



2009 IBTTA EDUCATION SERIES
A BRIDGE TO THE FUTURE

Save the Date!



Meeting Host:



Organizational Sponsors:

- AASHTO (American Association of State Highway and Transportation Officials)
- Alliance for Toll Interoperability
- American Society of Civil Engineers - Transportation & Urban Development Branch
- American Society of Highway Engineers
- I-95 Corridor Coalition
- ITS America - Florida Section
- TEAM Florida

Sponsor or Exhibit:

Contact Barbara O'Connor at boconnor@ibtta.org or 202-659-4620 ext. 11.

The Future of Tolling: ORT and the Path to Interoperability

June 14-16, 2009 | Tampa, Florida
Grand Hyatt Tampa Bay

This important Summit will provide cutting-edge information from agencies and toll service providers around the globe on the latest in all-electronic tolling, achieving full interoperability, and the latest advances in toll traffic management. From HOT Lanes projects around the US to Europe's GPS-based truck tolling, hear the very latest in engineering, technology, policy, operations and legal/financial issues that affect the industry. **This is what matters most** – your customers experience driving your roads and paying for that service.

Topics include:

- ORT and Interoperability – Where We Are Today
- Anatomy of All-Electronic Toll Conversions
- Personalized Transportation Technology – On the Road
- Interoperability – How it's Done Today
- Law and Order
- Challenges of the Cashless Tolling Paradigm Shift
- What We Can Learn from Other Industries
- Customer Service Center Challenges
- AET: Benefits and Costs
- Interoperability and the Customer
- Approaches to Communication and Marketing of all ETC Tolling
- Green Lanes/Managed Lanes
- Behind the Scenes – Video Processing Developments
- ITS Application in Tolling
- Business Rules A-Z

**ONLINE REGISTRATION OPENS
MARCH 1, 2009**

IBTTA 
International Bridge, Tunnel and Turnpike Association
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