

# PROJECT PROFILE



## INTERNATIONAL TRANSPORTATION FORUM HOSTED BY ALLIANCE TEXAS '04

*The former North America's SuperCorridor Coalition (NASCO)*

Project Partners' team worked hand-in-hand with NASCO to develop and implement the event branding and marketing through the brochure, event website, on-line registration, signage and décor. Also managed a flawless on-site registration and all logistics, leaving the NASCO staff and board members time to focus on an excellent program, strong membership development, and relationship building. The event was deemed a huge success for NASCO and a launching pad for continued community outreach and marketing efforts.

**"Project Partners was my 'right arm' for this event. We could not have done it without them."**

Paula Baucum, Director of Marketing  
NASCO

**"WOW...Thanks to both of you for making our conference a great one. Let's hope we can do it again."**

Bill Walker, Director of Community Relations  
Hillwood Properties