



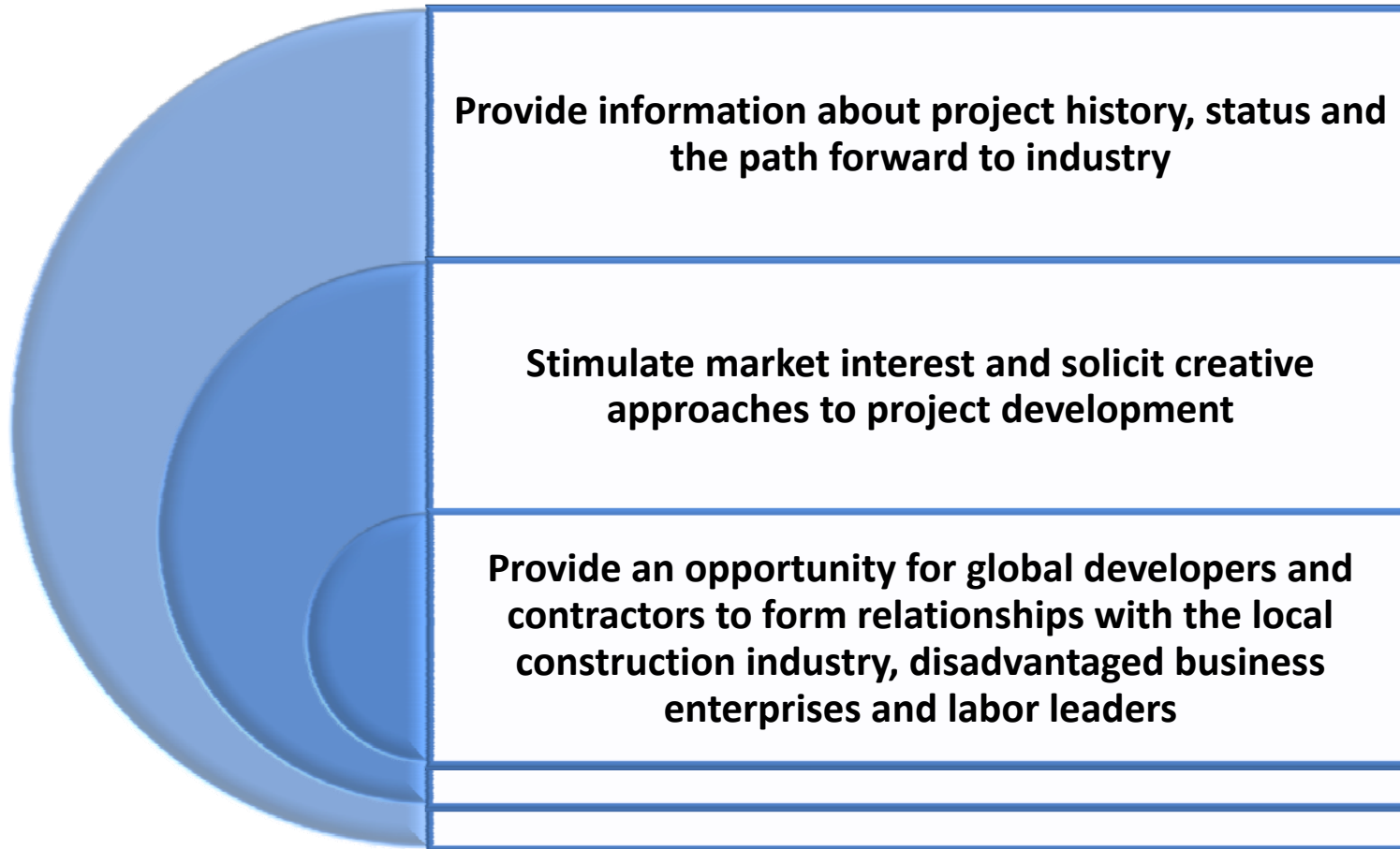
Industry Forum Development

January 6, 2011

Agenda

- Goals and Objectives
- Target Attendees
- Event Format
- Agenda
- Event Logistics
- Promoting the Event

Goals and Objectives



Target Attendees



“Industry” comprises a wide mix of interests.

Event Format

Day 1

- Project display area
 - Open continuously Day 1
 - Staffed by Project Technical Team
- Contractor display area (optional)
- Kick-off and welcoming remarks (late morning)
- Informational meeting (afternoon)
 - Detailed presentations on project history, status and path forward

Day 2

- Sessions with major industry players to explore innovative concepts
- Site visits

Agenda – Day 1

- Display area open and staffed all day
- Kick-off and welcoming remarks (late morning)
- Informational meeting (afternoon)
 - Project presentations
 - History
 - Details of each segment
 - Status overview: NEPA, ROW, design, etc.
 - Governance and organization
 - Financial Plan
 - Procurement options
 - Q & A
 - Closing comments

Agenda – Day 2

- Sessions with major industry players to explore innovative concepts
 - Pre-registration required
 - Company introductions
 - Discussions on list of topics provided in advance
- Site visits
 - Station team members at sites of four bridge ends
 - Provide orientation, Q & A

Event Logistics

- Request online advance registration
 - Needed to gauge space requirements
 - No charge for attendance
- Main meeting venue
 - Downtown Louisville location
 - Flexible space to accommodate all attendees
 - Excellent A-V capabilities
 - Adjoining rooms for display areas
- Targeting mid-February 2011

Promoting the Event

- Announcements in local newspapers
- Outreach through KYTC and INDOT contract procurement channels
 - Utilize agencies DBE databases
 - Provide links to project website
- Notices posted in national and global infrastructure publications
- Relationship outreach