



# 2016 SPONSORSHIP AND EXHIBITOR PROSPECTUS

California Transit Association PARTNERSHIP OPPORTUNITIES  
afford prominent visibility and generate top-of-mind brand awareness.



YEAR-ROUND



SPRING LEGISLATIVE CONFERENCE



FALL CONFERENCE & EXPO

# Why Partner with the California Transit Association?

At the public transit forefront for over 50 years, the California Transit Association offers a strong history of member participation, political action, legislative achievement, and creating unparalleled education and networking opportunities through our conferences.

Ours is a valuable partnership. Your support demonstrates your commitment to raising awareness of critical issues and helps to further our progress on important initiatives and events. In turn, you receive an open front door in which to build your customer base and further your relationships with California public transit systems.

California is one of the most transit-intensive states in the nation, and the vast majority of service in California is provided by our members. Connect with them through our sponsorship and exhibit opportunities!

## MEET YOUR CALIFORNIA TRANSIT ASSOCIATION TEAM

Amy J. Lai, CMP, Association Services Director, is available to answer general conference, exhibit, and event sponsorship questions. Email Amy at [amy@caltransit.org](mailto:amy@caltransit.org) or call (916) 446-4656 x1017.

Kim Rothschild, Senior Director, Marketing & Business Development, can answer year-round sponsorship questions. Email Kim at [kim@caltransit.org](mailto:kim@caltransit.org) or call (916) 446-4656 x1492.

## PREMIER ASSOCIATION EVENTS



### 2016 Annual Spring Legislative Conference

The Annual Spring Legislative Conference blends professional development and networking activities with dynamic educational and informational sessions. Additionally, the event provides an ideal opportunity to meet face-to-face with key transit industry leaders, network with clients, and make an impact by bringing public transit to the forefront with state policy makers.

May 25, 2016

Tsakopoulos Library Galleria  
Sacramento, CA



### 51<sup>st</sup> Annual Fall Conference & Expo

Presented by



The Annual Fall Conference & Expo is the West Coast's premier transit event that features compelling presentations from industry experts and showcases the latest in transit services and products. This is the preeminent gathering that brings together California's diverse public transit professionals for education, collaboration and networking.

November 16-18, 2016

Oakland Convention Center  
Oakland Marriott City Center  
Oakland, CA

# Year-Round Sponsorship Opportunities

## BEST VALUE AND BIGGEST RETURN

Invest in a year-round sponsorship and receive an exclusive opportunity to maintain a consistent, high-profile presence with our Association members and other transit supporters. From visibility on our website to inclusion in electronic communications, social media, and event marketing, your company is showcased all year long, including at our highly-anticipated spring and fall conferences.

YEAR-ROUND SPONSORSHIP	DIAMOND	EMERALD	RUBY
Cost	\$12,500	\$8,500	\$6,500
Logo on Association Event Website and Printed Conference Materials	■	■	■
Recognition in E-blast Marketing Materials	■	■	■
Social Media Recognition	■	■	■
Spring Conference: Legislative Reception Partner	■		
Spring Conference: Registrations	Two	One	One
Spring Conference: Ad in Event Program	Full-page	Half-page	Quarter-page
Fall Conference: All <b>Platinum</b> Sponsor Level Benefits (A <b>\$10,000</b> value including General Session Welcome, 6 Registrations, and Exhibit Space)	■		
Showcase a 60-90 second video at the Fall Conference	■		
Fall Conference: All <b>Silver</b> Sponsor Level Benefits (A <b>\$6,000</b> value including 3 Registrations and Exhibit Space)		■	
Fall Conference: 2 Registrations and 10' x 10' Booth			■
Fall Conference: Ad in Event Program	Full-page	Half-page	Quarter-page





# 2016 Annual Spring Legislative Conference

May 25, 2016 Tsakopoulos Library Galleria, Sacramento, CA

## SPONSORSHIP OPPORTUNITIES

Since its founding in 1965, the California Transit Association continues to be the primary advocate for public transportation in the state. This conference brings together key transit policymakers at the state level with a select group of influential Association members that hold key leadership positions in their respective organizations. Build your brand awareness and take advantage of this intimate setting offering high-touch opportunities by sponsoring this event.

SPONSORSHIP	COST	SPEAKING OPPORTUNITY	REGISTRATION BROCHURE, CONFERENCE GUIDE & WEBSITE	ONSITE CONFERENCE SIGNAGE & REGISTRATION	SPONSORSHIP ACKNOWLEDGEMENT	FULL CONFERENCE REGISTRATIONS
Lunch & Keynote Presentation	\$4,000	Brief Welcome Remarks	Logo	Logo on Event Signage	During Opening and Closing of Event	Two Plus Two Additional Tickets to Legislative Reception
Legislative Reception Premier Partner	\$3,000	Brief Welcome Remarks	Logo	Logo on Event Signage	During Opening and Closing of Event	One Plus Three Additional Tickets to Legislative Reception
Legislative Reception Partner	\$1,500		Logo	Name on Event Signage	During Opening and Closing of Event	One Plus One Additional Ticket to Legislative Reception
Breakfast	\$2,500	Brief Welcome Remarks	Logo	Logo on Event Signage	During Opening and Closing of Event	One Plus One Additional Ticket to Legislative Reception
Lanyard*	\$1,500		Name	Logo on Lanyard	During Opening and Closing of Event of Event	One

\*Exclusive



# 51<sup>st</sup> Annual Fall Conference & Expo

November 16-18, 2016 Oakland Convention Center



## HIGH-TOUCH INTERACTIONS

### Enjoy Perfect-Sized Venues for Increased

**Exposure:** You won't get lost in the crowd. Spend up to three days meeting with your customers and introduce yourself to new ones.

**Directly Market to Our Database:** We offer recognition opportunities in our print and online mailings, and event promotions all delivered directly to key transit decision makers.

### Meet Qualified Attendees:

This conference is the must-attend event for California transit professionals including CEOs, general managers, board members, maintenance managers, finance and operations managers, procurement managers, marketing managers, legislative affairs managers, transit business members, and transit activists.

### Support the California Transit Association:

Our sponsors and exhibitors enable the Association to offer this premier networking and learning event. Our members appreciate and notice your support!

## EXHIBIT

### EXHIBIT SPACE

One 10' x 10' booth space rental, participation in our prize pool, 6-foot draped table, ID sign, two chairs, one wastebasket, electronic attendee list with mailing and email addresses, and two (2) full-conference registrations.

Member	\$1,500
Non-member	\$2,100*

### VEHICLE SPACE

Vehicle display space, participation in our prize pool, electronic attendee list with mailing and email addresses, and one (1) full-conference registrations. Please note: When registering, we will need to know the vehicle type and length. Exact arrival time for bus move-in will be assigned.

Member	\$2,000
Non-member	\$2,500*

\*Non-members can join the California Transit Association with your exhibitor registration and save \$600 or more. Become a member online at [caltransit.org/membership](http://caltransit.org/membership).

### BOOTH AND VEHICLE REPRESENTATIVES

Two full conference registrations with access to all meals and all sessions for the entire length of the conference is included with the price of space rental. All company representatives must be registered for admittance to the tradeshow floor and any conference events. Badges may not be shared between representatives. If more representatives will be attending the event, an additional fee of \$300 per person will be charged.



### EXPO PRIZE POOL

Exhibitors are encouraged to bring door prizes. In addition, a portion of your exhibit fee will also be applied towards your participation in our prize pool.

### KEY EXHIBITOR DATES

#### Tuesday, November 15

Trade Show Company Set-Up

#### Wednesday, November 16

Exhibitor Set-Up

Welcome Reception & Expo

#### Thursday, November 17

Expo & Breakfast

Expo & Lunch and Raffle Drawings

Exhibitor Teardown

## REGISTRATION

Online registration will open in June 2016 at [caltransit.org](http://caltransit.org).

### Become a Sponsor:

Please contact Amy J. Lai, CMP at (916) 446-4656 x1017 or [amy@caltransit.org](mailto:amy@caltransit.org).

### Become an Exhibitor:

Please register online at [caltransit.org](http://caltransit.org). Exhibitors must agree to the Exhibitors' Rules and Regulations, which are available for viewing during the registration process. Following registration, you will receive an email confirmation of your exhibitor commitment. Additional conference and expo information, including booth assignment, will be provided by Erica Sanders at a later date.

### Cancellation Policy

Sponsors and exhibitors who wish to cancel their conference registration must contact the California Transit Association in writing via email to [esanders@caltransit.org](mailto:esanders@caltransit.org). In the event of a cancellation, the following refund policy applies:

- Cancellation by October 10, 2016: full refund
- Cancellation on or after October 11, 2016: no refund



Join us November 16-18, 2016 at the Oakland Convention Center and Oakland Marriott City Center, as we present the California Transit Association's 51<sup>st</sup> Annual Fall Conference & Expo.

**Network.**  
**Connect.**  
**Meet Face-to-Face.**

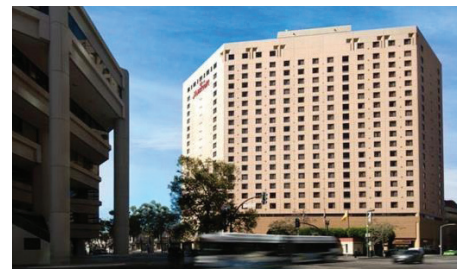
Sponsorship is highly appreciated by our members, the same people who influence and make decisions to put your products and services to use. As a sponsor, your organization will receive prominent recognition at the conference through signage, advertisement, acknowledgement during general sessions, opportunities to make welcome remarks, and more. With a variety of sponsorship packages to accommodate a range of budget levels, find the one that is best for you and make it yours by contacting Amy J. Lai, CMP, at [amy@caltransit.org](mailto:amy@caltransit.org) or call (916) 446-4656 x1017.

### 2016 Agency Host

Alameda-Contra Costa Transit District (AC Transit) is an innovative, modern bus system, owned by the public of the East Bay. In the more than half century that AC Transit has been in operation, the District has expanded its service area considerably, expanded the types of services it offers, and has become a leader in the use of alternative fuels.



The location of the 2016 Annual Fall Conference & Expo is Oakland, California.



The Oakland Marriott City Center is the host hotel.

# SPONSORSHIP OPPORTUNITIES

	SPONSORSHIP	COST	SPEAKING OPPORTUNITY	REGISTRATION BROCHURE, CONFERENCE GUIDE, AND WEBSITE	ONSITE CONFERENCE SIGNS AT HOTEL, EXPO, AND REGISTRATION	EXPO EXHIBIT SPACE	MARKETING OPPORTUNITIES	SPONSORSHIP ACKNOWLEDGEMENT	CONFERENCE REGISTRATIONS
SIGNATURE	<b>SOLD</b> Presenting Sponsor	\$20,000	Representative Gives Brief Remarks at Opening Session	Logo	Logo	10' x 20'	Showcase a 90-second Video at One Opening Session Hotel Door Drop	During Opening and Closing General Sessions	Eight
	Platinum Sponsor	\$10,000	Representative Gives Brief Remarks at General Session	Logo	Logo	10' x 20'	Showcase a 60-90 second Video at One General Session	During Opening and Closing General Sessions	Six
	Gold Sponsor	\$8,000		Logo	Logo	10' x 10'		During Opening and Closing General Sessions	Four
	Silver Sponsor	\$6,000		Logo	Logo			During Opening and Closing General Sessions	Three
	Bronze Sponsor	\$4,000		Name	Name			During Opening and Closing General Sessions	Two
PRINCIPAL - EXCLUSIVE	Keynote Presentation (2)	\$10,000	Representative Gives Introduces Keynote Speaker	Logo	Logo on Keynote Session Signage	10' x 10'		During Opening and Closing General Sessions	Six
	Hospitality Suite	\$6,000	<i>All hospitality refreshments are the responsibility of the sponsor and should be ordered through the hotel.</i>	Logo	Logo on Suite Signage	Hotel Suite		During Opening and Closing General Sessions	Two
	Educational Track	\$5,000		Logo	Logo on Track Signage		Literature in Session Room	During Event	Two
	Charging Station	\$5,000		Logo	Logo	Station Space		During Opening and Closing General Sessions	Two
	Wi-Fi Area	\$5,000		Logo	Logo	Seating Area		During Opening and Closing General Sessions	One
	Hotel Key Card	\$5,000		Logo	Logo				Two
	Conference Journal	\$5,000		Logo	Logo on Item				One
	Name Badge	\$4,000		Name	Logo on Badge				One
	Lanyard	\$4,000		Name	Logo on Lanyard				One
	Breakout Session	\$3,500	Representative Gives Brief Welcome & Introduces Speakers	Name	Logo on Session Signage			Literature in Session Room	During Event
EVENT - EXCLUSIVE	Evening Reception	\$10,000	Representative Gives Brief Welcome Remarks	Logo	Logo on Event Signage	10' x 10' Booth		During Event	Six, Plus Evening Tickets for Eight at Event
	Expo Evening Reception	\$8,000	Representative Gives Brief Welcome Remarks	Logo	Logo on Event Signage			During Opening Session	Two
	Expo Lunch	\$7,000	Representative Gives Brief Welcome Remarks	Logo	Logo on Event Signage	10' x 10' Booth Plus Table Display		During Event	Two
	Expo Lounge	\$5,000	<i>The Lounge will include soft seating and tables. Refreshments are the responsibility of the sponsor and should be ordered through the convention center.</i>	Logo	Logo on Event Signage	10' x 20' Lounge		During Event	One
	Small Operator Breakfast	\$4,000	Representative Gives Brief Welcome Remarks	Name	Logo on Event Signage			During Event	One, Plus Tickets for Two at Event
	Breakfast (2)	\$3,500		Name	Logo on Event Signage				One
FRIEND	Expo Grand Prize	\$3,500	Representative Presents Prizes	Name	Logo on Event Signage				One
	Networking Break (3)	\$2,500		Name	Logo on Event Signage				One
	Conference Support	\$1,250		Name					One



The California Transit Association reserves the right to use any photograph taken at any event sponsored by the Association, without the expressed written permission of those included within the photograph the Association may use the photograph in publications and media.

## FUTURE CONFERENCE DATES

52<sup>nd</sup> Annual Fall Conference and Expo  
November 8-10, 2017  
Riverside Convention Center  
Marriott Riverside &  
The Mission Inn Hotel & Spa

53<sup>rd</sup> Annual Fall Conference and Expo  
October 24-26, 2018  
Long Beach Convention and  
Entertainment Center  
The Westin Long Beach

Connecting us.  
[caltransit.org](http://caltransit.org)

JOIN THE CONVERSATION



#caltransit

### 2015-2017 EXECUTIVE COMMITTEE

**Michael Wiley**, CHAIR  
Sacramento Regional Transit District

**Carl Sedoryk**, VICE CHAIR  
Monterey-Salinas Transit

**Mona Babauta**  
Solano County Transit (SolTrans)

**Kate Breen**  
San Francisco Municipal Transportation Agency

**Alex Clifford**  
Santa Cruz Metropolitan Transit District

**Donna DeMartino**  
San Joaquin Regional Transit District

**Len Engel**  
Antelope Valley Transit Authority

**Nuria Fernandez**  
Santa Clara Valley Transportation Authority

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Victor Valley Transit Authority

**Karen King**  
Golden Empire Transit District

**Jeanne Krieg**  
Eastern Contra Costa Transit Authority

**David Kutrosky**  
Capitol Corridor Joint Powers Authority

**Teri Mantony**  
Golden Gate Bridge, Highway &  
Transportation District

**Jim Mastin**  
Mendocino Transit Authority

**Beth McCormick**  
Orange County Transportation Authority

**Kate Miller**  
Napa County Transportation and Planning Agency

**Macy Neshati**  
BYD

**Pam O'Connor**  
Santa Monica's Big Blue Bus

**Joe Policarpio**  
Gillig LLC

**Victoria Stackwick**  
San Diego Association Of Governments

**Michael Turner**  
Los Angeles County Metropolitan  
Transportation Authority