



## **Third Latin America Regional Congress Exhibition Prospectus**

The International Road Federation (IRF), the oldest and most respected global non-profit association in the road and surface transportation industries, is pleased to announce its Third Latin American Regional Congress (LARC) to be held in Bogotá, Colombia.

**About the Congress:** Held with the support of the Inter-American Development Bank (IADB), this Congress will feature international expert speakers in the areas of road safety, ITS, pavements, and infrastructure finance. A compelling program has been developed in conjunction with the IADB and Colombian government agencies to address the specific infrastructure, safety and mobility challenges of Colombia and the rest of Latin America.

**When:** November 8-11, 2010 (Exhibition: Nov 8-9; Technical Sessions: Nov 10-11)

**Where:** Crowne Plaza Tequendama Bogotá

Carrera 10 No. 26-21

Bogotá, 00000 Colombia

Tel: (5 71) 3820300

(1 877 227 6963)

Fax: (5 71) 485-1112

Web: <http://bit.ly/b95xOf>

**Who:** Companies from all sectors of the road industry including:

- Road construction & maintenance contractors
- Road equipment
- Horizontal & vertical road markings
- ITS
- Tolling systems
- Road safety materials
- Engineering consulting companies
- Education & research
- Industry publishers

**Product/Service Marketing Opportunity:** Exhibiting provides direct access to road industry decision makers helping you meet potential customers while showcasing your products, services and solutions. Exhibition space is available to IRF members and nonmembers.

Minimum Specifications: 3m X 2m (6 sqm) / 9.8 ft x 6.6 ft (65 sqft) shell scheme space (unfurnished)

Minimum Price: US \$1,800 (IRF members); US \$2,400 (nonmembers)

To secure exhibit space at this event, please contact Kathy Mejasich, at +1 703 535 1001 / [kmejasich@irfnews.org](mailto:kmejasich@irfnews.org) no later than September 15, 2010.