Intelligent Transport Systems: From Concept to Reality
Understanding & Deploying ITS Effectively in the Kingdom of Saudi Arabia

Riyadh, Saudi Arabia
October 20–22, 2015
Riyadh Palace Hotel

PRELIMINARY PROGRAM

International Road Federation
Minister’s Welcome

The Ministry of Transport has had a long and keen interest in the adoption of intelligent transport systems (ITS) as an integral part of our national transport infrastructure strategy. This includes conceptual developments such as the ITS Deployment and Integration Plan for Saudi Arabia and earlier preliminary work on a national ITS architecture, to name a few. Today, we find ourselves moving from concept to reality at a gradually more rapid pace, featuring important deployments across all modes, such as new traffic management systems and state-of-the-art public transport networks in several major cities including Riyadh. The rapid pace and ubiquity of deployment require, more than ever, that our senior managers, engineers and other technical professionals involved in the process, whether directly or indirectly, be well equipped with the knowledge and tools needed to ensure that these deployments are carried out effectively, on budget, and on time.

It is in this context that I have asked the International Road Federation, the global leader in professional transport-related training, to develop a special training event as ambitious and innovative as the challenge we face demands. Rather than a single course as the traditional approach had been, the IRF has in this case developed two distinct courses that will be taught in parallel to meet the needs of specific subsets of our professionals: decision-makers and senior managers, engineers with basic and intermediate knowledge of ITS, and professionals with a cursory or no understanding of ITS. This approach was developed through a detailed needs assessment of the MOT and our consulting companies and contractors operating in the Kingdom.

It is my hope that this innovative approach will be well-received by the engineering community and that it will have a significant positive impact on the effectiveness and timeliness of ITS deployments kingdom-wide. It is also my hope that our transport professionals will be prepared for, and ready to take full advantage of, important innovations currently in the development and conceptual phases; therefore, an important addition to this course is a new section focusing on the future of ITS, featuring the latest developments on connected and cooperative vehicles, vehicle-to-infrastructure and vehicle-to-vehicle communications, and the rise of disruptive technologies in transportation that will transform the way we think about mobility within a few years.

I am pleased to extend an invitation to all transport professionals in Saudi Arabia and our neighboring countries to participate in this special training event, to be held in Riyadh October 20–22, 2015.

H.E. Eng. Abdullah A. Al-Mogbel
Minister of Transport

IRF President’s Welcome

I would like to open by expressing my gratitude to H.E. Eng. Abdullah Al-Mogbel for trusting the IRF with the development of this important special ITS training event. As with other courses organized by the IRF, this one is suitable and open to professionals from all relevant sectors residing in the Kingdom and adjacent countries, and it is my hope and objective that government and private sector executives and engineers will participate and obtain the knowledge and capacity needed to tackle ITS projects for the benefit of their organizations and constituencies. As customary, the IRF has assembled a multinational group of recognized ITS experts, unique not just in the depth and breadth of their knowledge, but also in their superior ability to teach enjoyable and interesting courses, and to make even the most intractable technical material easy to understand by non-ITS professionals.

This special training event comes at an exciting and pivotal time in the history of ITS: the integration of vehicles and surrounding infrastructure for enhanced safety and mobility, and the development of ever smarter vehicles that will culminate in autonomous (self) driving cars for the ultimate in safety and mobility of people and goods. As the title of this course implies, these technologies are no longer conceptual, they are gradually becoming a reality that will affect our world in profoundly positive ways, from increased economic development through ever greater efficiencies in transportation, to (my personal favorite) significant reductions in the number of senseless deaths and injuries attributed to mobility. It is no exaggeration to state that our children will think of transport and mobility in fundamentally different and better ways than we currently do; it is therefore contingent upon us, as transportation professionals, to ensure that these impressive life-saving and wealth-production enabling technologies become a reality world-wide in the near future. It is my sincere hope that this special training event will play a small, but important role leading to the full deployment of ITS in Saudi Arabia, and that those of you who are not already members of the IRF will consider joining and participating in our exciting events, including congresses and executive training across the full spectrum of the road industry world-wide.

C. Patrick Sankey
IRF President & CEO
The IRF: Who You Need To Know

The International Road Federation, established in Washington, D.C. in 1948, is a non-governmental, not-for-profit organization with the mission to encourage and promote development and maintenance of better, safer and more sustainable roads and road networks worldwide. Working together with its members and partners, the IRF promotes the social and economic benefits that flow from well-planned and environmentally-sound road transport networks; it helps put in place technological solutions and management practices that provide maximum economic and social returns from national road investments.

The IRF has a major role to play in all aspects of road policy and development worldwide:
- For governments and financial institutions, the IRF provides a wide base of expertise for planning road development strategy and policy.
- For the private sector, the IRF is a business network, a link to external institutions and agencies, such as the United Nations and the European Union, and a platform to communicate with and access government officials and decision makers.
- For the community of road professionals, such as national road associations, engineering societies, advocacy groups, and institutes of higher learning, the IRF provides support and knowledge.

Through the International Road Educational Foundation, the IRF awards grants to graduate engineers and other transportation professionals from around the world in support of full-time academic training. With this, the IRF actively supports future generations of industry leaders.

The International Road Federation also takes pride in honoring and recognizing road-industry projects demonstrating excellence and innovation in road development worldwide, via the Global Road Achievement Awards program. The competition, designed to elicit information on successful projects and programs from leading industry organizations, will draw attention to these leading projects and organizations, providing a road map for others to follow in continuously improving and advancing road development worldwide.

With a wide network spanning 116 countries across six continents, the IRF believes that it can make a difference by providing best practices and expert advice to face today’s multifaceted world of transport.

About the Training

The IRF has conducted two major ITS courses in Riyadh since 2013, under the auspices of Eng. Abdullah Al-Mogbel, formerly Mayor of Riyadh, and currently serving as Minister of Transport of Saudi Arabia. The Ministry of Transport (MOT) has requested a third ITS course to be held in Riyadh in October 2015, which will focus on the capacity building needs of the MOT and other ITS stakeholder agencies, and their contractors and consultants. As the premier global executive and professional training organization in the world, the IRF is pleased to present a new concept for two concurrent ITS courses that build upon prior courses -- delivering a higher level of training and capacity building -- while simultaneously providing introductory material to professionals who are either new to ITS or not working directly in the field.

An important addition to the overall executive training event is a new module on the Future of ITS, featuring the latest developments on connected and cooperative vehicles, vehicle-to-infrastructure and vehicle-to-vehicle communications, and the rise of disruptive technologies in transportation.
VENUE & HOTEL INFORMATION

Riyadh Palace Hotel
This course will be held at the Riyadh Palace Hotel, a five-star luxury property centrally located near the Ministry of Transport (MOT) in the heart of Riyadh’s business center. Registrants from outside of Riyadh may wish to book at this hotel for added convenience. A special rate has been negotiated with the hotel (mention “MOT ITS Course”). To make a booking and for additional information about the venue hotel and accommodation, please contact:

Riyadh Palace Hotel
Prince Abdulrahman bin Abdulaziz Road
P. O Box 2691 Riyadh 11461, Saudi Arabia
Tel +966114054444
Fax +966114053725
E-mail: rph@riyadhpalacehotel.com
http://www.riyadhpalacehotel.com/index.html

MORE INFORMATION

Inside Saudi Arabia
Hussain M. Aldokhie
Administrative Development Dept.
Ministry of Transport
Tel: +966 50 934 7566
Email: hussain.aldokhi@mot.gov.sa

Outside Saudi Arabia
Magid Elabyad
VP of Int’l Programs & Member Services
International Road Federation
Tel: +1 703 535 1001
Email: melabyad@IRFnews.org
Course Descriptions, Formats and Methodology

Advanced Highway ITS Course – October 20–22, 2015

This three-day course covers the main principles, concepts, elements, technologies and benefits of intelligent transport systems (ITS) applied to highways and freeways at an intermediate to advanced levels. The course materials are designed for professionals who currently hold positions directly pertaining to highways and freeways, or who intend to pursue specializations in those areas, whether hailing from the public or private sectors. The preliminary course agenda is shown below.

Course prerequisites: Existing basic or intermediate knowledge of ITS and/or having taken prior IRF ITS courses such as Fundamentals of ITS, and Effective Deployment of ITS.

Introduction to ITS & Public Transport ITS – October 20–22, 2015

This is an introductory three-day course designed for newcomers who are either not directly involved in ITS areas professionally or are new to the field; this includes other civil and transport engineers whose responsibilities and tasks would be enhanced by a fundamental knowledge of ITS. The course will feature a substantial module on ITS applications for public transportation.

Course prerequisites: None.

Teaching Methodology

The teaching methodology for all courses consists of standard lectures aided by carefully crafted PowerPoint presentations, divided in sections or modules focusing on specific aspects and applications of ITS. The presentations are followed by geographically or otherwise relevant case studies to convey the benefit of practical, real-life situations. All material will be carefully reviewed to ensure relevance and applicability to conditions prevailing in Saudi Arabia and the Gulf. Each section or module ends with a questions and answers session, during which interaction between an expert panel and the audience is strongly encouraged.

For each ITS application covered, the subtopics typically include:

- Recent developments and state-of-the-art solutions
- Procurements and development of specifications and tender documents
- Project management best practices
- Benefits and costs evaluation
- Trends and anticipating future developments
- Equipment acquisition best practices
- Project operations
- Real examples (case studies) from a selection of projects in the Kingdom and throughout the Gulf Region

THIS COURSE WILL FEATURE SIMULTANEOUS INTERPRETATION TO AND FROM ARABIC AND ENGLISH
IRF Certification, Professional Development Hours and Course Testing

The IRF has been providing certified training around the world for over 60 years. Our instructors are recognized and certified in their countries of origin and are carefully selected and vetted by IRF professionals for the breadth and depth of their knowledge, and their superior teaching ability. Generally, the IRF certification is universally accepted by professional institutions such as Engineering and Transportation Societies. Additionally, IRF is a participant in Registered Continuing Education program (RCEP) in the United States. RCEP approved organizations certifications are accepted widely around the United States and globally.

Delegates who wish to claim professional development hours toward the renewal of their engineering certifications will be provided with a special form indicating the applicable hours to be claimed.

Attendance will be tracked every day. All registered delegates who attend a minimum of two (out of the three) days of instruction and pass a written test on day three, will receive an IRF Certificate of Completion co-signed by Eng. Abdullah Al-Mogbel, Minister of Transport of Saudi Arabia, and by C. Patrick Sankey, President & CEO of the IRF. Registered delegates who have met attendance requirements but do not pass (or opt out of) the test will still receive a Certificate of Attendance.

Included with Registration Fee

- All course presentations (in a memory stick)
- Glossary of ITS terms
- Bibliography (for further reading on each major section)
- Case studies
- IRF Certificate of Completion (for delegates who pass the test)
- IRF Certificate of Attendance (for delegates who opt out of the test)
- Earned professional development hours (and form)
- Opening day luncheon
- Daily Coffee Breaks
- One-on-One Time with Instructors
- Simultaneous interpretation

Who Should Attend

These courses are intended for anyone with a professional or academic interest in intelligent transport systems (ITS) from all sectors, including the following professionals:

- Executives and project managers
- Traffic engineers
- Local, district, municipal, regional and national planning organizations professionals
- Road and highway design and construction consultants and contractors
- ITS (and even non-traditional ITS transport infrastructure) vendors
- Practitioners in ITS-related fields, such as financial, marketing, media and others who are increasingly valued ITS partners
- ITS project sponsors and managers
- Public transport professionals
- Highway operators and maintenance personnel
- Road safety professionals
- Public safety responders (enforcement, fire, emergency management, towing, and public works)
- Transportation Management Center (TMC) specialists
- Vehicle fleet managers
- Environmental groups
- Information technology personnel
- College and university faculty, graduate students, and upper-class students
OCTOBER 20
TUESDAY

Location: RIYADH PALACE HOTEL
MEETING ROOM 1 & 2

8:00 – 15:00
Registration and Information Desk Open

9:00 – 9:45
Opening Joint Session
Welcome Remarks by Deputy Minister for Roads
Meeting Room 1

9:10
IRF MERC 2016 Overview & Future Activities

9:20
Introductory and Advanced Courses Objectives and Certification Requirements

9:30
Presentation of Instructors

9:40
Today’s Agenda
Advanced Highway ITS Class moves to Meeting Room 2

INTRODUCTION TO ITS
Meeting Room 1

ADVANCED HIGHWAY ITS
Meeting Room 2

9:50
MODULE 1: OVERVIEW OF ITS
History of ITS

10:00
Defining ITS / Types of ITS

10:20
Benefits of ITS

10:45
REFRESHMENT BREAK *

11:00
Stakeholders / Users of ITS

11:20
Relevance to non-ITS Professionals

11:40
Group Discussion and Q&A

12:00
PRAYER BREAK *

12:20
ITS Standards / ITS Architecture

12:40
Systems Engineering Process

13:00
Q&A with Experts Panel

13:20
MODULE 1: HIGHWAY & FREEWAYS
Purpose & Recent History

13:40
Weather ITS

14:00
Incident Detection & Management

14:20
Freeway Traffic Management

14:40
Transportation Management Centers

15:00
PRAYER BREAK *

15:20
SPONSORED LUNCHEON

* Note: additional breaks will be set if needed at the event
# DAY 2 PRELIMINARY AGENDA

**Location:** RIYADH PALACE HOTEL MEETING ROOM 1 & 2

**OCTOBER 21 WEDNESDAY**

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<th>Advanced Highway ITS</th>
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## Introduction to ITS

**Meeting Room 1**

- **8:30** One-on-One Time with Instructors
- **9:00** Today’s Agenda
  - **9:10** Multi-modalism
  - **9:30** Fleet Management
  - **9:50** Weigh-in-motion/Border Crossing
  - **10:10** Road Pricing
  - **10:30** Group Discussion and Q&A
  - **10:40** REFRESHMENT BREAK *
  - **11:00** Signal Control Systemes
  - **11:20** Adaptive & Traffic Responsive Strategies
  - **11:40** Communications & Standards
  - **12:00** PRAYER BREAK *
  - **12:20** Case Study
  - **12:40** Group Discussion and Q&A
  - **13:00** Detection Strategies
  - **13:20** Enforcement Strategies
  - **13:40** Transportation Management Centers
  - **14:20** Traffic Operations
  - **14:40** Group Discussion and Q&A
  - **15:00** PRAYER BREAK *

## Advanced Highway ITS

**Meeting Room 2**

- **8:00 – 15:00** Registration and Information Desk Open
- **9:00** Today’s Agenda
  - **9:10** Weather ITS
  - **9:30** Highway & Freeway Traveler Information
  - **9:50** Smart Work-Zones
  - **10:10** Case Study
  - **10:30** Group Discussion and Q&A
  - **10:40** REFRESHMENT BREAK *
  - **11:00** Tunnels and Bridges ITS
  - **11:20** Weigh-In-Motion/Credentialing/Border Crossing
  - **11:40** Highway Safety
  - **12:00** PRAYER BREAK *
  - **12:20** Fleet Management
  - **12:40** Case Study
  - **13:00** Group Discussion and Q&A
  - **13:20** Equipment Acquisition
  - **13:40** Testing
  - **14:20** Interoperability
  - **14:40** Group Discussion and Q&A
  - **15:00** PRAYER BREAK *

*Note: additional breaks will be set if needed at the event*
### DAY 3 PRELIMINARY AGENDA

**OCTOBER 22 THURSDAY**  
**Location:** RIYADH PALACE HOTEL  
**Meeting Room 1 & 2**

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| 8:30 | **INTRODUCTION TO ITS**  
Meeting Room 1  
One-on-One Time with Instructors  
Today’s Agenda  
**MODULE 5: PUBLIC TRANSPORT ITS**  
9:10 Purpose and Recent History  
9:30 AVL / Fleet Management  
9:50 Traveler / Passenger Information  
10:10 Case Study  
10:30 Group Discussion and Q&A  
10:40 **REFRESHMENT BREAK** * |
| 11:00 | **ADVANCED HIGHWAY ITS**  
Meeting Room 2  
One-on-One Time with Instructors  
Today’s Agenda  
Project Management  
Procurement Best Practices  
Tendering Process  
Case Study  
Group Discussion and Q&A  
**PRAYER BREAK** * |
| 12:00 | **Course Recapitulation: The Top 10 Ideas**  
Course Test Administration  
**SPECIAL MODULE: THE FUTURE OF ITS**  
Advanced Highway ITS Class Moves to Meeting Room 1 |
| 13:00 | Disruptive Technologies & Capacity Utilization / Cybersecurity for Transport |
| 13:10 | Vehicle to Road Communications |
| 13:50 | Two Paths: Cooperative / Connected Vehicles and Automated / Autonomous Vehicles |
| 14:10 | Group Discussion and Q&A |
| 14:30 | **CLOSING SESSION**  
Meeting Room 1  
Delivery of Sponsor Plaques  
Recognition of Speakers  
Final Remarks  
Eng. Hathlool Al-Hatlool, Deputy Minister for Roads |
Ronald E. BOENAU, P.E.
Senior Transportation Systems Manager | Special Operations, Office of Research Management, U.S. Federal Transit Administration, USDOT

Ronald Boenau is a registered professional engineer in the Office of Research, Demonstration and Innovation of the Federal Transit Administration (FTA), U.S. Department of Transportation. He has more than 40 years of experience in multimodal transportation research, standards development, planning, design, procurement, construction, operations, maintenance, and evaluation during his employment with national and state government agencies and in the private sector. Ron’s current responsibilities involve the development of public transportation agreements and implementation of those agreements between the U.S. and other countries, recently including India and China. He was the Division Chief for the U.S. DOT’s Initiative in ITS Transit, which conducted public transportation research, standards development, operational testing and evaluation for advanced transportation technologies. He holds degrees from the University of Florida and the University of Maryland (MS in Civil Engineering).

Victor H. BRUZON
Vice President | Parsons

Victor H. Bruzon has 32 years of experience in the transportation sector. He started his professional career in transportation planning and transport. Infrastructure investment analysis and has been active in the field of ITS since 1990. Mr. Bruzon’s expertise covers the preparation of master plans, evaluation and performance assessments and development of before/after studies and business cases for several ITS applications. He has also been responsible for the successful execution of system management contracts carried out by Parsons for the deployment of ITS systems around the world.

Richard CHYLINSKI
Manager, Intelligent Transportation Systems | Parsons

Richard Chylinski has more than 20 years of experience with Parsons, including leading roles in many of Parsons’s award winning ITS projects. He has had responsibility for the development and deployment of freeway, arterial and public transport ITS projects in Canada, the USA, South Africa, Asia and Australia. He has been Team Leader or Project Manager of several tunnel and bridge traffic management systems involving the deployment of both central systems and field equipment and has managed a number of ITS solution developments for Parsons’ clients world-wide.
Glenn HAVINOVISKI, P.E.
Associate VP, Transportation Systems | Iteris, Inc

Glenn N. Havinoviski, PE serves as Associate VP, Transportation Systems for Iteris, Inc. His 30+ years of experience include serving as both a practice builder and a practice leader, providing project management and technical leadership for ITS and traffic management projects in the US along with projects in Dubai, Abu Dhabi, Taiwan, Hungary, Mexico and Saudi Arabia. Glenn has led firmwide efforts in the areas of managed lanes, active traffic management, and integrated corridor management. He is interested in continuing to move the state of the art in traffic / transportation management forward and applying this knowledge throughout the world.

Dr. Robert JAFFE
President | ConSysTec
Executive Committee and Board Member | International Road Federation

Dr. Jaffe is an electrical and systems engineer. He also holds a doctorate in Electrical Engineering from Stanford University. After 13 years as a Research Staff Manager at IBM Research, he founded Consensus Systems Technologies (“ConSysTec”) Corp. in 1996, where he is now President. In 1993 Dr. Jaffe was Program Manager and Chief Architect for the IBM Team that helped develop the US National ITS Architecture, which he continues to help extend and maintain for US DOT. In addition to having developed more than 70 regional ITS architectures in the US and internationally, Dr. Jaffe and his team at ConSysTec have also led development, application and harmonization of many ITS Standards, and has developed ITS solutions for real-time transit systems operations and the system for electronic payment reciprocity between regional customer service centers (for the E-ZPass electronic payment system).

Dan LUKASIK
Vice President | Parsons Transportation Group

Dan Lukasik, P.E. is Vice President of Systems for the Parsons Transportation Group. Dan has 25 years of experience in the design and implementation of ITS systems used for managing freeways, toll roads, arterial roadway networks, as well as transit systems. He is considered an expert in: freeway-based Advanced Transportation Management Systems (ATMS); Active Traffic Management (ATM) including strategies such as variable speed limits, queue warning, dynamic lane management, junction control, adaptive ramp metering and hard shoulder running; Integrated Corridor Management (ICM); ITS Communication Systems; Connected Vehicles and ITS Standards. Dan is a member of the ITS-California board, the TRB Subcommittee on Active Traffic Management and an active participant with the TRB Freeway Operations Subcommittee. He has lead training courses on the design of ITS communication systems and conducted various workshops and webinars on ITS topics for the USDOT.
Robert RAUSCH  
**Vice President | Transcore**

Bob Rausch is a Vice President with TransCore's ITS Division. He has more than 40 years of experience in the design and deployment of traffic management systems including hardware and software for a wide range of ITS devices and systems, and has been the manager and principal system designer for such projects as Riyadh's and New York City's traffic signal system, the Smart Corridor project in Southern California, the Information Exchange Network in Los Angeles County, and a number of Traffic Management Centers including Sydney, Australia. Bob has been an ITS standards, project management and traffic signal systems instructor for the Institute of Transportation Engineers, the National Highway Institute, and the IRF. He is active in the ITS standards development program worldwide including the National Transportation Communications for ITS Protocol (NTCIP) standards program and ISO TC204. He is a member of NEMA, ITE, IEEE, and ITS America and is a registered/licensed Professional Engineer in 19 states. He holds Bachelors and Masters degrees in Electrical Engineering from the Massachusetts Institute of Technology.

Dr. Bill SOWELL  
**Senior Vice President | Eberle Design**

Dr. Sowell has been keenly involved worldwide with Intelligent Transportation Systems and the development of ITS standards for 24 years. He has managed ITS-related firms, both large and small, those publicly traded and privately held, based in the United States, England and the Middle East. He has worked with such companies as Iteris, Econolite, Peek Traffic, Image Sensing Systems, TEC Engineering, Al Nasr International and SWARCO. He holds three Doctoral degrees and two Master's Degrees. Dr. Sowell is a former Chairman of the ITS America Pan American Steering Committee, a member of the ITS Arab technical committee and the former Chairman of the IRF Global Business and Systems Engineering Committee. Since 1990, he has authored more than 200 articles appearing in transportation journals, and has played a key role in the early adoption of the NTCIP open communications protocol in Chile, Brazil, China and Saudi Arabia.

Said F. EL SAID, P.E.,  
**ITS Manager, Traffic Operations Division | Tennessee Department of Transportation (TDOT), USA**

Eng. El Said has been the ITS Program Manager at Tennessee DOT since 2013. His prior experience is in highway field construction and construction management and contract administration. He has a solid background and interest in electronics, programming and data management. When the Tennessee Department of Transportation decided to build a new Traffic Operations Division, Said was chosen to lead the founding of the ITS section. Among his many tasks, he was in charge of capacity building in the area the ITS, thereby decreasing reliance on consultants and firmly establishing in-house capabilities of planning, designing, contracting, field support, and a network upgrade and maintenance of the ITS network.
Gabriel SANCHEZ
ITS Consultant | International Road Federation

Gabriel Sanchez is currently a consultant for private and public sector clients, including the IRF, for whom he is currently responsible for the development and delivery of ITS courses. Prior to consulting, he served as Executive Vice President of the IRF from 2007 to 2013, culminating in the management of IRF’s World Meeting held in Riyadh, Saudi Arabia in November 2013. Prior to joining the IRF, Gabriel was the International Relations and Business Development Director of ITS America. He has 20 years of experience in ITS and transportation policy and economics, and is the author or co-author of more than 20 industry articles, publications and U.S. Government reports.

Magid ELABYAD
Vice President, International Programs & Member Services | International Road Federation

Magid Elabyad, a long-serving IRF staff member, is Vice-President for International Programs & Member Services. Magid has served IRF in several key roles in the organization, and he currently oversees all of IRF’s training programs and regional capacity building initiatives in Latin America, the Caribbean, the Middle East, Sub-Saharan Africa, as well as East Asia. As such, he has overseen and directly managed dozens of regional congresses and major executive training programs world-wide. He also contributes to building stronger relationships with members throughout these regions and to constantly improve the IRF membership value proposition. Magid graduated from the George Mason University with a degree in Decision Sciences and Management Information Systems, and he also holds an MBA from Ohio University.

MORE INFORMATION

Inside Saudi Arabia
Hussain M. Aldokhie
Administrative Development Dept.
Ministry of Transport
Tel: +9966 50 934 7566
Email: hussain.aldokhi@mot.gov.sa

Outside Saudi Arabia
Magid Elabyad
VP of Int’l Programs & Member Services
International Road Federation
Tel: +1 703 535 1001
Email: melabyad@IRFnews.org
October 2015 ITS Riyadh

**Registration**

**Contact Information**

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**Organization Category**

- ☐ Government
- ☐ Academia
- ☐ Industry Association
- ☐ Private Sector

**Registration Fees** *(check the one box that applies; all amounts in US dollars)*

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*All registrants to this course must be approved by the Saudi MOT prior to being accepted for enrollment. All prospective registrants must send their registrations to the IRF for processing and MOT approval.

**Private sector companies that register three or more delegates will receive a 20% discount on all registrations.

***To choose this rate you must be an IRF member in good standing, paid through 2015.

**Payment**

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**PLEASE RETURN THIS FORM TO:**

Magid Elabyad: melabyad@IRFnews.org or fax +1 703 535 1007

**WIRE TRANSFERS:**

Contact Maha Halaby: mhalaby@IRFnews.org
Sponsorship Opportunities
Becoming a sponsor allows your organization to gain instant visibility and recognition as a partner with the IRF, one of the most trusted names in professional development. If your organization is planning to register three or more individuals, a sponsorship is more cost-effective because it includes several complimentary registrations.

Sponsorship Benefits & Rates

<table>
<thead>
<tr>
<th>Introduction to ITS / Advanced Highway ITS Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packages</td>
</tr>
<tr>
<td>SPONSORSHIP INVESTMENT</td>
</tr>
<tr>
<td>SAR 110,200</td>
</tr>
<tr>
<td>Official presenting sponsor of welcoming lunch</td>
</tr>
<tr>
<td>Welcome remarks during the sponsored lunch</td>
</tr>
<tr>
<td>Company honored with level-comensurate plaque during closing ceremony</td>
</tr>
<tr>
<td>Complimentary course registrations</td>
</tr>
<tr>
<td>Worth up to US $10,000</td>
</tr>
<tr>
<td>SAR 37,000</td>
</tr>
<tr>
<td>20% off applicable registration price when purchasing additional registrations</td>
</tr>
<tr>
<td>Company name and logo will be presented in all publicity and marketing materials under sponsorship level, including event posters*</td>
</tr>
<tr>
<td>Logo recognition for each level on IRF website for six months from payment date*</td>
</tr>
<tr>
<td>Logo recognition (platinum) in official agenda*</td>
</tr>
<tr>
<td>Logo recognition in opening screen*</td>
</tr>
<tr>
<td>Complimentary tabletop display during all four days of the event</td>
</tr>
</tbody>
</table>

*Logo sizes and positioning on/in: IRFnews.org website, HTML communications, programs, banners and posters are commensurate with sponsorship level.
October 2015 ITS Riyadh

**Sponsor Registration**

### Contact Information

<table>
<thead>
<tr>
<th>ORGANIZATION NAME</th>
<th>JOB TITLE</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMILY NAME</td>
<td>FIRST NAME</td>
<td></td>
</tr>
<tr>
<td>EMAIL</td>
<td></td>
<td>FAX NUMBER (WITH COUNTRY CODE)</td>
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<tr>
<td>MOBILE PHONE (WITH COUNTRY CODE)</td>
<td>PREFERRED CONTACT NUMBER</td>
<td>OFFICE PHONE (WITH COUNTRY CODE)</td>
</tr>
<tr>
<td>ADDRESS</td>
<td>CITY</td>
<td>STATE/PROVINCE</td>
</tr>
</tbody>
</table>

### Sponsor

(check the one box that applies; all amounts in US dollars)

- **Platinum:** US $30,000 / SAR 110,200
- **Gold:** US $20,000 / SAR 73,500
- **Silver:** US $15,000 / SAR 55,100
- **Bronze:** US $10,000 / SAR 36,800

### Payment

<table>
<thead>
<tr>
<th>PAYMENT TYPE</th>
<th>CARD TYPE</th>
<th>CARD NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invoice</td>
<td>Visa</td>
<td></td>
</tr>
<tr>
<td>Check</td>
<td>MasterCard</td>
<td></td>
</tr>
<tr>
<td>Credit Card</td>
<td>AMEX</td>
<td></td>
</tr>
</tbody>
</table>

CARD EXPIRATION DATE (MM/YY)
CARD SECURITY CODE
NAME ON CARD

AMOUNT TO BE CHARGED (IN US DOLLARS)
TODAY'S DATE (YYYY/MM/DD)
SIGNATURE

By signing this document, I agree to comply with the Terms and Conditions applicable to IRF Events and provide full release of my likeness and voice to be used for promotional purpose by the IRF. This release covers photos and videos taken during the event.

PRINTED NAME
SIGNATURE
DATE OF APPLICATION (YYYY/MM/DD)

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**WIRE TRANSFRERS:**
Contact Maha Halaby: mhalaby@IRFnews.org
4th IRF Middle East Regional Congress & Exhibition
Riyadh, Kingdom of Saudi Arabia
December 15–17, 2015
InterContinental Hotel Riyadh
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International Road Federation

Madison Place
500 Montgomery Street, Suite 525
Alexandria, VA 22314  USA
Telephone: +1 703 535 1001  Facsimile: +1 703 535 1007

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