



104th Year Annual Dinner

Tuesday Evening, the Twenty-Fourth of January, 2012

name(s) _____

company/organization _____

head table guest name (if applicable) _____

Guest Reservations, Seating Only

_____ # of guests at regular seat price of \$145

_____ # of guests at Honorary/Life Member price of \$110

_____ # of guests at head table seat price of \$175 (by invitation only)

Sponsorships, With Seating:

_____ Platinum Sponsor: \$2700

_____ Diamond Sponsor: \$2300

_____ Gold Sponsor: \$2000

_____ Silver Sponsor: \$1700

_____ Bronze Sponsor: \$1100

_____ Pewter Sponsor: \$900

_____ Copper Sponsor: \$650

Program A La Carte Advertising:

_____ Full page color ad: \$900

_____ Half page color ad: \$450

_____ Business card ad: \$175

RSVP & Sponsorship Return Form

RSVP by December 21st
for sponsorships with seats
by January 17th for seats only

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104th Year Annual Dinner

Tuesday Evening,
the Twenty-Fourth
of January, 2012

Ballroom of the Hyatt Regency
Penn's Landing, Philadelphia, Pennsylvania

Annual Dinner Event Schedule

General Reception and Open Bar, 6PM-7PM
Cash bar after 7PM and wine available for purchase at tables.

Dinner and Program, 7PM

Emcee: Matt Pellman, "Action News" Traffic Reporter

Company of the Year: Canadian Pacific

Tracy Robinson, Vice President Marketing & Sales - Coal & Merchandise

Transportation Person of the Year: Al Iannelli

Executive Vice President of H & M International Transportation

Robert B. Einhorn & Francis X. Yetman Scholarship Awards

Event Information

Payment: Advance payment for all purchases is required. The deadline for sponsorships is December 21st, 2011 and for "seats only", January 17th, 2012. Reservations and payment for all tickets, sponsorships and advertising should be addressed to:
Avri Dub, Treasurer - The Traffic Club of Philadelphia
1405 Sunny Hill Lane, Havertown, PA 19083 • Tel (610) 649-6952

Table Seating: Seating arrangements will be determined by date of receipt of reservations and sponsorship level. Guests will receive table assignments upon registration. Purchasers of individual tickets will be assigned tables with like purchasers. Ticket purchases the night of the event will be limited to space available.

Hotel Guest Rooms: Overnight guest rooms are available at the Hyatt Regency at Penn's Landing. A special rate of \$159. has been established for the first 40 reservations. Contact the Hyatt Regency at our dedicated reservations website <https://resweb.passkey.com/go/trafficclubphila> or call (888) 421-1442 and indicate The Traffic club of Philadelphia and place your reservation by Dec. 27, 2011 to secure the special rate. A limited number of rooms are also available on the nights before and after the dinner.

Hospitality Suites and Business Meeting Rooms: Hospitality suites and business meeting rooms are available for interested companies through the Hyatt Regency at (215) 521-6549.

Parking: Parking is available at the hotel's adjacent self-serve parking garage on Columbus Boulevard for \$12. Valet parking is also available at the hotel's main entrance for \$19. **Pre-paid Self-Parking** (easy in/easy out) is also available at the surface lot immediately north of the Hyatt.

Inclement Weather: It is the policy of the Traffic Club of Philadelphia to conduct the event even in the case of inclement weather.

Special Needs: If you require any special needs in conjunction with the Annual Dinner (e.g., dietary, transportation, etc.), contact Rian Nemeroff at (215) 914-0392.

Cancellations: Refunds will be available until January 15, 2012.

For advertising requirements,
hotel directions and other
information visit www.tcphila.org

Return this form and payment to:
The Traffic Club of Philadelphia
1405 Sunny Hill Lane, Havertown, PA 19083

\$ Sponsor & Guest Reservation Total- *please enclose this payment*

A check payable to The Traffic Club of Philadelphia should accompany your reservation. Visa, Mastercard, & American Express are also accepted for payment. Fill out card information below:

full name/company on card _____

card number/security code/expiration date _____

billing address _____



104th Year Annual Dinner

Sponsorships

Annual Dinner sponsorships have been created at various levels to assist with providing a memorable evening for all guests and to help defray the costs of several special items. These items include: dinner program book, annual Traffic Club of Philadelphia scholarships, and honoree gifts.

Our Program Book

The dinner program book is an excellent advertising medium for any company. The book will be 5¹/₂ x 8¹/₂", full-color and professionally designed.

Deadline for submittal of all advertising materials is December 21, 2011. Please submit all ads in high-resolution PDF format to Lauren Dunoff at iviewdesign@aol.com. For specific advertising requirements, visit The Traffic Club website at www.tcphila.org

Sponsor Notes

Sponsorship level, prior support and order of responses will be factors in determining program ad positioning.

Eligible sponsors are permitted to hang company banners. Banners should not exceed 6' in width. Banners should be shipped to the Hyatt Regency, "Attention: Roberta Murrell," and arrive no later than Noon, January 21, 2011. Space is extremely limited, but efforts will be made to accommodate all banners. Floor based banner stands may also be submitted. Return arrangements for banners must be made by the sponsor, and is not the responsibility of The Traffic Club of Philadelphia or Hyatt Regency.

Sponsorship Benefits & Pricing Guide

Platinum - \$2700 (3 available)

Full page color ad in program book, left or right of center spread or back cover
(first submitted, first choice)

Table of Ten

(1) Senior Management Seating at Head Table
Company Banner Display in Ballroom

Diamond - \$2300 (2 available)

Full page color ad in program book, inside front or inside back cover
(first submitted, first choice)

Table of Ten

(1) Senior Management Seating at Head Table
Company Banner Display in Ballroom

Gold - \$2000

Full page color ad

Table of Ten

(1) Senior Management Seating at Head Table
Company Banner Display in Ballroom

Silver - \$1700

Half page color ad

Table of Ten

Company Banner Display in Ballroom

Bronze - \$1100

Full page color ad

Table of Five

Company Banner Display in Ballroom

Pewter - \$900

Half page color ad

Table of Five

Company Banner Display in Ballroom

Copper - \$650

Half page color ad

Table of Three

Company Banner Display in Ballroom

A La Carte Advertising

Full page color ad: \$900

Half page color ad: \$450

Business card ad: \$175

Banners are not available a la carte.

Additional Sponsorship Options

General Reception Sponsor - \$1000 each
(2 available)

President's Reception Sponsor - \$750