

# 4<sup>th</sup> International Conference on Transportation Geotechnics (4<sup>th</sup> ICTG)

*A Virtual Event*

**May 24-27, 2021**

## **Exhibitor's Manual**



# International Conference on Transportation Geotechnics

2021 VIRTUAL

<http://conferences.illinois.edu/ICTG2021/>

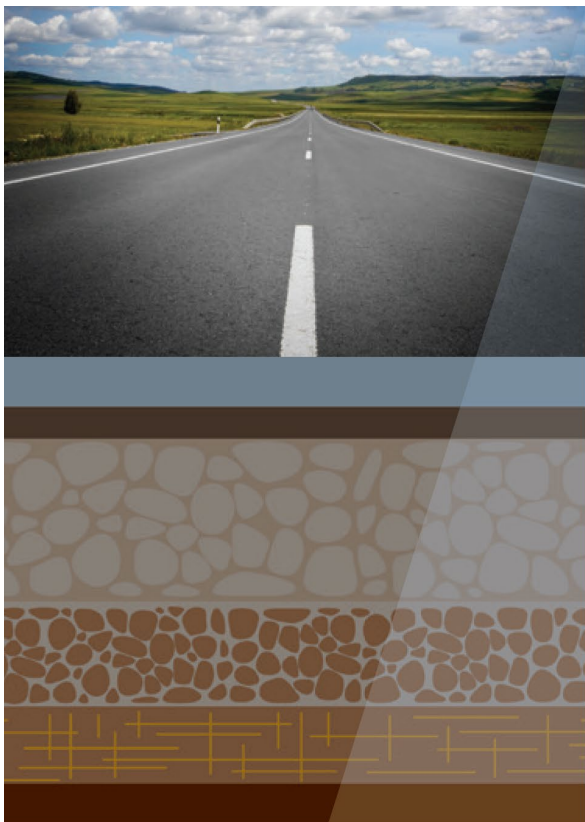
Main Conference event of International Society of Soil Mechanics & Geotechnical Engineering (ISSMGE) Technical Committee (TC) 202 on Transportation Geotechnics

**4<sup>th</sup> ICTG**  
*A Virtual Event*  
**May 24-27, 2021**



**I ILLINOIS**





# ICTG 2021



## VIRTUAL

### 4th International Conference on Transportation Geotechnics



# 4<sup>th</sup> ICTG

## A Virtual Event

### May 24-27, 2021



# 4<sup>th</sup> ICTG, a *Virtual Event*, May 24-27, 2021

Main Conference event of International Society of Soil Mechanics and Geotechnical Engineering (ISSMGE) Technical Committee (TC) 202 on Transportation Geotechnics

## Goal

To apply broad engineering to **bridge the gap between Pavement/Railway Engineering and Geotechnical Engineering**. To promote co-operation and exchange of information and knowledge about the geotechnical aspects in design, construction, maintenance, environmental aspects, and monitoring and upgrading of **roads, railways, airfields and harbor facilities**.

## Highlights

- 3<sup>rd</sup> Proctor lecture
- ASCE's Carl Monismith Lecture
- Meeting of Young Transportation Geotechnics Engineers (YTGE)
- Pre-conference Workshops, Short Course
- Plenary, Keynote and Breakout sessions
- Technical Exhibitions
- Peer reviewed conference papers will be fully citation indexed by Scopus and ISI Thomson Reuters and published in a Springer Nature proceedings book

# Keynote Speakers & Special Lecturers



## 3<sup>rd</sup> Proctor Lecture Recipient

**Prof. William Powrie**  
(Univ. of Southampton, UK)

**Railroad**



## ASCE's Carl Monismith Lecture Recipient

**Prof. Tom Papagiannakis**  
(Univ. of Texas -San Antonio)

**Highway Pavements**



## Keynote Lecture by IGS President

**Prof. Chungsik Yoo**  
(Sungkyunkwan Univ., S. Korea)

**Geosynthetics - Slopes & Tunnels**



## Special Lecture 1

**Prof. Buddhima Indraratna**  
(University of Wollongong)

**Railroad**



## Special Lecture 2

**Academician Prof. Yunmin Chen**  
(Zhejiang University, China)

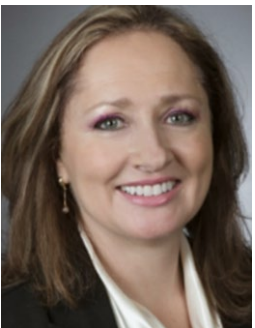
**Railroad Geodynamics**



## Special Lecture 3

**Prof. Anand Puppala**  
(Texas A&M University)

**Subgrade Soil Stabilization**



## Special Lecture 4

**Prof. Claudia Zapata**  
(Arizona State University)

**Climatic Effects**



## Special Lecture 5

**Prof. Jorge Zornberg**  
(Univ. of Texas at Austin)

**Geosynthetics in Transportation**



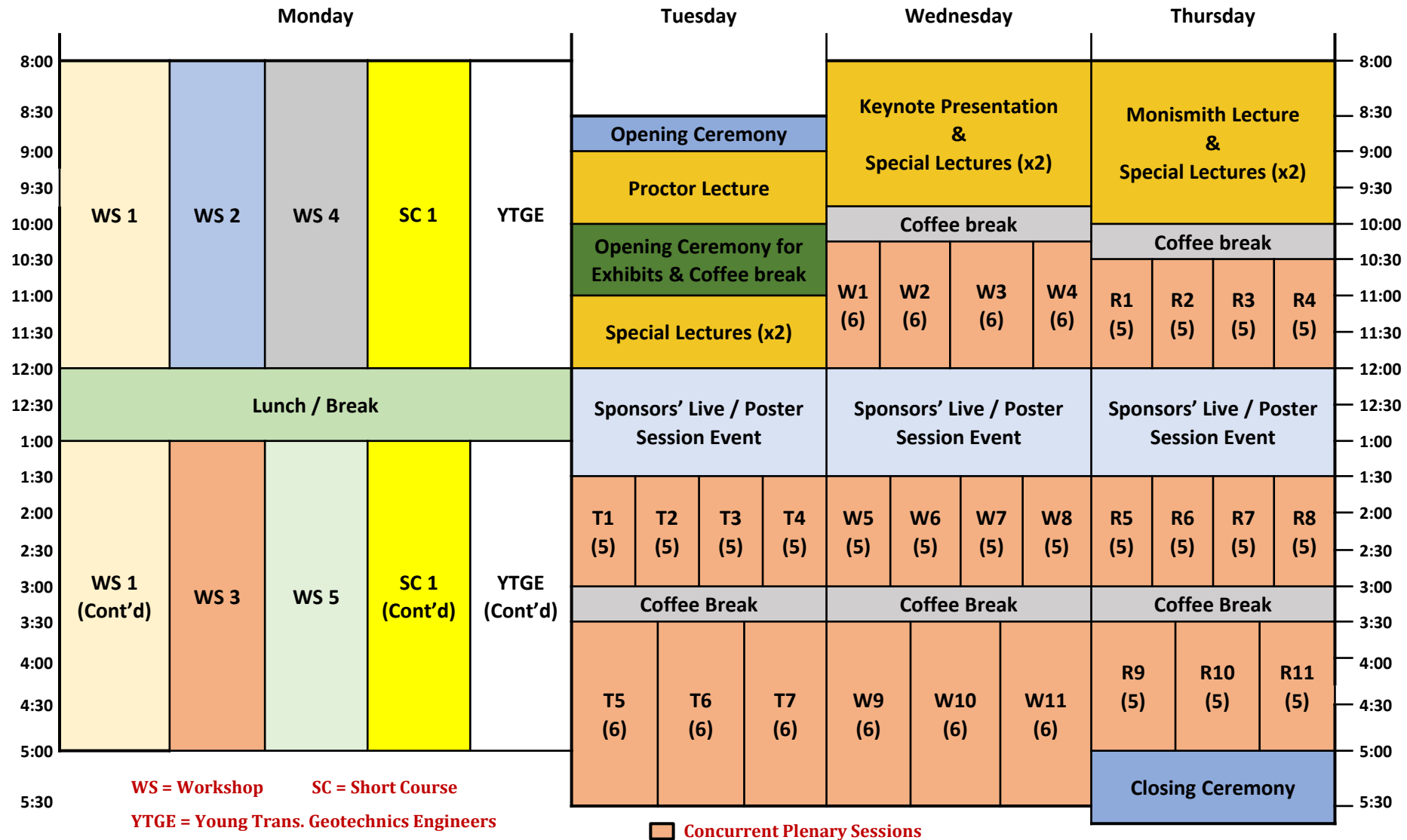
## Special Lecture 6

**Dr. Navneet Garg**  
(Federal Aviation Administration)

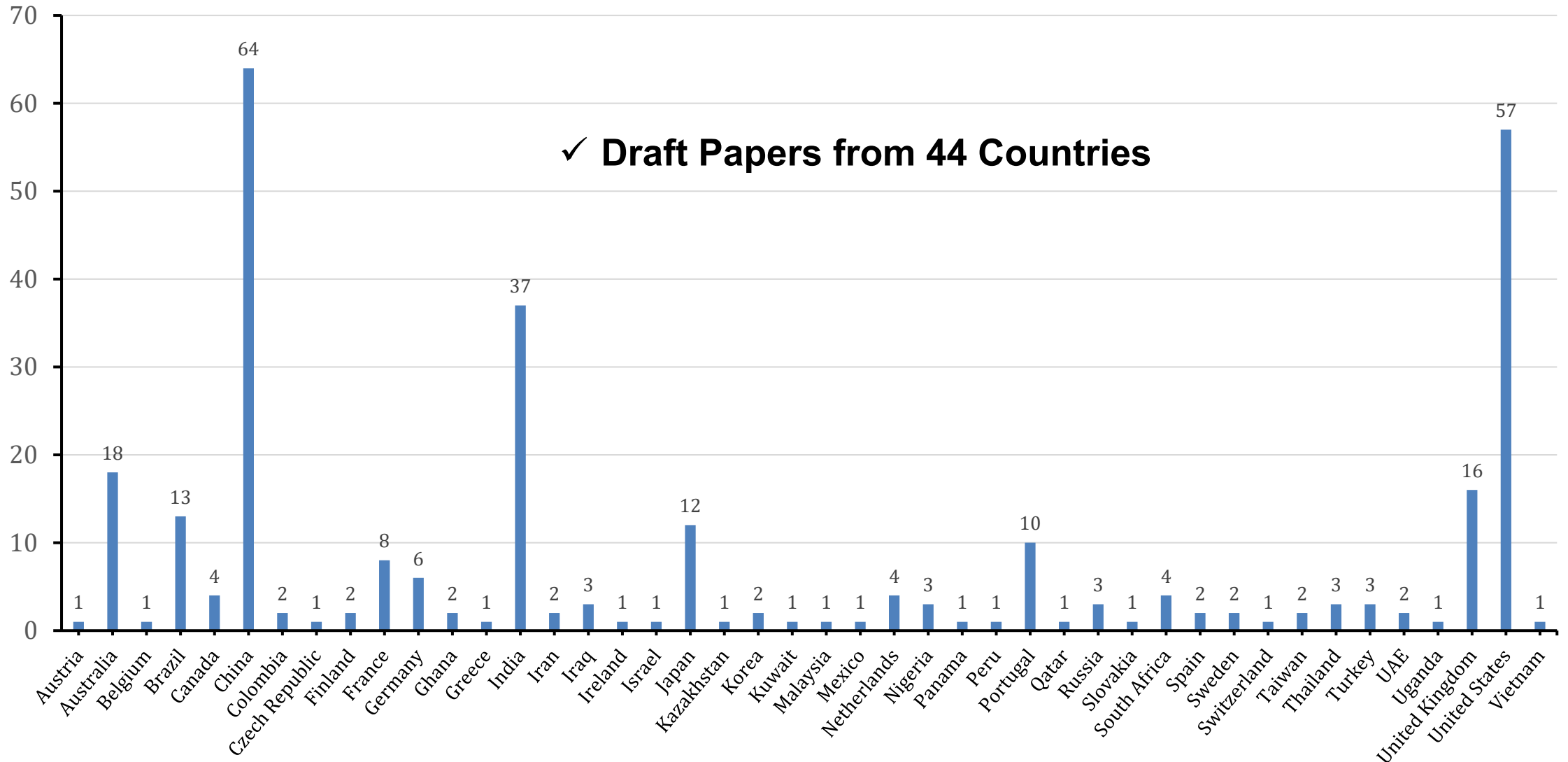
**Airfield Pavements**

# 4<sup>th</sup> ICTG Preliminary Program Overview

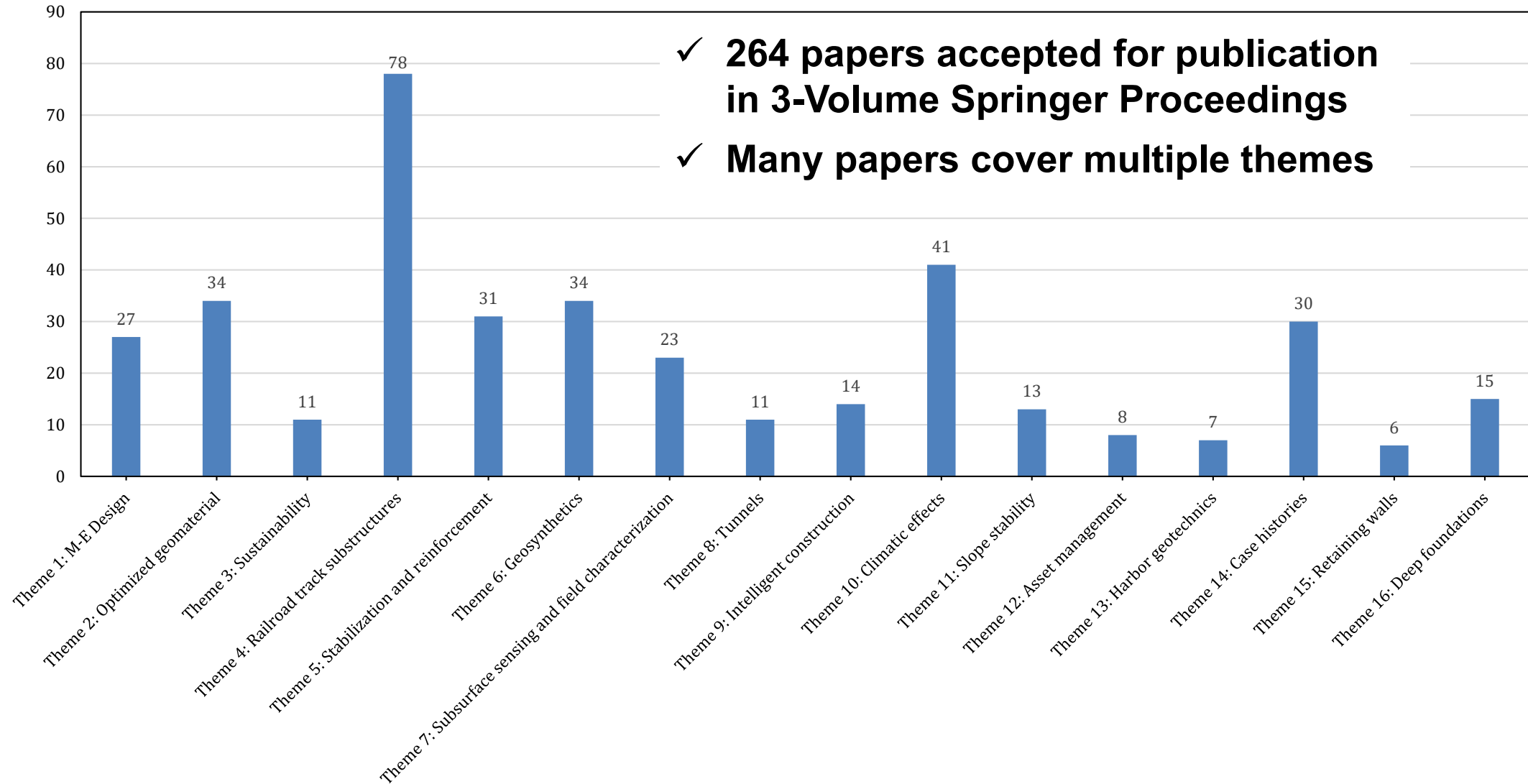
## A Virtual Event, May 24 – 27, 2021



# 4<sup>th</sup> ICTG, a *Virtual Event* May 24-27, 2021



# 4<sup>th</sup> ICTG, a *Virtual Event* May 24-27, 2021





# 4<sup>th</sup> ICTG (2021) US Technical Committee

- Erol Tutumluer, UIUC, Chair of 4<sup>th</sup> ICTG & ISSMGE TC202 on Transportation Geotechnics
- Dingqing Li, Association of American Railroads
- Halil Ceylan, Iowa State University, Chair of ASCE Geo-Institute Pavements Committee
- Hasan Ozer, Arizona State University, Chair of ASCE T&DI Highway Pavements Committee
- Jeb Tingle, US Army Engineer Research and Development Center
- Jennifer Nicks, TC202 Member, Federal Highway Administration
- John S. McCartney, UC San Diego, Chair of IGS North America
- Navneet Garg, Federal Aviation Administration
- Soheil Nazarian, TC202 Member, University of Texas at El Paso
- Ted Sussmann, Volpe Center, Federal Railroad Administration
- Tuncer Edil, TC202 Member, University of Wisconsin-Madison
- Yu Qian, Univ. of S. Carolina, Chair of Young Transportation Geotechnics Engineers (YTGE)

# 4<sup>th</sup> ICTG Pre-Conference

## Workshops / Short Courses / YTGE Meeting

| Event Type                 | Event   | Organized by                             |
|----------------------------|---|--|
| Meeting<br>(Full day)      | <b>YTGE Meeting</b>   | Yu Qian                                  |
| Short Course<br>(Full day) | <b>Geosynthetics in Transportation Geotechnics<br/>– Instructors Jorge Zornberg &amp; Erol Tutumluer</b>      | IGS NA – John McCartney & Jennifer Nicks |
| Workshop<br>(Full day)     | <b>Rail Track Substructure State of the Art Challenges</b>  | Ted Sussmann & Dingqing Li               |
| Workshop                   | <b>IC Technologies in Earthworks</b>  | Soheil Nazarian                          |
| Workshop                   | <b>Sustainability &amp; Climatic Effects in Mechanistic based Designs of Highway &amp; Airfield Pavements</b> | Hasan Ozer & Halil Ceylan                |
| Workshop                   | <b>Airfield Pavement Design &amp; Rehabilitation</b>  | Navneet Garg & Jeb Tingle                |



The screenshot shows the website for the 4th International Conference on Transportation Geotechnics (ICTG) 2021 Virtual. The header features the title and dates. A navigation menu on the left includes links for 'About the Conference', 'Invitation', 'Sponsorship and Exhibitors', 'Speakers', 'Registration', 'Committee', 'Program', and 'Full Paper Submission'. The main content area states that registration is now open and provides a link for secure online registration. A red arrow points from the registration link in the main content to the registration URL on the right side of the slide.

May 24 - 27, 2021

About the Conference  
Invitation  
Sponsorship and Exhibitors  
Speakers  
Registration  
Committee  
Program  
Full Paper Submission

4th International Conference on Transportation Geotechnics (ICTG)

May 24- 27, 2021

Main conference event of International Society of Soil Mechanics and Geotechnical Engineering (ISSMGE) Technical Committee (TC) 202 on Transportation Geotechnics

Registration is now OPEN!

Click [here](#) for secure online registration.

4th ICTG is going to be a *virtual event*.

Sponsorship is available to showcase your activities, products and services to Academics, Researchers and Professionals.

Please note the updated *Important Dates* of the 4th ICTG in the "Schedule" below.

ISSMGE TC 202 Website  
[www.issmge.org/committees/technical-committees/applications/transportation-](http://www.issmge.org/committees/technical-committees/applications/transportation-)

Conference Secretariat  
Erol Tutumluer  
4th ICTG Chairman and Chair of ISSMGE TC 202  
Department of Civil and Environmental Engineering  
University of Illinois at Urbana-Champaign  
1205 Newmark CEE Laboratory, MC-250  
205 N. Mathews, Urbana, Illinois 61801, USA  
Phone: +1 (217) 333-8637  
E-mail: [CITL-ICTG2020@illinois.edu](mailto:CITL-ICTG2020@illinois.edu)

**Register at**  
[www.conferences.illinois.edu/ICTG2021/registration.html](http://www.conferences.illinois.edu/ICTG2021/registration.html)

**Call for Sponsors/Exhibitors**  
[www.conferences.illinois.edu/ICTG2021/exhibitors.html](http://www.conferences.illinois.edu/ICTG2021/exhibitors.html)

**4th ICTG Website**  
[conferences.illinois.edu/ICTG2021/](http://conferences.illinois.edu/ICTG2021/)  
E-mail: [CITL-ICTG2020@illinois.edu](mailto:CITL-ICTG2020@illinois.edu)

# 4<sup>th</sup> ICTG – vFairs.com Virtual Platform May 24-27, 2021



[Features](#) [Services](#) [Solutions](#) [Resources](#) [Customers](#) [Contact Us](#) [Request Demo](#)

## HOST SEAMLESS VIRTUAL EVENTS FOR A GLOBAL AUDIENCE

Connect people from all over in a fully realized virtual experience. Host online conferences, trade shows, job fairs, and more with unparalleled support, and see greater engagement than ever.

[REQUEST A DEMO](#)

[▶ WATCH VIDEO](#)



[\\$  
PRICING](#)

[DEMO](#)

**VIRTUAL EVENTS FOR ORGANIZATIONS**

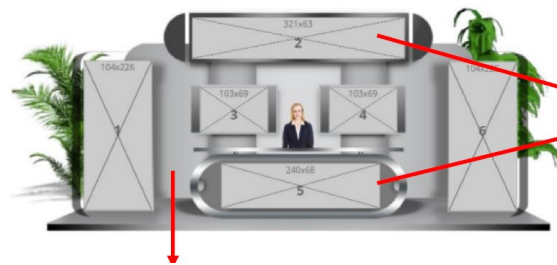
# 4<sup>th</sup> ICTG – vFairs.com Virtual Platform May 24-27, 2021



# What we offer to our Sponsors / Exhibitors?

- A virtual Exhibit Hall

- Fully customizable booths with multiple branding spots
- Downloadable marketing materials
- Chat option to communicate with your customers
- Leaderboard competition with prizes to encourage all attendees to visit your booth!

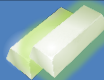


- Complementary full conference registrations

- Great visibility

- Live sessions to speak to your audience and promote your products
- Logos on conference websites (with live links), communication emails, login page, hanging banners, and virtual auditoriums
- Promotional videos / logos play in sessions and breaks
- Inclusion in digital printed program

- Complementary access to pre-conference events

| 4 <sup>th</sup> ICTG Sponsor Options / Benefits                          | Platinum  | Gold  | Silver  | Bronze  |
|--|---|---|---|---|
| Price  | \$8,000<br>(\$10,000 after April 23)  | \$6,000<br>(\$7,500 after April 23)   | \$4,000<br>(\$5,000 after April 23)   | \$2,000<br>(\$2,500 after April 23)   |
| Number of Available Spots  | 1   | 3   | 10  | Unlimited   |
| Complementary Full Registrations   | 10  | 6   | 4   | 2   |
| Free Workshops / Short Course Tickets                                    | 8   | 5   | 3   | -   |
| Sponsored Session Event (Live or Webinar)                                | Included (up to 1.0 hour)   | Included (up to 30 mins.)   | Included (up to 10 mins.)   | -   |
| Booths in Exhibit Hall   | Booths with 6 Branding Spots  | Booths with 4 Branding Spots  | Booths with 3 Branding Spots  | Booths with 3 Branding Spots  |
| Logo on Conference Website   | Included<br>(live clickable link)   | Included<br>(live clickable link)   | Included<br>(live clickable link)   | Included<br>(live clickable link)   |
| Logo on Presentation Template  | Included  | Included  | -   | -   |
| Logo in Communication Emails   | Included<br>(with live clickable link)  | Included<br>(with live clickable link)  | Included  | Included  |
| Logo on Landing (Login) Page   | Included  | Included  | Included  | Included  |
| Logo as Hanging Banner in Virtual Lobby                                  | Included  | Included  | Included  | -   |
| Logo as Hanging Banner in Virtual Auditorium<br>(and on virtual program) | Select 3 sessions<br>\$200 each additional  | Select 2 sessions<br>\$250 each additional  | Select 1 session<br>\$250 each additional   | On demand, \$300 each   |
| Logo as Hanging Banner in Exhibit Hall                                   | Included  | Included  | Included  | Included  |
| Promotion Videos Play in Sessions  | 15 seconds  | 10 seconds  | 5 seconds   | Logos   |
| Videos Play <b>repeatably</b> in Breaks                                  | Yes (3 minutes)   | Yes (1 minute)  | Yes ( 30 seconds)   | Yes (15 seconds)  |
| Inclusion in Digital Printed Program                                     | Yes (Full page)   | Yes (Half page)   | Yes (quarter page)  | Yes (logo)  |
| Participation in Leaderboard Competition                                 | Included  | Included  | Included  | Included  |

# Let's take a look at options in the Exhibit Hall



1

## Booth Prominence & Placement

Featured exhibitor gets a virtual booth that is considerably larger than others and consumes more real estate in the exhibit hall.

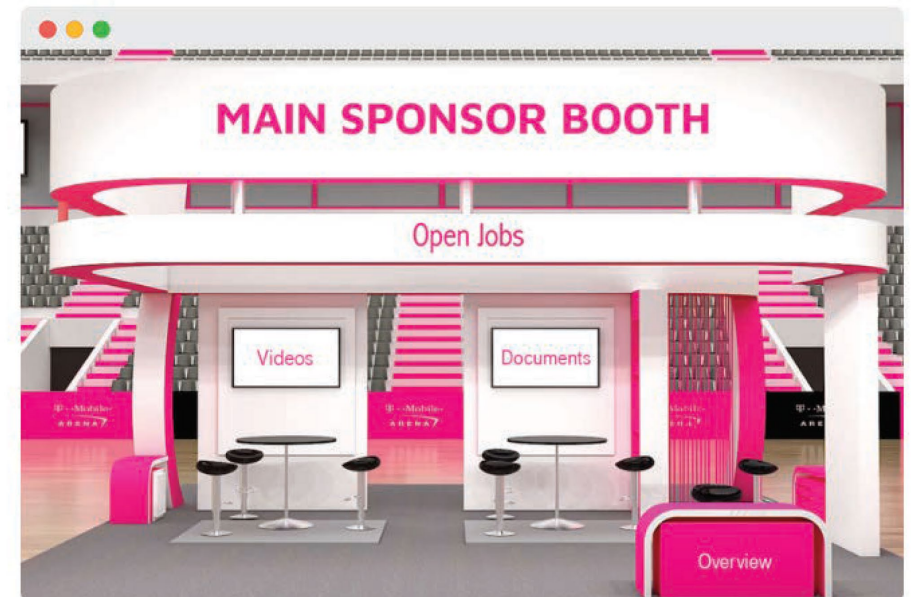
Moreover, it is placed as the first booth on the primary floor.



2

## Exclusive Booth Design

The promoted booths are given a unique look by applying an extravagant, exclusive template & design reserved especially for sponsors.

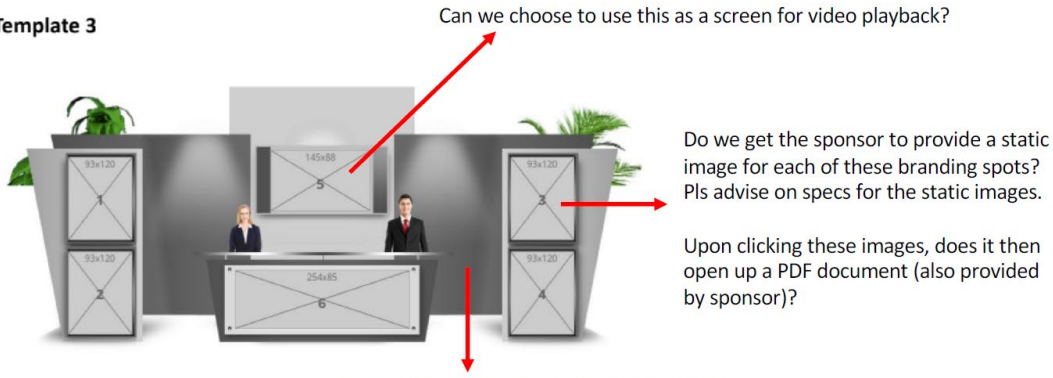




## PLATINUM Sponsor Booth Options (up to 6 branding spots)

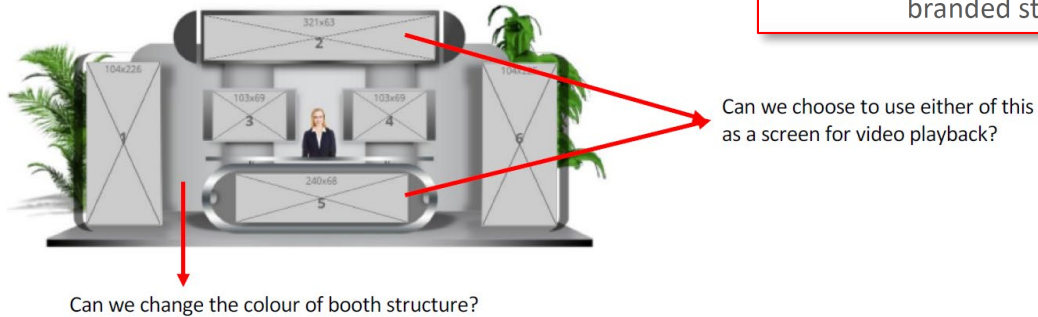
- Estimated to have 2 Platinum booths
- Sponsors will be asked to select from the 3 templates below.

Template 3



Can we change the colour of booth structure?

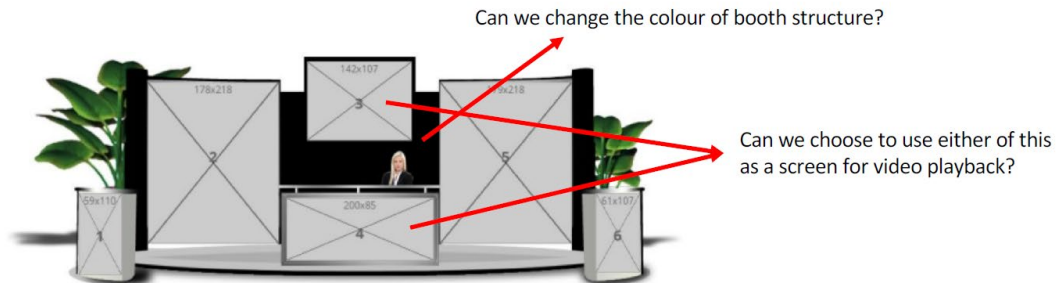
Template 5



## What is an Online Booth?

An online booth is your very own, custom, branded stand in the event.

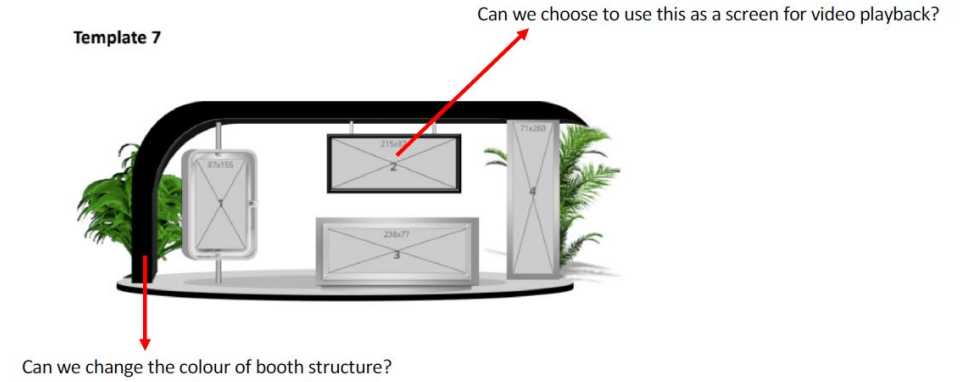
Template 6



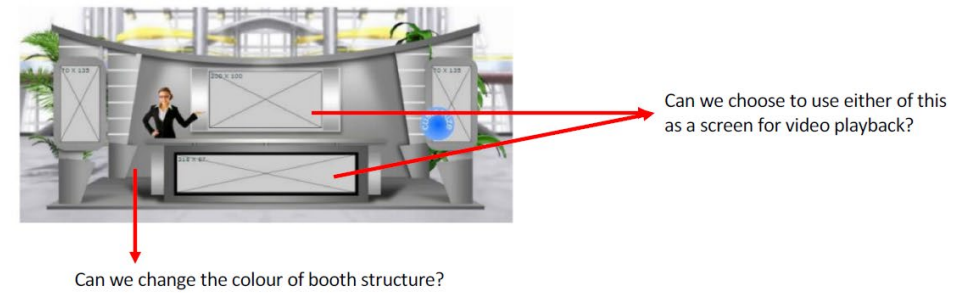
## GOLD Sponsor Booth Options (up to 4 branding spots)

- Estimated to have 4 Gold booths
- Sponsors will be asked to select from the 2 templates below.

Template 7



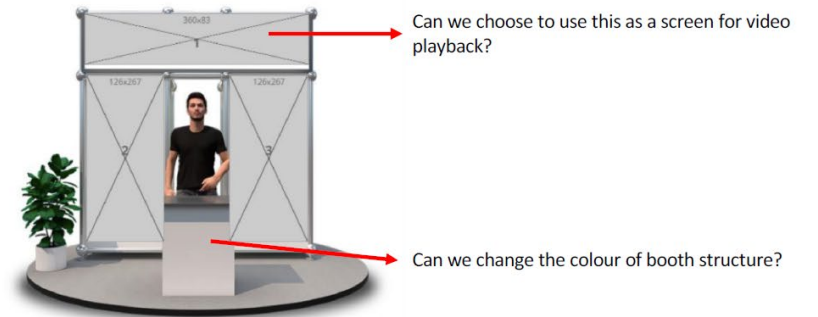
Template 1



## SILVER Sponsor Booth Options (up to 3 branding spots)

- Estimated to have 6 Silver booths
- Sponsors will only have choice of 1 template as below

Template 10





Let's take a look at branding options in the marketing material



1

## Logo on Landing Page

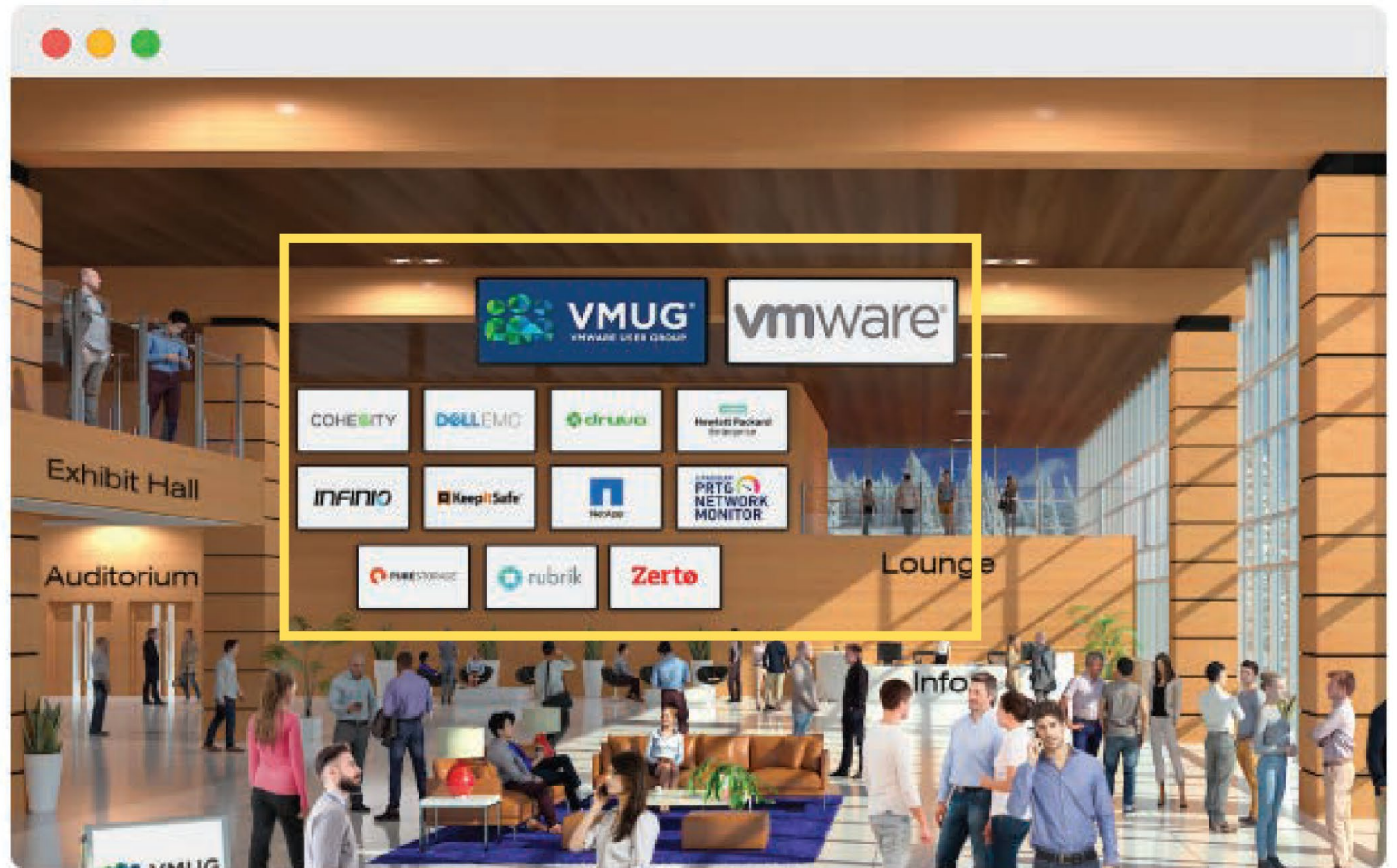
The sponsors are given exposure on the landing page of the event according to their membership tier.



2

## Logo on Virtual Lobby

The Virtual Lobby displays branding and direct access links to the sponsor's virtual booths, resulting in higher traffic.



3

## Logo on Virtual Auditorium

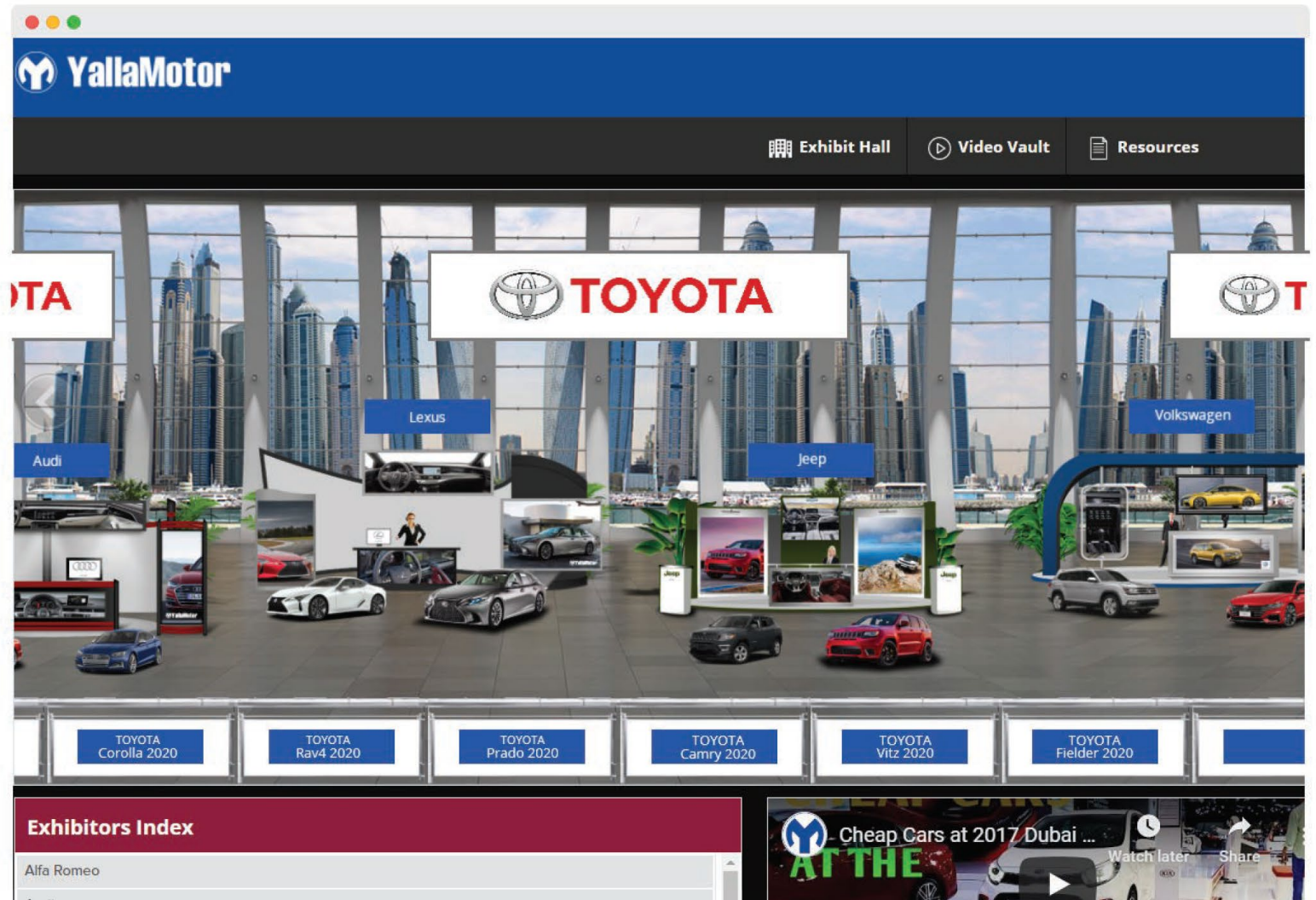
The sponsor is given prominent visibility in the Virtual Auditorium which is where all attendees arrive to watch webinars and speakers.



4

## Logos in the Virtual Hall

The sponsor's logo is featured on hanging banners on multiple floors of the Virtual Hall.



5

# Logo in Email Marketing

The sponsor's logo is carried in all pre-event email marketing and campaigns.

The image shows a screenshot of an email marketing campaign. At the top, there is a header with a gradient from orange to pink that reads "Thank you for signing up for Virtual Vista XII". Below this, the email content is on a white background. It starts with "Dear Gary," followed by a paragraph: "We're excited to have you join our virtual conference next week. To participate, all you need to is access this link:". A blue hyperlink "conference.virtualvista.com" is centered below. Then, it says "Here are some of the benefits you can expect:" followed by a numbered list: "1. Connect with fellow marketing professionals and entrepreneurs", "2. Learn from experts during our many breakout sessions", and "3. Get inspired by keynote sessions from marketing experts and industry leaders". At the bottom, the text "Our Sponsors" is centered. Below it are three logos: Microsoft (with the word "Microsoft" underneath), Slack (with a "GOLD SPONSOR" badge below it), and Intercom (with the word "INTERCOM" underneath).

**Thank you for signing up for  
Virtual Vista XII**

Dear Gary,


We're excited to have you join our virtual conference next week. To participate, all you need to is access this link:


[conference.virtualvista.com](https://conference.virtualvista.com)


Here are some of the benefits you can expect:

1. Connect with fellow marketing professionals and entrepreneurs
2. Learn from experts during our many breakout sessions
3. Get inspired by keynote sessions from marketing experts and industry leaders

**Our Sponsors**

  
Microsoft

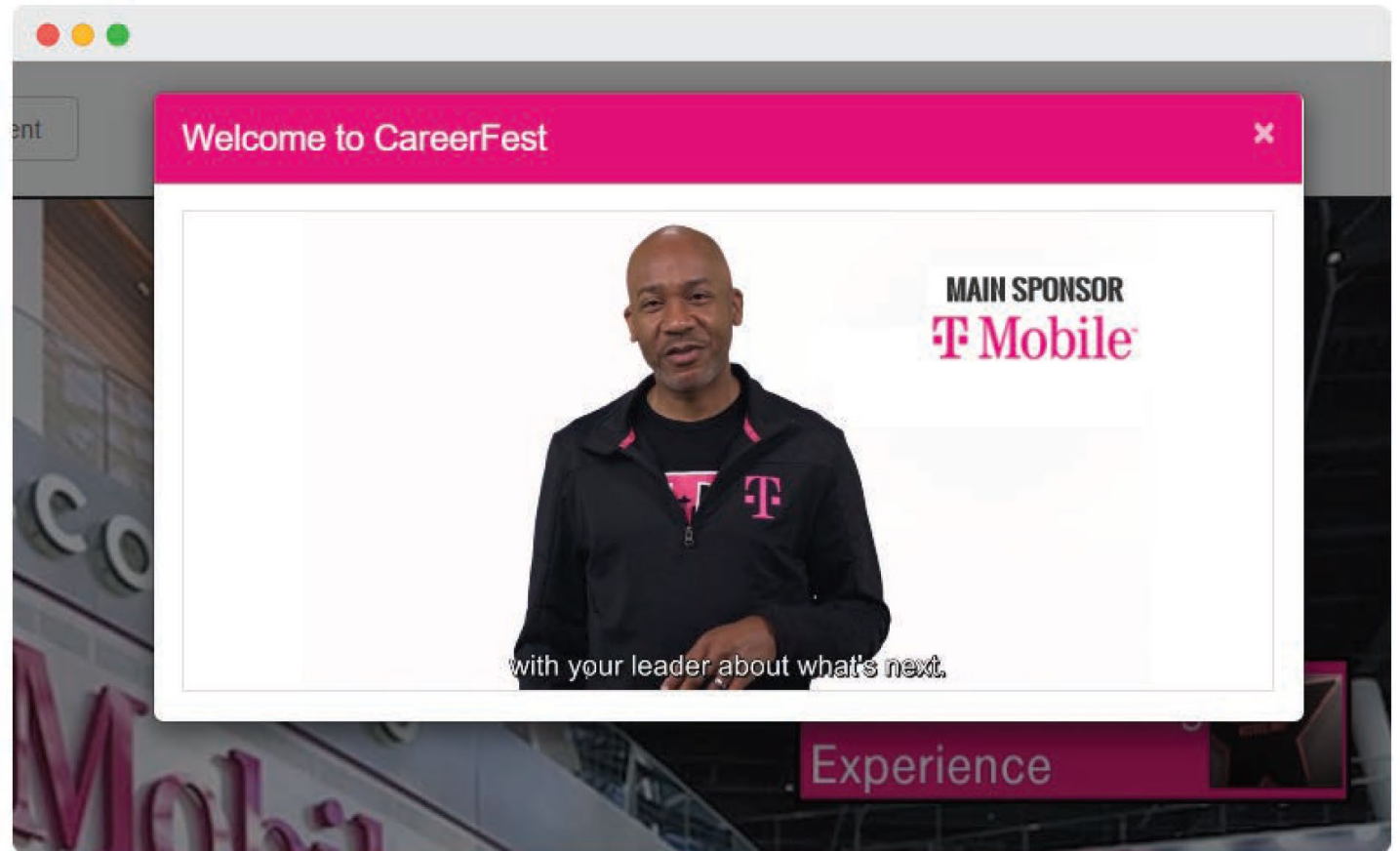
  
slack  
GOLD SPONSOR

  
INTERCOM

6

# Welcome Video Spot

When attendees enter the virtual event, the sponsor's video can be made to pop-up and auto-play.





# International Conference on Transportation Geotechnics

## 2021 VIRTUAL

May 24 - 27, 2021

- About the Conference
- Invitation
- Sponsorship and Exhibitors
- Speakers
- Registration
- Committee
- Program
- Full Paper Submission

### Sponsorship and Exhibitors

Registration is now OPEN!

Click [here](#) for secure online registration.

| Online Benefit  | Platinum                                   | Gold                                       | Silver                                    | Bronze                              |
|---|--|--|---|-------------------------------------|
| Price   | \$8,000<br>(\$10,000 after April 23)       | \$6,000<br>(\$7,500 after April 23)        | \$4,000<br>(\$5,000 after April 23)       | \$2,000<br>(\$2,500 after April 23) |
| Number of Available Spots   | 1  | 3  | 10  | Unlimited                           |
| Complementary Full Registrations                                      | 10   | 6  | 4   | 2                                   |
| Free Workshops / Short Course Tickets                                 | 8  | 5  | 3   | -                                   |
| Sponsored Session Event (Live or Webinar)                             | Included (up to 1.0 hour)                  | Included (up to 30 mins.)                  | Included (up to 10 mins.)                 | -                                   |
| Booths in Exhibit Hall  | Booths with 6 Branding Spots               | Booths with 4 Branding Spots               | Booths with 3 Branding Spots              | Booths with 3 Branding Spots        |
| Logo on Conference Website  | Included (live clickable link)             | Included (live clickable link)             | Included (live clickable link)            | Included (live clickable link)      |
| Logo on Presentation Template   | Included                                   | Included                                   | -   | -                                   |
| Logo in Communication Emails  | Included (with live clickable link)        | Included (with live clickable link)        | Included                                  | Included                            |
| Logo on Landing (Login) Page  | Included                                   | Included                                   | Included                                  | Included                            |
| Logo as Hanging Banner in Virtual Lobby                               | Included                                   | Included                                   | Included                                  | -                                   |
| Logo as Hanging Banner in Virtual Auditorium (and on virtual program) | Select 3 sessions<br>\$200 each additional | Select 2 sessions<br>\$250 each additional | Select 1 session<br>\$250 each additional | On demand, \$300 each               |
| Logo as Hanging Banner in Exhibit Hall                                | Included                                   | Included                                   | Included                                  | Included                            |
| Promotion Videos Play in Sessions                                     | 15 seconds                                 | 10 seconds                                 | 5 seconds                                 | Logos                               |
| Videos Play <b>repeatedly</b> in Breaks                               | Yes (3 minutes)                            | Yes (1 minute)                             | Yes (30 seconds)                          | Yes (15 seconds)                    |
| Inclusion in Digital Printed Program                                  | Yes (Full page)                            | Yes (Half page)                            | Yes (quarter page)                        | Yes (logo)                          |
| Participation in Leaderboard Competition                              | Included                                   | Included                                   | Included                                  | Included                            |

Please download the Exhibitor's Manual for detailed information.

[Exhibitor's Manual](#)



## Take up our Early-Bird Offer

Sign up before **April 23, 2021**  
to get the following benefits:



DISCOUNTED PRICE



ENHANCED BRANDING

Get your logo and company name published in all marketing messages & channels



CHANCE TO SPONSOR

Grab the chance to sponsor the event & get maximum exposure



GET FAVOURABLE PLACEMENT

Book a prominent stand in the event. Booths handed on a first-come-first-serve basis.

**Register at**  
**[www.conferences.illinois.edu/ICTG2021/registration.html](http://www.conferences.illinois.edu/ICTG2021/registration.html)**

**4th ICTG Website**  
**[conferences.illinois.edu/ICTG2021/](http://conferences.illinois.edu/ICTG2021/)**  
**E-mail: [CITL-ICTG2020@illinois.edu](mailto:CITL-ICTG2020@illinois.edu)**

