

Dear Transportation Services Vendor:

It is the Nebraska Department of Transportation's pleasure to invite you to the 60<sup>th</sup> Annual International Highway Engineering Exchange Program (IHEEP) conference being held in Lincoln, Nebraska on September 23-27, 2018. We are excited to host this conference in Lincoln, and bring transportation professionals from around the world together to participate in this peer exchange opportunity.

The Highway Engineering Exchange Program (HEEP) is an organization which promotes the sharing of best practices in Engineering and Technology between international, state and local highway transportation organizations and agency partners. IHEEP conferences provide an opportunity for attendees to discuss cutting-edge issues in technology, business transformation and learn practices they can bring back to their respective agencies. Transportation service vendors not only engage in these conversations, but have the opportunity to share product and service information with existing and potential clients.

Participation by the transportation services vendor community is critical for a successful IHEEP conference. IHEEP conferences are fully self-supporting, with all funding generated from delegate registration fees and vendor sponsorships.

Consider these reasons to attend the 2018 IHEEP conference in Nebraska.

1. IHEEP conferences provide vendors a direct market opportunity among the attendees.
2. IHEEP attendees will not only leave the conference educated, but most importantly have valuable information on the latest industry trends to take back to their company.
3. IHEEP is a platform for vendors to grow their audience through relationships, which leads to sales growth.

In order for the conference to meet the educational expectations of attendees, IHEEP 2018 is seeking volunteers from the vendor community to team up with transportation agencies and present on topics of interest that showcase their successes and/or lessons learned. This year's conference will focus on Building Information Modeling for Infrastructure/Civil Integrated Management (Project Delivery or Asset Management), eConstruction Initiatives, Data/Document Management, and Business Innovations/Transformation. IHEEP 2018 is open to any topic that complements the focus areas and is relevant to highway engineering with a technology component.

Please visit the conference website at [www.iheep2018.com](http://www.iheep2018.com) for more details on sponsorship opportunities and levels. You may also submit a presentation topic via our website. IHEEP 2018 sponsorship opportunities are being handled by Melissa Townsend ([melissa.townsend@unl.edu](mailto:melissa.townsend@unl.edu)) with the University of Nebraska's Local Technical Assistance Program (LTAP).

We hope to see you September 23-27, 2018 in Lincoln!

Sincerely,

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