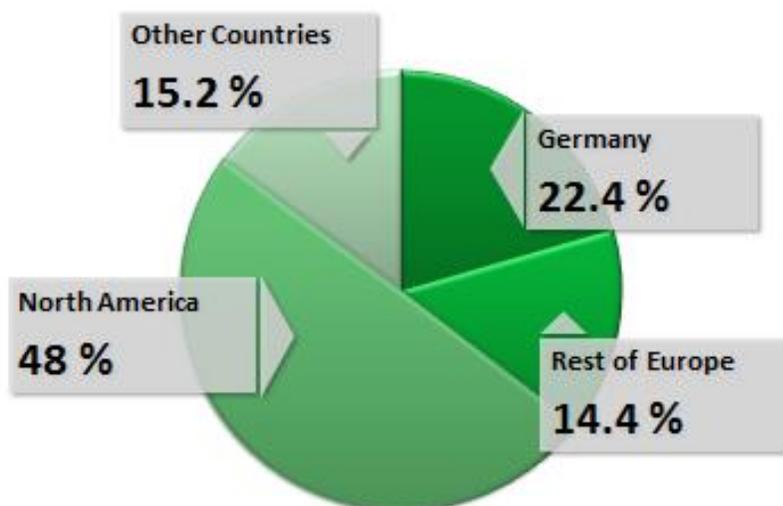
Since our products cover a range of software and hardware components, our market share is diversified over several product categories which encompass all aspects of intelligent transportation system technology. However, of the leading companies selling computer-aided dispatch /automated vehicle location technology and real-time passenger information displays (our bread and butter); our major competitors are Trapeze, Xerox and ACS. Within our individual product markets, there are additional competitors for fare collection (Schiedt & Bachman, Fare Logistics, XPS/Genfare), automatic passenger counting (Hellur, Dilax, Clever Devices), traffic signal priority (Global Traffic Technologies), and scheduling, statistics and reporting (RouteMatch, Trapeze).

INIT's long-term business strategy is to become the world leader in Intelligent Transportation Systems for public transit. Our offerings assist public transit agencies in making transportation faster, safer and more efficient. Because our customers are at the center of our activities, we want them to be filled with enthusiasm by what we do. Therefore, observance of deadlines is our most pressing objective.

In **Session 31113-How to Grow Your Brand**, I learned that tradeshow and events are the front lines of brand building. As the director of marketing & events, I have the responsibility to lead that charge. In the last 6 years, I have seen our North American brand emerge from relatively unknown, to a well-established name in the ITS industry. The transformation of our brand acceptance began slowly, but over time, attendees to our exhibits have gone from asking "Who is INIT?" to "Oh, yes, we know INIT" to "We've been watching INIT, and in fact, have taken cues from your marketing approach".

Learning how to incorporate an integrated marketing strategy has allowed me to leverage all possible avenues to consistently build awareness and understanding of our brand. I've also learned how to take advantage of every method of public relations to get our message out. Utilizing online and print advertising, editorial content, press releases, sponsorships, speaking engagements, presentations, and customer/prospect events has allowed us to begin experiencing brand recognition, acceptance and commitment, a fact that can be confirmed by our growing revenue base.

Company Sales



Company Revenue & EBIT



Section II – Overview

This portfolio is being presented as the final portion of my requirements to earn the Certified Trade Show Marketer designation. Having been provided many valuable tools through the knowledge gained at Exhibitor Conference 2010, 2012 and 2013, I have been able to gradually improve our company's trade show program, especially with regards to gauging our return on investment and return on objectives.

Because INIT exhibits at a relatively small number of shows annually (6-8), the intensity and investment of our activities are much more focused at each of them. Our industry conferences address audiences who manage public transit systems covering all modes of transportation: light rail, heavy rail, commuter rail, fixed-route bus, bus rapid transit, on-demand (paratransit), streetcar and trolley. Each trade show has a specific focus and audience, so each show is important in its own right.

In session **20112, Selecting the Right Shows: The Critical Decision** I learned that if I wanted to make an impact at our trade shows, I first needed to identify and understand our company's markets, products, strategies, marketing goals and objectives. Based on my longevity with the company and my relationship with the organizers (APTA & CUTA), I felt I had a clear understanding of these components and could confidently choose the combined 2013 APTA Fare Collection Workshop & TransITech Conference.

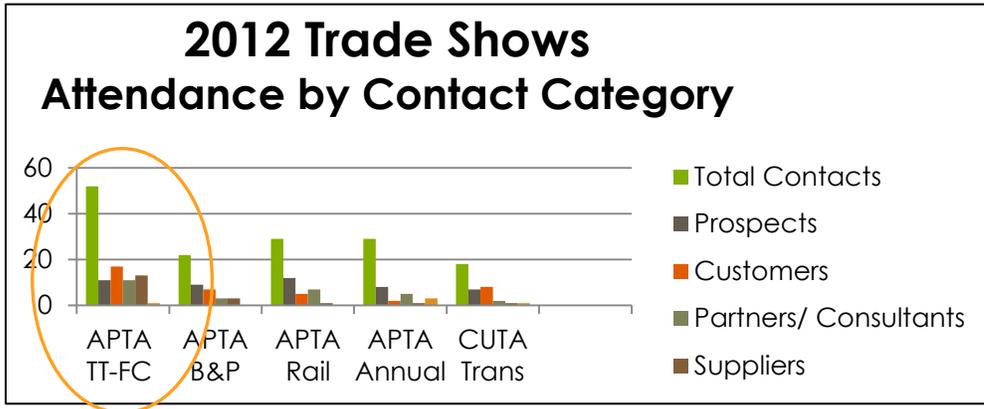
The APTA Fare Collection Workshop & TransITech Conference is a three day conference and trade show that draws nearly 800 public transit managers, IT administrators and fare collection prospects from across the country. Since INIT is a major player when it comes to new technologies, there's always good reason for ample investment at this show. Last year, the workshop and conference was held in Phoenix, Arizona at the Sheraton Phoenix on March 18-20, 2013.

The APTA Fare Collection Workshop and TransITech Conference features fare collection and information on specific and innovative technologies, transit-focused technologies, traveler information systems, electronic payment systems, and other transportation system issues affecting public transportation, security, surveillance, and fare media standards.

The audience includes public transportation IT professionals; chief information officers, operations managers and staff; software developers; and other stakeholders. At this event, attendees learn about the latest in information technology, traveler information, electronic payment systems, and other intelligent transportation system issues affecting public transportation.

Having done analysis on the show in prior years (see next page), I also knew that our highest concentration of customers and prospects would be in attendance, and because of this, our investment would yield much higher results. I learned about how to calculate a payback ratio from **Session 10810 How to Measure the Value of Trade Show Participation**.

Trade Show Analyses



Further analysis of our cost per contact proved that the APTA Fare Collection Workshop & TransITech Conference would yield a high return.



A major reason for selecting this combined show was because of our recent launch of a mobile ticketing app called MOBILEticket, and our ongoing goal to highlight our first fare collection project in North America. We knew attendees would be interested in learning more about a multi-agency, multi-regional, electronic fare project, and that our company would be favorably highlighted during the technical presentations if we were chosen to present. While this project did not incorporate the new mobile app, it demonstrated our flexibility when it came to fare collection solutions.

Another important reason this event was chosen was because of a recent fleet management and real-time passenger information system implementation in Denver, Colorado. We knew customers from both of these projects were going to be attending and would be ready to talk about our customized technology within these successful projects.

SPECIAL CIRCUMSTANCES

While I generally attend every major trade show within our industry, the APTA Fare Collection Workshop & TransITech Conference was being held at the exact same time as the Exhibitor's Conference in Las Vegas where I was to finish my coursework for the CTSM designation. Because I had scheduled a customer /prospect lunch presentation, a press event, and had arranged presentations to be given on two different panels, I structured my class schedule at Exhibitor's so I could be in both places during that week. In fact, I actually flew to the Exhibitors Conference on Sunday, took classes Sunday and Monday, flew out on Monday evening, fulfilled all my responsibilities at APTA Fare Collection Workshop & TransITech Conference on Tuesday, and flew back to the Exhibitors Conference on Tuesday night to finish classes on Wednesday and Thursday. It was one of my most memorable – and well executed – events to date.

Section III – Show Schedule / Measurable Show Objectives

On a yearly basis, our main conferences with trade shows are listed below in bold font:

LEGEND
APTA =American Public Transportation Association
CUTA = Canadian Urban Transit Association
ITS = Intelligent Transportation Society

Conferences & Trade Shows	Date	Location	Exhibit/ Attend
Smart Card Alliance Payments Summit	February 5-7	Salt Lake City, UT	Attend
Legislative Conference	March 10-12	Washington, DC	Attend
APTA Marketing Conference	February 22-24	Los Angeles, CA	Attend
APTA Fare Collection Workshop & TransITech Conference	March 17-20	Phoenix, AZ	10 x 20 Exhibit
Ontario Transportation Expo	April 8-10	Ontario, Canada	10x10 Exhibit
APTA Bus & Paratransit Show	May 5 - 8	Indianapolis, IN	10.20 Exhibit
Smart Card Alliance	May 15-17	San Francisco, CA	Attend
ITS Canada	May 26-29	Toronto, Canada	Attend
CUTA Annual Spring Conference	June 1-5	New Foundland	Attend
APTA Rail Conference	June 2-5	Philadelphia, PA	10 x20 Exhibit
APTA Annual Meeting	2	Chicago, IL	10 x 20 Exhibit
California Transit Association Conference	Oct. 15-18	Anaheim, CA	10 x10 Exhibit
International User Group Meeting	Oct. 20-23	Denver, CO	Product Exhibits
Transit Communications	Oct. 24	Washington, DC	Attend
CUTA TransExpo	Nov. 23-27	Calgary, AB	10 x 20 Exhibit
Inside Events	Date	Location	Exhibit/ Attend
Union Mission Hope Tote Community Project & Spring Egg Hunt Luncheon	March 27.	Chesapeake, VA	Employee event
Slam Dunk the Summer Funk! Picnic & Dunk Tank Charity for Boys & Girls Club	June 21.	Chesapeake, VA	Employee event
INIT Goes Global Photo Contest & Halloween Costume Contest	October 31.	Chesapeake, VA	Employee event
Angel Tree & Southeastern Food Bank Christmas project & INIT Christmas Party & Parade	December 6.	Virginia Beach, VA	Employee event

In addition, I support many individual sales presentations which include live demonstrations and marketing collateral preparation.

Sales Presentations (ad hoc)	Date	Location
Sales Demo	Feb. 5-7	Chicago, IL
Sales Demo	March 7	Fort Lauderdale, FL
Sales Demo	May 14	Orlando, FL
Sales Demo	May 20	Salt Lake City, UT
Sales Demo	July 1	Riverside, CA
Sales Demo	September 9	Oakville, ON
Sales Demo	December 2	Baltimore, MD
Sales Demo	December 9	Dallas, TX

In **Session 10810 How to Measure the Value of Trade Show Participation**, I learned that measurement and ROI depend upon good objectives. By determining two key planning questions: (**a.** what do we want our participants to do as a result of being at our booth, and **b.** who should we invite who can perform the expected action in a way that benefits our company?), we are able to identify the reason for our participation at the Fare Collection Workshop & TransITech Conference. Understanding the results of these two questions also helped us determine that this show is worth further investment and should remain a priority on our trade show calendar.

Another aspect of measuring trade show participation that I learned through session **10810** is the types of measurements that can be identified at trade shows. Some examples are customer relationship management, revenue retention, promotional value, and brand impressions. Using this information has given me the ability to attach real value to our trade show program and justify our participation (or withdrawal) from each of our activities.

Coupled with **Session 30806 Business Marketing Strategies and Trade Shows**, I was able to understand the difference between mission statements, strategies, objectives and tactics. This was probably the single most valuable insight I gained from the CTSM educational process. This concept helped me to break down our mission into more focused objectives and tactics in order to better achieve our company's goals. This was the starting point that helped me to place more specific and measurable goals in place for our tradeshow program.

Trade Show Goals

Therefore, our main objectives for attending trade shows focus on these five goals:

1. Generate new revenue (build relationships with prospective agency representatives by pairing them with our customers who demonstrate successful projects)
2. Revenue retention (customer relationship management)
3. Cost reduction/avoidance (Work with show management to procure free unused meeting space and promotional opportunities)
4. Promote INIT brand and expertise at conference presentations (submit abstracts for inclusion on panel discussions)
5. Build media relations (discuss and propose trending technology stories for publication)
6. Gather competitive intelligence on new or emerging companies/markets

Our specific goals for the **TransITech Conference** covered all of these ROI measures.

- Present in 2 TransITech sessions where 50 people attend each presentation
- Have 50 attendees (prospects & customers) attend a lunch presentation demonstrating INIT's customized radio project at Denver RTD
- Promote INIT User Group Meeting to all attending customers by handing out 15 "Save the Date" postcards.
- Attend 2 customer/partner presentations to provide support and build relationship.
- Build organizer relations with APTA's new event staff by introduction over drinks/dinner.

In addition, our objectives for **Fare Collection Workshop** were to:

- Present in 2 Fare Collection sessions where 70 people total attend each session.
- Launch new mobile ticketing app through:
 - press release coverage in 4 industry online magazines
 - advertisements in 4 industry online magazines
 - roundtable discussion published in BUSRide Magazine (print & online)
- Have 1 fare collection roundtable session published in BUSRIDE Magazine
- Build relationship with BUSRIDE Magazine by meeting with their managing editor
- Meet with all 5 customer agencies to discuss items of importance to them
- Distribute 30 new MOBILEticket 1-page slicks to visitors at booth

Details about how these objectives were met are outlined in the Measurement of Integrated Marketing Communications section.

SECTION IV Management of Exhibit Design / Production

In preparation for the show, I had to purchase a new exhibit. Having already been with the company for six years, three new exhibits had previously been purchased by me including a 10 x 20 truss system and two smaller 10 x 10 pop ups. Our truss system could double as a 10 x10 or 10 x 20 exhibits, but it was extremely time-consuming to assemble, and cost prohibitive to ship - except to bigger shows. Currently, we were renting 200 square feet of space, but only using a 10 x10 booth to fill it. Since our last purchase was nearly three years earlier, I knew our current exhibit properties were reaching the end of their life cycles and that it was time for something new.



Our 10x10 pop up display, while still functional, was nearing the end of its life cycle.

Session 61913 Exhibit Design: From Concept to Creation taught me the importance of my input when it comes to exhibit design. Because of my unique understanding of our company's culture, market position and brand identity, I learned that I am the best person to communicate this information to guide the process for creation of a new exhibit. In addition, the session gave me a better understanding of the five key

areas that need to be defined BEFORE I start thinking about design and function in a new booth (budget, marketing, the demonstration, structures and the event).

Another detail I knew I would have to consider was input from our sales team on the design of a new exhibit. In **Session 211 –Shows and Events from a Salesperson's Perspective**, I learned to look at trade shows from a sales perspective instead of just as a marketing activity. From talking with my sales team, I learned that they wanted, amongst other things - more space for client meetings and demos. This one aspect helped me to make the decision to choose a modular in-line exhibit, rather than a pop-up model.

In addition, they had four “must-haves” when it came to functionality:

- Easy set up < 1 hour
- A sleek, lightweight design
- Portable, easy to pack and carry (cases on wheels)
- Adjustable booth height (in the event of low ceilings on show floor)

With a budget of about \$4,000, I undertook the process of submitting RFP’s to vendors for a new 10 x 20 in-line exhibit.

My budget was determined based on available funds from the small surplus in my events account. According to industry standards, \$4,000 was below even a “good cost” average, but since we had our own graphic artist, I knew design costs would not be an issue. Plus, we already owned the demo properties to fill the exhibit area which meant we did not have to purchase anything other than the exhibit itself.

I weighed the RFP responses based on how they responded to my questions and how interested they were in meeting our needs. Having received two reasonable quotes, I chose Exhibit Trader because they were very attentive to my needs, timely in answering my questions, and reasonable with pricing and time-frame. With those boxes checked, I proceeded to purchase a new 20 foot Pearl Kit exhibit at the price of \$3,449 which included shipping from Texas to Virginia.

Once the vendor was chosen, I sketched a draft idea and sent it to my graphic artist for creation of the visual aspects of the exhibit. At the time, we were in the process of a brand makeover, so incorporating the new look into the graphics was paramount to creating an attractive exhibit while maintaining our brand identity. From **Session 61710 Graphics Booth Camp**, I learned that every graphic representation of our company - all brand touch points and its messaging should be consistent in every way. At the time of this show, some elements of our marketing collateral were in the old format and some were in the new. To solve this issue, we managed to get the booth and marketing collateral related to this particular show in the new design increasing our new brand consistency across the board.



Artist rendering of exhibit graphics using our new brand design

Once the panels were designed, the exhibit was built. Our new exhibit met all of our marketing and brand criteria. The complete kit included a light-weight frame, three center dye sub fabric panels, two tapered end panels, two wave headers (optional for height), four spotlights and two rolling cases. The exhibit design also allowed plenty of room for customer interaction due to its in-line design. We received the exhibit and proceeded to set it up for the first time in our warehouse.

One thing I neglected to factor into my planning was the issue of dealing with “bugs” after the exhibit arrived. Because the supplier had not cut the middle graphic panel correctly, there was extra work needed. The middle panel was two inches too wide and did not fit into the channels properly. In addition, the fabric covers on the wave headers needed reinforcement where the hardware connected them to the main frame. After contacting the exhibit house with these problems and learning that they were not going to fix them, I took the fabric peices to an upholsterer for the needed adjustments. Fortunately for us, I have a relative that is an upholsterer and she was able to rectify the issues at a minimal cost of \$70. After the successful modifications, we reinstalled the booth and were happy with the results.



Our product tables were placed on either side of the exhibit to allow plenty of space to entertain customers inside the booth.



Our new in-line exhibit made its debut at the APTA Fare Collection Workshop and TransITech Conference.



Pictures of booth and visitor interaction.

The budget for INIT's trade shows and conferences does not include any sales travel, per diem or hotel expenses as those vary with how many people attend and from which city they travel. The expenses are based solely on show expenses and entertainment only.

The Nuts and Bolts of Budgeting for Results Session 20312, taught me the value of a good annual dashboard for cost comparison and projections. My budget worksheet is critical for helping me manage and forecast my show expenses. Having saved money on two earlier shows, I was able to reinvest the savings into the new booth properties we required.

FARE COLLECTION WORKSHOP/TRANSITECH CONFERENCE	PROJECTED March 17-20	ACTUAL Phoenix, AZ	Cost Savings/Cost Overages Phoenix, AZ
Exhibit space rental	\$2,100.00	\$2,100.00	\$0.00
Booth production & graphics	\$4,000.00	\$3,449.00	(\$551.00)
Misc. repair on booth	\$0.00	\$70.00	\$70.00
Registrations	\$950.00	\$950.00	\$0.00
Expo badges	\$150.00	\$150.00	\$0.00
Electricity & labor	\$150.00	\$135.56	(\$14.44)
Signage (banners/signs/posters)	\$200.00	\$251.50	\$51.50
Shipping to Phoenix	\$550.00	\$505.40	(\$44.60)
Shipping from Phoenix	\$500.00	\$542.63	\$42.63
Material Handling	\$1,000.00	\$1,171.00	\$171.00
Rental furnishings/Carpet	\$400.00	\$630.66	\$230.66
Prospect Lunch Meeting Space	\$500.00	\$0.00	(\$500.00)
Prospect Lunch Presentation	\$2,500.00	\$2,663.22	\$163.22
Shipping poster/projectors	\$0.00	\$160.84	\$160.84
Total Costs	\$13,000.00	\$12,779.81	(\$220.19)

Session 20312 also taught me the difference between hard and soft costs, and how they can help determine where to cut expenses. As you can see from the chart, I came in \$220 under budget on this show, partly due to the cost we avoided on the meeting space for the lunch and partly due to the lower cost of the new exhibit. Even with the higher costs of last minute shipping of projectors and posters for the sales team, I managed to stay within my budgeted expenses for this show.

SECTION V/ Management of Integrated Marketing Communications

In Session 31513, Integrated Marketing Communications, I learned how to optimize every marketing technique to get the most exposure for our brand. Beginning with pre-show advertising, online and print ads, e-mails, case-study flyers, press releases, bellybands, social media, and editorial content, we utilized nearly every channel to get our message out before, at and after the show.

Communication Method	Rationale for choice	Objectives
BEFORE SHOW:		
Email Invitation to customer and prospect stakeholders attending FC & TT Conference	Cost-effective, reaches target audience	Have 50 people sign up for lunch presentation
Email announcement to customer and prospect stakeholders attending FC & TT Conference	Cost-effective, reaches target audience	Increase traffic to video links, information on website and to booth by 5% over last year's rate of 40 visitors
Press Release to Media, Public Transit Professionals (stakeholders), Competitors	Cost-effective, wide reach	Build initial awareness. Launch of mobile ticket press release published in (4) trade publications.
Continued on next page.		

Communication Method	Rationale for choice	Objectives
AT SHOW:		
Bellyband to Customer and prospect stakeholders attending FC & TT Conference	Reinforce INIT as leading supplier of ITS technologies, build brand awareness, drive traffic to booth	Count impressions for comparison on how many magazines were distributed at event.
Press Event to Media, competition, Customer and prospect stakeholders attending FC & TT Conference	Publicize INIT's entry into fare collection market in NA. Position ourselves as a viable leader in fare collection technology.	Increase awareness of entry to fare collection market. Have opinions published from fare collection panel discussions in BUSRide Magazine.
New Product Brochure Slick & Poster to Media, competition, Customer and prospect stakeholders attending FC & TT Conference	Promote new mobile ticket app	Distribute new MOBILEticket 1-page slick to 30 visitors to booth.
Presentations to Media, competition, Customer and prospect Transit Agency stakeholders	Promote and spark further conversation regarding INIT's successful projects and products	Present INIT project / products in 4 sessions – 2 in TransITech and 2 in Fare Collection
AFTER SHOW:		
Webinar to All customers/prospects.	Continue to build awareness of new mobile ticketing app & establish INIT as player in fare collection market	Invite (300) customers to attend webinar. – Have 30% attend. -Generate 3 fare collection demo appointments
Online ads to Media, competition, Customer and prospect stakeholders	Branding- link online ads to mobile ticketing webinar on YouTube	Build brand awareness – Have at least 40 people view our mobile ticket video post webinar

Below are the marketing collateral used to accomplish our integrated marketing strategies at the APTA Fare Collection Workshop and TransITech Conference:

Before Show

Using a clear “call to action” for our lunch presentation, I crafted a well-branded email invitation with a clear explanation of our purpose and included links to respond by registration or to decline. This email went directly to our target markets. The e-mail program used was somewhat limited in design features which made me nervous about sending it out, but the message and desired action was clear.

In addition, the general email describing our products and booth location was sent to all attendees. The links led readers to our website where more information on our new ticketing project and our new mobile application for ticketing were located. We also included a link for on-site demo sign up.

The new product launch was announced in a press release which was distributed to all major industry publications. From **Realizing Your Public Relations Potential - Session 31212**, I learned that to create a compelling press release you should use links to websites, images or videos, and use key words which will increase your SEO. Unfortunately, at the time of this release, I had not incorporated these ideas. I did, however, include an attachment of our new MOBILEticket brochure with the release.

At Show

At the show, we continued to promote our new mobile ticketing app through the bellyband on Mass Transit Magazine. This magazine is the number one transit magazine in bus and rail subscribers and has the highest number of readers throughout our industry. Mass Transit provides the magazine in the registration area, as well as at their booth on the show floor.

INIT bellyband 2013

Key Needs:

- CAD/AVL**
 - Increase your operational efficiency
 - Improve schedule adherence
 - Maximize Key Performance Indicators (KPI)
 - Control fleet performance
- Real-Time Passenger Information**
 - Provide reliable information to passengers
 - Respond quickly to delays at destinations
 - Improve customer satisfaction
- Electronic Fare Collection**
 - Implement a multi-vendor system solution
 - Create seamless revenue flow
 - Speed boarding times
 - Reduce cash handling costs

NEW! MOBILEticket App

- Purchase tickets from mobile phones
- Integrate mobile ticketing and smart cards through one back-end system
- Quick QR code scan to verify ticket authenticity

Solutions For Your Agency's

- Automatic Passenger Counting**
 - Collect and analyze accurate passenger information
 - Substantiating funding for your agency
 - Increase fleet efficiency
- Scheduling and Bid Dispatch**
 - Optimize staff resources
 - Reduce cancellations
 - Implement more efficient schedules

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in | b | f | YouTube | www.initusa.com

The MOBILEticket product handout was available at the fare collection presentations and handed out at our booth.

Three of the four abstracts we submitted were chosen for panel presentations: two on the Fare Collection Workshop side and one on the TransITech Conference side. The press event hosted by BUSRIDE Magazine was attended by our CEO and Director of Technical Operations who also made our MOBILEticket brochure available to attendees (our competitors) and media representatives.

After Show

To continue the promotion and awareness of our new mobile ticketing app, we used our online advertising with Mass Transit Magazine, METRO Magazine and Passenger Transport Magazine to promote the webinar we hosted after the show.



MOBILEticket Product Handout



MOBILEticket Online Ad

SECTION VI

Management of Results Reporting

Based on information I learned in **Session 31513 Integrated Marketing Communications**, I was able to identify our target audience using information through show management's pre-registration list, our sales team and past show audits. Of the 600 attendees pre-registered, approximately twenty-five percent (150) fell within our larger target market range. Using those numbers, we wanted to reach at least fifty of these face to face through our lunch event.

TRANSITECH

Objective	Results	Notes
Present in 2 TransITech sessions where 50 people total attend each session.	<p>2 session presentations were made at TransITech under the sessions, "Mobility Management" and "ITS Implementations".</p> <p>40 people attended "Mobility Management" session.</p> <p>63 people attended "ITS Implementations".</p>	<p>+ Our customer Denver RTD presented the INIT customized radio project under "ITS Implementations" giving greater credibility to our company</p> <p>+Our 2nd presentation "Mobility Management" demonstrated INIT's ability to interface to 3rd party systems for easy integration of bus scheduling.</p>
Have 50 attendees (prospects & customers) attend a lunch presentation demonstrating INIT's customized radio project at Denver RTD.	45 registered participants attended the RTD customized radio project lunch presentation.	+ luncheon meeting was held right after presentation in adjoining room leading to 3 additional walk-in attendees
Promote User Group Meeting to all attending customers by handing out 15 "Save the Date" postcards.	User Group "Save the Date" postcards were handed out to 20 customers representing 5 agencies in attendance.	<p>+Postcards allowed us to provide our customers with a "take home" for future reference.</p> <p>+The postcard demonstrated our services for prospective customers.</p>

(continued on next page)

Objective	Results	Notes
Attend 2 customer/ partner presentations to provide support and build rapport.	<p>Our partner, GlobeSherpa, presented at the Fare Collection Workshop in Session: “Go Mobile”. The Rep discussed GlobeSherpa’s partnership with INIT as well as their new mobile ticketing project implemented at our customer site in Portland.</p> <p>Our customer, York Region Transit (YRT), presented in “ITS Traveler Information Systems” regarding their real-time mapping system in partnership with INIT and Google Maps.</p>	<p>+We attended the sessions.</p> <p>+ We met with GlobeSherpa afterwards over drinks to discuss future fare collection projects.</p> <p>+We were set apart as a “leader in ITS technology” based on our partnership with Google to show the live departure of YRT buses on Google maps. (only 6 agencies in the world have this feature)</p>
Build organizer relations with APTA’s new event staff by introduction and drinks/ dinner.	I introduced myself to Beverly Hill , APTA Senior Program Manager and invited her to dinner. Beverly is in charge of reviewing abstracts for presentations at conferences.	<p>+Beverly & I built a good rapport talking about her job at APTA.</p> <p>-She was not able to attend dinner, but promised to be available at an upcoming conference to chat further.</p>
Fare Collection Workshop		
<p>Launch new mobile ticketing app through:</p> <p>-press release published in 4 industry online magazines</p> <p>-advertisements in 4 industry online magazines</p> <p>-fare collection roundtable discussions to be published in BUSRide Magazine</p> <p>(continued on next page)</p>	<p>The press release of our new mobile ticketing app was published in 3 of the 4 industry online publications.</p> <p>Our advertisements ran in all 4 of the industry publications.</p> <p>Ads ran in 4 industry publications – MT, METRO, Passenger Transport and Transit Intelligence.</p> <p>Roundtable discussion was published in BUSRide Magazine – both print and online versions.</p>	+Press release was also published throughout the tech world

Objective	Results	Notes
Present in 2 Fare Collection sessions where 70 people attend each session.	We were able to present in 1 Fare Collection panel in the session entitled, "Fare Collection II: Operating challenges and solutions." 57 people attended the session.	-Our second abstract was not accepted for panel presentation.
Build relationship with BUSRide Magazine managing editor	I met the publisher, managing editor and sales representative for BUSRide Magazine, introduced our delegates and discussed advertising opportunities in the upcoming issue.	+I was able to establish a positive working relationship with the marketing director of our competitor, SPX Genfare at the fare collection roundtable discussions.
Have 1 Fare Collection roundtable session published in BUSRide Magazine	The fare collection roundtable forum was published in the May 2013 print issue of BUSRide Magazine, as well as online .	+Positive dialogue was had with our major fare collection competitors during the roundtable. +Major plus that INIT, as a relatively new fare collection vendor in the US, was recognized as an industry leader alongside our competitors.
Meet with 5 customer agencies to discuss items of importance to them.	We were able to meet with all five of our customers.	+Two of our customers provided a viable reference for INIT by meeting with a prospect agency considering a fare collection project.
Distribute 30 new MOBILEticket 1-page slicks to visitors at booth	We handed out several brochures, but counts were not taken.	- Improvement on measuring our booth interactions is needed.
(Continued on next page.)		

Objective	Results	Notes
Invite 300 customers to attend webinar on mobile ticketing after the show.	424 invitations went out to customers/prospects/consultants to attend the webinar.	-The call to action did not produce any follow up demos.
Have 30% attend / 90 people.	24 people attended or 5% leaving us short of our goal of 90 people.	-This invitation was sent prior to use of a new email program which has since generated more activity to our webinars than previous emails.
Generate 3 fare collection demo appointments.	No fare collection follow up demos were scheduled.	

END OF RESULTS TABLE

*See [Appendix](#) for Executive Report

Over the last few years, fare collection technology has grown in popularity amongst public transit agencies. From mobile ticketing to near field communications to smart card media, the topic of fare collection has overtaken many sessions at this combined show. Since INIT's product portfolio is diversified across several product markets, this rise in attention has provided us new opportunities within a market we hadn't yet entered before 2012 in North America. This combined conference was the jumping off point for us to declare our entry into the new and emerging market of fare collection technology.

Tying in our vision to be the leading provider of ITS technologies worldwide, the APTA Fare Collection Workshop provided us the opportunity to declare INIT's entry into the North American fare collection product market. At the time of this show, we did not have an installed project – only our first signed contract for a region-wide smart card system in Sacramento, California. Lending us more credibility as a newcomer to the market, we had the Sacramento project [case study](#) published by BUSRide Magazine four months prior to the show. This, along with our other integrated marketing initiatives leading up to the show helped establish us as an experienced vendor for fare collection technologies.

During this show, organizers began to plan hosting two separate conferences to allow a more focused approach to each of the show's markets. The TransiTech Conference and Fare Collection Workshop are splitting and moving to different cities and dates for 2014. This move by APTA will greatly enhance our efforts to grow our market share across North America in the coming years by helping us to focus on one market segment and build our market share at each of these trade shows.

Section VII

Conclusion

Overall, the information gained from Exhibitor Conference has helped me progressively incorporate positive, measurable objectives to help us gauge the effectiveness of our trade show activities. From **Don't Skip the Meetings Session 20413**; I gained confidence about having my CEO involved in the preshow meetings. Not only has his presence at planning meetings given validation to the importance of tradeshow in our marketing mix, but it has also set an encouraging example for me as the manager of our events.

In addition, our pre, at, and post meetings have given our staff a clearer picture of our goals and target markets, while getting their buy-in for how a well-planned show can benefit their sales objectives. While I was already actively hosting pre-show meetings, I have now begun to incorporate more at, and post show meetings helping us to identify specific areas of growth or change that can enhance future events.

In Project Management Session 20213, I learned one of the most important lessons to date about understanding departmental objectives. Up to this point, I had only focused on marketing's goals, but getting feedback from each department within our company has helped me to have a much better view of the big picture. For instance, identifying what we want to accomplish and bring home, who our different target audiences are, and how we communicate with each of them.

In addition, I had a "light bulb" experience when I learned about how to summarize my final report for my executive team. Up to that point, I always gave them too much information and it was overwhelming to read. Now, a two-page summary is prepared that contains the most important information at a glance. (see Appendix for [Executive Report](#))

Lessons Learned

There were many productive lessons I learned through the Exhibitor Conference that helped me better manage our trade show program. Specific to the TransITech & Fare Collection show, I assessed these recommended changes based on the outcomes of our goal reporting.

1. Accomplishing all of our trade show goals is easier to achieve when you share responsibility and assign tasks to specific persons, rather than trying to measure your results through one or two people. This lesson would have helped us better measure how many Mobileticket slicks were handed out at the APTA TransITech & Fare Collection Workshop.
2. Setting goals based on historic data is a better way to project reasonable numbers when assessing attendance outcomes. Our historic data on webinar attendance showed that normally 3 – 5% of those invited usually attended. Had we used that data to set our goals for attendance to the Mobile ticket webinar, we may have fallen closer to our overall target attendance numbers.
3. Employee booth training is essential to help your staff be on the same page with what message is conveyed to visitors. As brand ambassadors, it is important that everyone communicates a consistent message to your target market.

Recommended Changes to Program

In order to continue in a forward direction with improving our trade show program, I have since incorporated the following changes to our program.

1. Create task lists dividing responsibility amongst all employees for better assessment of measurement results.
2. Establish all goals based on trade show activity historical data.
3. Incorporate employee booth training into our trade show program.
4. Implement a more user-friendly e-mail program for invitations and provide a clearer “call to action” in every email.

Completing the CTSM program has given me a greater confidence in producing stellar events and engaging marketing initiatives. The detailed information I received, along with the measurable “how to” tips, have provided me with new tools that I will use in years to come. Most of all, it has given me the ability to propel our company into a better global positioning – not just as a leading provider of Intelligent Transportation System Technology, but as a world-class leader in marketing and trade show production.

References

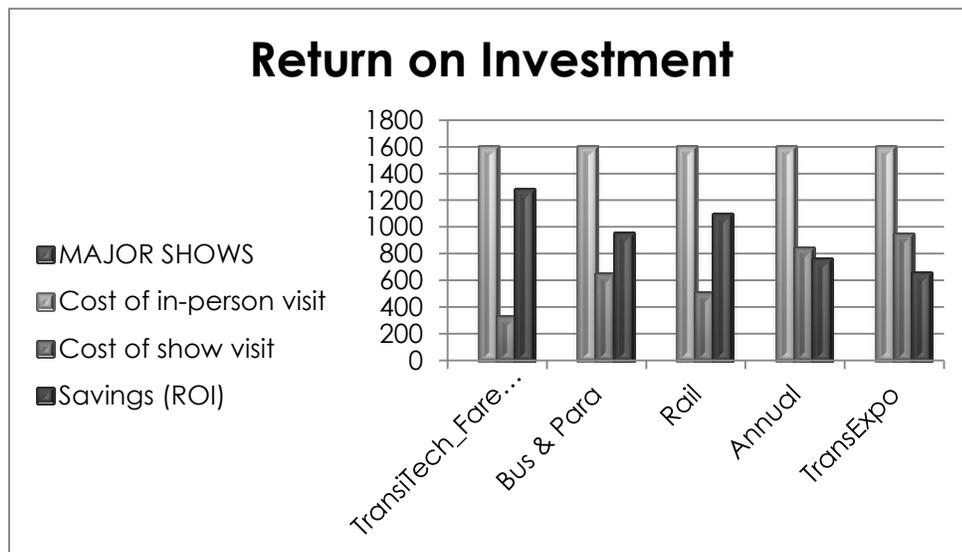
Session	Session Title	Page
31113	How to Grow Your Brand	5
20112	Selecting the Right Shows: The Critical Decision	7
10810	How to Measure the Value of Trade Show Participation	11
30306	Business Marketing Strategies and Trade Shows	11
61913	Exhibit Design: From Concept to Creation	13
211	Shows and Events from a Salesperson's Perspective	13
61710	Graphics Booth Camp	14
20312	The Nuts and Bolts of Budgeting for Results	17
31513	Integrated Marketing Communications	19
31212	Realizing Your Public Relations Potential	21
20213	Project Management	26
20413	Don't Skip the Meetings	26

APPENDIX

2013 Executive Report: Trade Show Activity

(April 14, 2013)

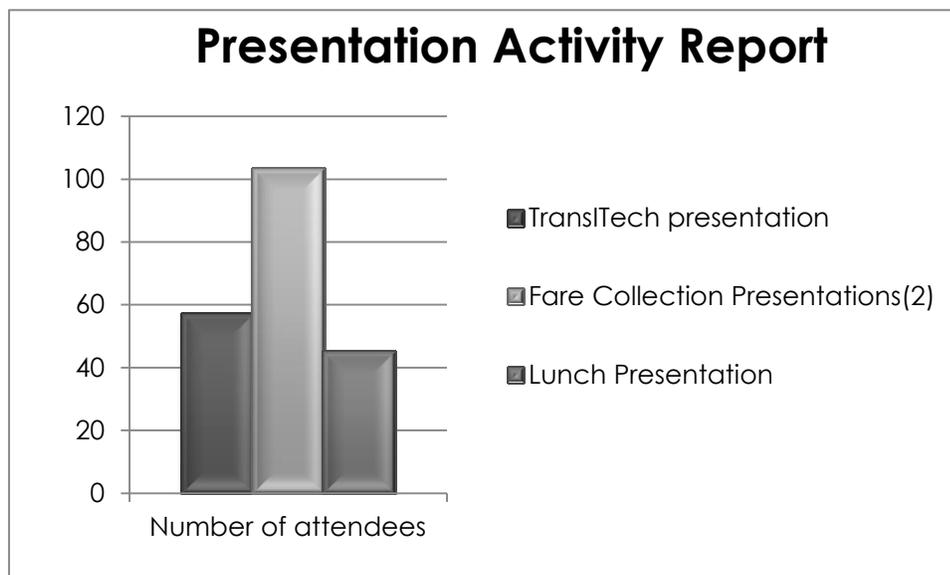
REPORT 1: Data showing costs related to trade show contact visits and ROI (2012).



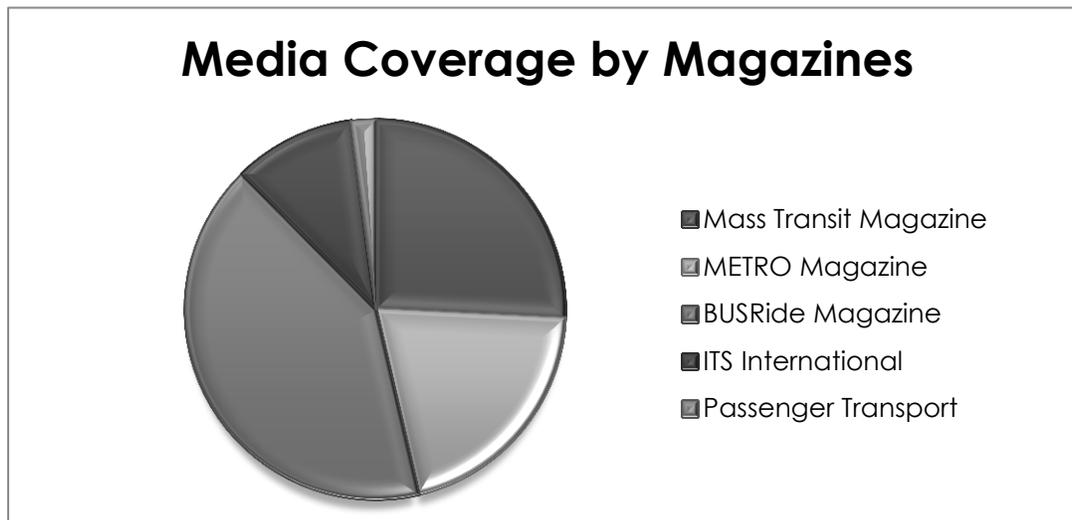
*Cost of in-person visit calculated (1 sales x 2 days x ~\$800 travel expense = ~\$1600)

*Cost of show visit calculated (5 sales x 2 days x ~\$800 = \$8,000 + cost of show / trade show contacts = ~\$581.27 per contact)

REPORT 2: Data showing activity at APTA TransiTech / Fare Collection Workshop (2013).



REPORT 1: Data showing media coverage based on % value through print and online: bellyband, advertisements, press release and roundtable discussion.



Fare Collection Roundtable Article

BUSRIDE <http://busride.com/2013/05/busride-roundtable-revenue-management/>

Press release published

Mass Transit Magazine: http://www.masstransitmag.com/press_release/10894181/init-launches-new-mobile-ticketing-solution-at-apta-fare-collection-workshop

METRO Magazine: <http://www.metro-magazine.com/news/story/2013/03/init-globesherpa-partner-for-mobile-ticketing.aspx>

ITS International: <http://www.itsinternational.com/sections/transmart/products/customisable-mobile-ticketing-launched/>

-End of Executive Report-

Press Release:

For Immediate Release

INIT Launches New Mobile Ticketing Solution at APTA Fare Collection Workshop

Chesapeake, VA / March 17, 2013 - INIT, a leader in ITS and electronic fare collection technology, announced today its partnership with GlobeSherpa, an innovative provider of mobile ticketing software, for the release of their fully-customizable mobile ticketing solution, **MOBILEticket**.

MOBILEticket is a new smartphone application that helps transit authorities connect with their riders, reduce operating costs, and move into the future of open payment systems. With MOBILEticket, riders can easily buy and use their public transit passes from their mobile phone.

“We are very excited to partner with such a respected leader in transit services,” said Nat Parker, CEO of GlobeSherpa. “By integrating our ticketing technology with INIT’s broader fare collection systems, we can offer transit agencies a unique solution that can improve fare collection and significantly reduce costs.”

MOBILEticket offers an inspector’s app for ticket validation through visually authenticated elements and QR codes or via NFC. The back-end processing system is multi-client capable and allows agencies to track sales and transactions by agency, ticket and rider types, times, and zones. In addition, it integrates and processes mobile tickets and smart cards in one easy system.

Roland Staib, INIT CEO hopes the new application will give transit authorities a substantial incentive to draw new passengers to public transit and increase revenue. “We couldn’t be more excited about offering this technology to our customers,” says Staib, “It’s where the market is going and through this partnership we are in a position to lead.”

INIT plans to demonstrate the new ticketing application at the upcoming APTA Fare Collection Workshop being held in Phoenix, Arizona on Monday, March 18th and Tuesday, March 19th. The live demonstrations will take place inside booth #29 or by appointment by contacting one of the representatives listed below.

About INIT INIT is a leading solution provider of ITS and electronic fare collection technologies for public transit. The company has over 30 years of global experience and more than 400 projects worldwide.

About GlobeSherpa: GlobeSherpa is a software company that strives to be the most innovative provider of mobile ticketing software and services that help our clients improve operations and better serve their customers. GlobeSherpa’s ticketing technology is currently being used by TriMet and Portland Streetcar in Portland, OR.

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