

# 2016 FLORIDA AUTOMATED VEHICLES S U M M I T T A M P A , F L O R I D A

NOVEMBER 29-30, 2016

TAMPA MARRIOTT  
WATERSIDE HOTEL



## EXHIBITOR & DEMONSTRATOR P R O S P E C T U S



# 2016 FLORIDA AUTOMATED VEHICLES SUMMIT

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## The Florida Institute of Consulting Engineers (FICE)

*Vision: To be the recognized advocate for all consulting engineers in Florida.*

*Mission: To represent and promote consulting engineering.*

FICE represents the professional and business interests of professional engineers in private practice in Florida and their companies, serving to advance the profession of consulting engineering. Our organization represents and promotes the business of engineering, the environment in which engineering is conducted, and the image of engineers in private practice. In these capacities, FICE serves as the state affiliate of the American Council of Engineering Companies (ACEC). As the affiliate of the Florida Engineering Society's (FES) Professional Engineers in Private Practice (PEPP), we work to show how doing business with other FICE firms supports better business practices in Florida.

Established in 1973, FICE promotes and maintains impeccable ethics and professional standards among consulting engineering firms in Florida. Our member firms and their professional engineers operate with the knowledge of our responsibility to the health, safety and welfare of the general public, in accordance with the National Society of Professional Engineers' Code of Ethics.

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## The Florida Automated Vehicles (FAV) Initiative and Legislative Changes

The Initiative is helping to create the framework for automated vehicle implementation by engaging stakeholders and partners, developing research and pilot projects, and creating awareness of the technologies in support of the Florida Department of Transportation's (FDOT) mission "to serve the people of Florida with a fatality- and congestion- free transportation system."

The FDOT has identified four main categories to programmatically address implementation of automated vehicle technologies: Safety, Infrastructure, Partnerships and Policy. The top priority among these is safety

with the long term goal of achieving the FDOT vision of a fatality free transportation system. Understanding and planning for required infrastructure, developing partnerships to strengthen cooperation between the public and private sectors, and defining policy solutions that are needed to implement emerging transportation technologies are also critical.

### **Legislative Changes to Florida Statutes 2016**

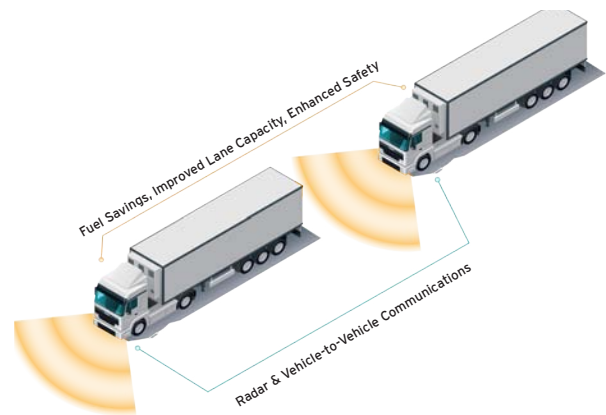
**316.85 Autonomous vehicles; operation.**

**316.86 Exemption from liability for manufacturer when third party converts vehicle.**

**316.0896 Assistive truck platooning technology pilot project.**

Vehicle policies. HB 7027 enacted in July 2016 amended previous legislative language relating to Autonomous Vehicle (AVs) by stating a person who possesses a valid driver license may operate an autonomous vehicle in autonomous mode and a person shall be deemed to be the operator of an autonomous vehicle operating in autonomous mode when the person causes the vehicle's autonomous technology to engage, regardless of whether the person is physically present in the vehicle while the vehicle is operating in autonomous mode. Additionally, this amendment removed barriers to testing, including the term "closed course", the requirement of a human operator to be present in the autonomous vehicle (for testing purposes), and insurance requirements.

In addition HB 7027 passed a requirement that Florida Department of Transportation (FDOT) perform a study on Driver-Assistive Truck Platooning (DATP) technologies. This mandate requires FDOT, in consultation with the Department of Highway Safety and Motor Vehicles, study the use and safe operation of driver-assistive truck platooning technology, for the purpose of developing a pilot project to test DATP. The Department is currently actively engaged in the study in support of legislative requirements. The intent of this research is to address issues related to DATP from a governmental perspective and to identify issues for additional analysis as a part of a pilot project.



#### Definition Of Autonomous Vehicle

"Any vehicle equipped with autonomous technology. The term "autonomous technology" means technology installed on a motor vehicle that has the capability to drive the vehicle on which the technology is installed without the active control or monitoring by a human operator. The term excludes a motor vehicle enabled with active safety systems or driver assistance systems, including, without limitation, a system to provide electronic blind spot assistance, crash avoidance, emergency braking, parking assistance, adaptive cruise control, lane keep assistance, lane departure warning, or traffic jam and queuing assistant, unless any such system alone or in combination with other systems enables the vehicle on which the technology is installed to drive without active control or monitoring by a human operator." FS. 316.003

#### Definition of Driver-Assistive Truck Platooning Technology

"Vehicle automation and safety technology that integrates sensor array, wireless vehicle-to-vehicle communications, active safety systems, and specialized software to link safety systems and synchronize acceleration and braking between two vehicles while leaving each vehicle's steering control and systems command in the control of the vehicle's driver in compliance with the National Highway Traffic Safety Administration rules regarding vehicle-to-vehicle communications." FS. 316.003

# EXHIBITORS

## Exhibit Booth

The booth rental fee (\$1,500) does not include electrical outlets, internet, or telephone service. These items are to be arranged by the exhibitor and coordinated with the Tampa Marriott Waterside Hotel & Marina. Please contact Devin Florez at Devin.Florez@PSAV.com or 813-204-6393 to arrange for these services.

## Promotional Item Opportunity

All registered exhibitors and sponsors are encouraged to provide a promotional item for the attendee welcome bags. 450 bags will be made. Promotional items must be mailed to FICE by November 1, 2016. Please mail to: Kathy M. Keiffer, CMP, FICE Headquarters, 125 S. Gadsden Street, P. O. Box 750, Tallahassee, FL 32302-0750. Attn: 2016 FAVS Promotional Item.

## Logos and Ads (\*Please name logo/Ad files "CompanyName\_SponsorLevel.png")

Please provide a logo in CMYK color in one of the following formats for recognition in the program:

- PNG with Transparent Background (Minimum 150 DPI)
- EPS with all fonts and layers expanded

Please provide a vertical full color ad within the following specifications:

- Must be sized at 4.25" x 5.5"
- Keep text, logos, or other graphics not intended to be trimmed .5" away from the edge (safe zone)
- PDF (minimum 300 DPI) or EPS with all fonts and layers expanded
- CMYK color format

All exhibitor and/or sponsor cancellation requests must be received in writing **before 5:00 pm, September 30, 2016. The cancellation fee is 50% of the signed agreement. No refunds will be issued for cancellations received on or after October 1, 2016.** By submitting this exhibit form for the 2016 Florida Automated Vehicles Summit, I hereby release any photographs that may be incidentally taken of me by FES/FICE during this event to be used for any purpose as well as the release of my registration contact information to other attendees, including my name and company.

## Booth

### Standard Booth

- 10' x 10' Space
- Draped 6' Table
- Two Chairs
- Wastebasket
- Two Summit Registrations

## Dates You Need To Know

**October 25, 2016**  
Regular Registration ends

**October 26 - November 8, 2016**  
Late Registration begins

**November 1, 2016**  
Final Day for Sponsor Logos, and Ad Submissions  
Sponsor, Exhibitor and Demonstrator Registration Deadline

**November 4, 2016**  
Hotel cut-off date

**November 8, 2016**  
Online Registration closes

**November 29, 2016**  
Exhibitor and Demonstrator Move-In

## Exhibitor Schedule (Subject To Change)

**Monday, November 28, 2016**

3:00 pm – 7:00 pm Exhibitor Setup

**Tuesday, November 29, 2016**

7:00 am – 5:30 pm Exhibits Open

7:00 am – 9:00 am Breakfast

11:30 am – 1:00 pm Lunch

2:30 pm – 3:00 pm Break

5:30 pm – 7:00 pm Evening Reception

**Wednesday, November 30, 2016**

7:00 am – 11:00 am Exhibits Open

7:00 am – 9:00 am Breakfast

10:30 am – 11:00 am Break

11:00 am Exhibitor Teardown

12:30 pm – 1:30 pm Lunch (not included)

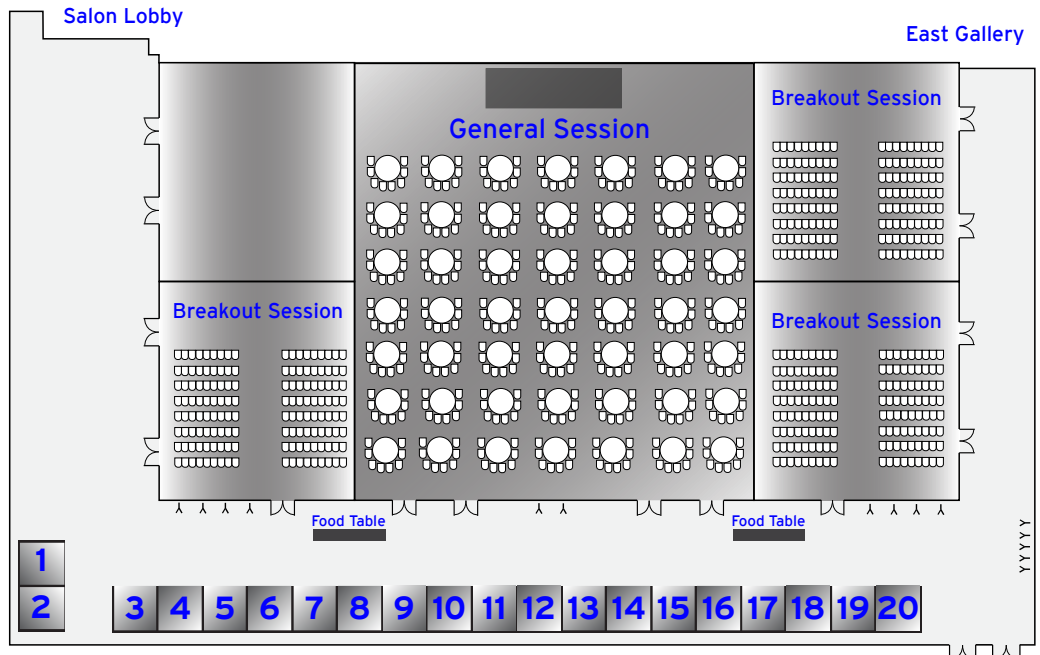


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## Sponsorship

Application for exhibit space and/or sponsorship must be made by completing the corresponding form and submitting with payment.



## Cancellation Policy

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## Release/Waiver

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Sponsorship					
Sponsorship Levels	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000	Diamond \$10,000
Social Media Marketing	✓	✓	✓	✓	✓
Logo on Conference Website	✓	✓	✓	✓	✓
Acknowledgment in Program	✓	✓	✓	✓	✓
On-Site Signage		✓	✓	✓	✓
1/4 Page Ad in Program		✓			
1/2 Page Ad in Program			✓		
Full Page Ad in Program				✓	✓
Summit Registration (s)			1	2	4
Standard Booth					✓
Session Sponsorship					✓

# AGENDA

## Monday, November 28 Tampa Marriott Waterside

3:00pm – 7:00 pm      Registration

## Tuesday, November 29 Tampa Marriott Waterside

7:00 – 9:00 am      Breakfast

10:00 am – 4:30 pm      Demonstrations- Tampa Hillsborough Expressway Authority (See Next Page)

8:15 am      Welcome to Tampa - Mayor Bob Buckhorn (City of Tampa)

8:25 am      Welcome to 2016 FAV Summit - Allen Douglas (Executive Director, Florida Institute of Consulting Engineers)

8:35 am      Introduction - Tom C. Byron, PE (FDOT, Assistant Secretary, Intermodal Systems)

8:45 am      Legislative Address - Florida Senator Jeff Brandes (R-St. Petersburg), (Chair, Transportation Committee)

9:00 am      Keynote Address      To Be Determined

10:00 – 11:30 am      **Session 1** (Plenary)  
AASHTO Panel – AV/CV – State of the Nation

11:30 am      Lunch

1:00 pm      **Session 2**  
Visionaries, Champions, & Opportunities

**Session 3**  
The Future is Coming

**Session 4**  
New Age of Mobility Solutions

2:30 pm      Break

3:00 – 4:30 pm      **Session 5**  
AV/ADAS for Transit

**Session 6**  
UAVs for State DOTs

**Session 7**  
AV/CV for Freight

4:45 pm      Wrap Up Speaker - To Be Determined

5:15 pm      Closing Remarks - Joe Waggoner (Executive Director, THEA)

5:30 – 7:00 pm      Evening Reception (Light Hors d'oeuvres & Poster Session)

\*Agenda is subject to change.

## Tuesday, November 29 & Wednesday, November 30 Tampa Hillsborough Expressway Authority (THEA)

10:00 am – 4:30 pm      Demonstrations (organized by THEA)

10:00am -12:00 pm      Autonomous Vehicle Demonstrations

Connected Vehicle Demonstrations

12:00 pm      Lunch (no demonstrations)

1:00pm – 4:30 pm      Autonomous Vehicle Demonstrations

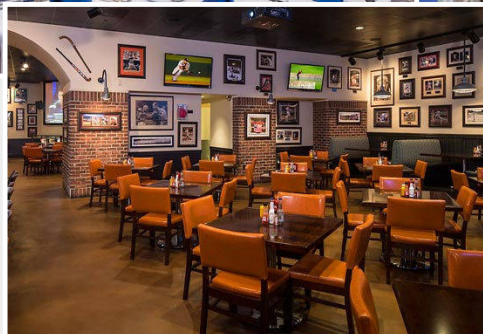
Connected Vehicle Demonstrations

\*Agenda is subject to change.

## Wednesday, November 30 Tampa Marriott Waterside

7:00 - 9:00 am	Breakfast		
10:00 am - 4:30 pm	Demonstrations		
8:00 am	Welcome - Brian A. Blanchard, PE, (FDOT, Assistant Secretary for Engineering & Operations)		
8:15 am	National AV Legislative Efforts - Kodi Jean Verhalen, PE, Esq., F.NSPE, President National Society of Professional Engineers (NSPE), Alexandria, VA		
8:45 am	Transportation Engineering Perspective on Emerging Technologies - Matt Reiffer, Director, Transportation Programs, American Council of Engineering Companies (ACEC), Washington, D.C.		
9:15 am	Keynote Address – AV Developments & Predictions (OEM) or Policy/Regulations (NHTSA)		
10:00 am	Break		
	<b>Session 8</b>	<b>Session 9</b>	<b>Session 10</b>
10:30 am	Florida Local Agency Involvement	CV for Safety and Mobility (ITS & Operations)	Transportation Infrastructure Readiness (Roadway Design & Structures)
12:00 -12:30 pm	Summit Wrap Up – FICE or FDOT (lunch not provided)		

\*Agenda is subject to change.



# DEMONSTRATIONS



The Tampa Hillsborough Expressway Authority (THEA) has partnered with the City of Tampa to offer opportunities for Autonomous and Connected Vehicle vendors to showcase their latest developments on public streets. Interested vendors are welcome to bring other advanced transportation technologies, including; ITS solutions, alternative fuel solutions, and emerging mobility solutions.

This is a unique opportunity to get in front of a targeted audience to demonstrate how advanced emerging technologies for innovative transportation can be incorporated into existing planning and operations. No fee is associated with demonstrating, but securing an exhibit booth is highly recommended for additional exposure.

## Demonstrations Setup (Subject To Change)

Monday, November 28, 2016

10:00 am – 3:00 pm	Check-in, Setup, and Safety Checks
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Tuesday, November 29, 2016 &  
Wednesday, November 30, 2016

8:00 am - 9:30 pm	Setup
10:00 am - 12:00 pm	Demos
12:00 pm - 1:00 pm	Lunch
1:00 pm - 4:30 pm	Demos
5:30 pm - 7:00 pm	Breakdown





Demonstrator Contact:  
**Sue Chrzan**

Tampa Hillsborough Expressway Authority  
1104 East Twiggs Street, Suite 300  
Tampa, FL 33602

(813) 272-6740  
Sue@tampa-xway.com

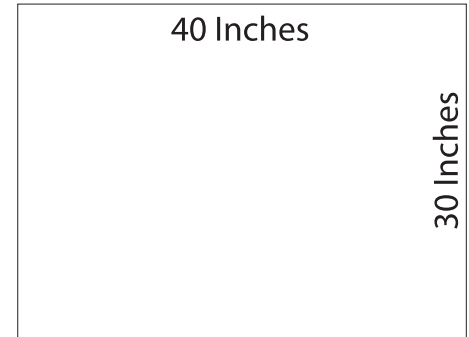
**Registered 2016 FAV Summit attendees are invited to submit up to two posters detailing an exciting project or research related to AV/CV/ITS fields and industries.**



Posters facilitate informal discussions between presenters and their audience and provide an intimate forum for exchange of information and ideas. Well-constructed posters will be self-explanatory and answer stated questions allowing the presenter to supplement and discuss particular points of interest. Posters will be judged while on exhibit at the 2016 FAV Summit and top rated posters will be given awards. Ideally, successful poster presenters are those which achieve coverage and clarity on topics relevant to the 2016 FAV Summit.

## Requirements

- Poster dimensions are 30" x 40"
- Posters must be in landscape orientation
- Please provide company or project information including contact information
- If the content is a result of FDOT supported research or project, please **do not** include agency/firm logo on the poster (please only use the centennial FDOT logo).
- Be prepared to present and answer questions concerning your poster during the poster session on Tuesday November 29 from 5:30 - 7:00 pm
- Posters must be printed on semi-gloss paper. Do not laminate or mount on foam board or any other type of material.
- Up to TWO submissions are allowed per individual company or affiliation
- Must be present for presentation to poster judges on November 29th from 5:30 - 7:00 pm



## Judging Criteria

- Coverage and clarity
- Applicability to 2016 FAV Summit topics
- Overall design

## Review Deadlines

**October 15, 2016**

Official Poster Title  
and Abstract

**November 1, 2016**

Email Final Poster (PDF)

**November 15, 2016**

Poster for presentation  
mailed to FDOT

**November 29, 2016**

**5:30 - 7:00 pm**

Poster Session & Judging

## For information on Posters, please contact:

David Sherman  
HNTB Corporation  
1276 Metropolitan Blvd,  
Suite 304  
Tallahassee, Florida 32312  
850-536-8530 (Office)  
850-510-1694 (Mobile)  
dsherman@HNTB.com

# HOTEL ACCOMMODATIONS

**Tampa Marriott Waterside Hotel & Marina**  
**700 South Florida Avenue**  
**Tampa, FL 33602**  
**813-221-4900**

## Hotel Accommodation

\$149 per night standard room/water view balcony, plus applicable taxes. This special rate is available until November 4, 2016 or until the group block is sold out, whichever comes first. Make your reservations by calling (888) 789-3090. Attendees must identify themselves as part of the 2016 Florida Automated Vehicles Summit (FAVS).

Hotel Check-in: 4:00 p.m.

Hotel Check-out: 12:00 Noon

Parking and Valet Parking available,

\$24 overnight guests/\$18 for daily guests (plus tax).

## Fitness Center

The fitness center includes cardiovascular equipment, free weights, life fitness machines, weights, and treadmills. Outdoor swimming pool, pool bar and a Whirlpool. Other activities available are the Sauna and Boating.

## Restaurant

Waterside Grill - Offering a relaxed ambiance, Waterside Grill is one of the leading casual restaurants in Downtown Tampa. Enjoy fresh seafood, prime steaks, expertly crafted cocktails and decadent desserts. Open for breakfast, lunch and dinner!



Champions Sports Bar - Watch the big game at Champions, one of the most popular sports bars in Tampa, FL. Indulge in a variety of refreshing beverages, tempting appetizers and tantalizing main courses while cheering on your favorite team. Open for lunch and dinner.

Greatroom & Patio - Connect and collaborate in our Greatroom. Nosh on snacks and shared plates and enjoy live music on select nights on the waterfront Patio.

Pool Bar & Grill - Our bright and cheery poolside restaurant offers delectable sandwiches, light snacks and a variety of thirst-quenching drinks. Fuel yourself up for a day of splashing around! Open for lunch.



Starbucks® - Enjoy your favorite Starbucks® beverages, pastries and sandwiches at our on-site Starbucks®. Open daily. Monday - Friday: 6:00a.m. - 5:00p.m.; Saturday - Sunday: 6:00a.m. - 3:00p.m.

## American Disabilities Act/Special Needs

In compliance with the American Disabilities Act (ADA), please contact us at 850-224-7121 to inform us of any special needs that are required to allow your full participation in this program. Please notify us within 30 days of the program to allow sufficient time to accommodate these requests.



850-224-7121 • Email: [fes@fleng.org](mailto:fes@fleng.org)  
FLENG.ORG



813 -272-6740 • Email: [info@tampa-xway.com](mailto:info@tampa-xway.com)  
TAMPA-XWAY.COM



850-414-4900 • Email: [AutomatedFL@dot.state.fl.us](mailto:AutomatedFL@dot.state.fl.us)  
AUTOMATEDFL.COM





**2016 Florida Automated Vehicles Summit (FAVS)**  
Tampa Marriott Waterside Hotel & Marina  
700 S. Florida Avenue, Tampa, FL 33602  
November 29-30, 2016

## Exhibitor Form

Company (as you want it to be listed in all printed material)

Contact Name

Title

Address

City State Zip

Phone

Email

Badge Names and Company

Additional Registrants \$375/ea #

For the conference program, in 1-2 sentences, please indicate the products or services you will display (20-word maximum).

Payment (**Payment deadline is November 1, 2016**)

Payment in full is due with signed agreement.

☐ Check ☐ Visa ☐ MasterCard ☐ AmEx

CC#

EXP / Security Code

Name on Card:

CC Payment Confirmation to:

Name

E-mail Address

**Billing Address (if different from mailing address):**

Company

Address

City State Zip

Phone

Email

### Summit Exhibit Booth

**\$1,500**

☐ 1<sup>st</sup> Choice # ☐ 2<sup>nd</sup> Choice #

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"CompanyName\_SponsorLevel.png". Please send to FICE by November 1, 2016.)

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- EPS with all fonts and layers expanded

Please provide a vertical full color ad within the following specifications:

- Must be sized at 4.25" x 5.5"
- Keep text, logos, or other graphics not intended to be trimmed .5" away from the edge (safe zone)
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**Questions:** Contact Kathy M. Keiffer, CMP, at (850) 224-7121 or [kkeiffer@fleng.org](mailto:kkeiffer@fleng.org)

Make checks payable to FICE. Return form and payment. by **November 1, 2016** to: Kathy M. Keiffer, CMP, FICE Headquarters

125 S Gadsden St • PO Box 750 • Tallahassee, FL 32302-0750 • 850-224-7121

Fax: 850-222-4349 • E-mail: [fice@fleng.org](mailto:fice@fleng.org) • Web site: [www.fleng.org](http://www.fleng.org)



**2016 Florida Automated Vehicles Summit (FAVS)**  
Tampa Marriott Waterside Hotel & Marina  
700 S. Florida Avenue, Tampa, FL 33602  
November 29-30, 2016

**Sponsor Form**

Sponsoring Firm *(as you want it to be listed in all printed material)*

Sponsor Representative on-site

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Additional name badge(s) required:

Name \_\_\_\_\_

City / State \_\_\_\_\_

Name \_\_\_\_\_

City / State \_\_\_\_\_

Select	Function	Amount
<input type="checkbox"/>	Bronze Sponsorship	\$500
<input type="checkbox"/>	Silver Sponsorship	\$1,000
<input type="checkbox"/>	Gold Sponsorship	\$2,500
<input type="checkbox"/>	Platinum Sponsorship	\$5,000
<input type="checkbox"/>	Diamond Sponsorship	\$10,000
	<b>TOTAL AMOUNT DUE</b>	<b>\$</b>

Payment (**Payment deadline is November 1, 2016**)

Payment in full is due with signed agreement.

☐ Check ☐ Visa ☐ MasterCard ☐ AmEx

CC# \_\_\_\_\_

EXP \_\_\_\_ / \_\_\_\_ Security Code \_\_\_\_\_

Name on Card: \_\_\_\_\_

CC Payment Confirmation to:

Name \_\_\_\_\_

E-mail Address \_\_\_\_\_

**Billing Address (if different from mailing address):**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Sponsorship Levels	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000	Diamond \$10,000
Social Media Marketing	√	√	√	√	√
Logo on Conference Website	√	√	√	√	√
Acknowledgement in Program	√	√	√	√	√
On-Site Signage		√	√	√	√
1/4 Page Ad in Program		√			
1/2 Page Ad in Program			√		
Full Page Ad in Program				√	√
Summit Registration (s)			1	2	4
Standard Booth					√
Session Sponsorship					√

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