

CALIFORNIA TRANSIT ASSOCIATION'S
61ST ANNUAL FALL CONFERENCE & EXPO

CONNECTING
US



PRESENTED BY

accenture

Monterey Conference Center &
Portola Hotel & Spa
October 28-30, 2026



CaliforniaTransit
Association



Sponsorship, Exhibit,
and Branding Opportunities

2026

Why Partner with the California Transit Association?

The California Transit Association's Annual Conference Fall Conference & Expo is the largest transit industry gathering on the West Coast, bringing together approximately 1,000 transit professionals and partner companies that provide solutions, services, and support for transportation organizations to address today's challenges and leverage tomorrow's opportunities.

The conference offers a wide range of exhibitor, sponsorship, and branding opportunities designed to expand your customer base and strengthen your relationships with key decision-makers in California public transit agencies.

California is one of the most transit-intensive states in the nation, and the vast majority of the service is provided by our members. Secure your opportunity to showcase your company and products in beautiful Monterey.

"I've attended this conference for decades, and I can say firsthand this is where the industry's brightest minds, boldest ideas, and strongest partnerships come together - it's an energizing, can't-miss experience that shapes the future of transit in California.

This year, it all unfolds in the stunning coastal setting of Monterey, making it as inspiring as it is impactful."



CARL SEDORYK
General Manager/CEO
Monterey-Salinas Transit
Host Agency - 61ST Annual
Fall Conference & Expo

A Powerful Return on Investment

Partner with one of the largest and most influential transit advocacy organizations in the country during the California Transit Association's 61ST Annual Fall Conference & Expo, and realize the following benefits:

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 introducing yourself to new ones.

MARKET DIRECTLY TO OUR DATABASE

We promote your organization through tailored event email marketing campaigns, featured sponsor recognition, and website visibility, all delivered to transit decision-makers throughout California.

MEET QUALIFIED ATTENDEES

This conference is a must-attend event for California transit professionals, including CEOs, general managers, board members, procurement and maintenance managers, finance and operations managers, and government affairs and communications professionals.

SUPPORT THE CALIFORNIA TRANSIT ASSOCIATION

Our sponsors and exhibitors enable the Association to offer this premier networking and educational event, and our members notice and appreciate your support.

NEED MORE? MANY OPPORTUNITIES INCLUDE:

- Your brand prominently displayed pre-conference and onsite
- An opportunity to welcome the crowd or introduce speakers
- Entry to all the general sessions and breakout sessions
- Access to all the conference meals and breaks for additional networking time



Agency Host

Monterey-Salinas Transit (MST) is delighted to serve as this year's host agency. MST provides bus service to the greater Monterey and Salinas areas, as far south as Big Sur and Paso Robles, and as far north as Santa Cruz and San Jose.



About the Association

The California Transit Association (Association) serves as the voice and advocate for transit in the Golden State. We are a member-driven organization with a powerful history of serving, preserving, and evolving the invaluable service of public transit, which is crucial to communities, now and for decades to come.

As the Governor and State Legislature make difficult decisions about policy and funding priorities, maintaining a strong, united voice for public transit at all bureaucratic levels is essential. We are that voice.

Guided by our Executive Committee, the Association's team of legislative advocates promotes multiyear transit funding and represents transit interests before the California State Legislature, the Governor, and regulatory agencies at the local, state, and federal levels.

We are champions, collaborators, thought leaders, and partners intently focused on advancing transit-friendly policy, protecting and increasing transit funding, and supporting a balanced transportation system.



Types of Exhibitors & Sponsors

Accessibility & Passenger Experience
Components, Parts & Maintenance
Electrification & Clean Energy
Infrastructure, Engineering & Construction
Safety, Security & Surveillance
Technology & Intelligent Transportation Systems
Vehicle Manufacturers & OEMs

Past Conference Participants (Partial List)

ABC Companies
Accenture
Advanced Traffic Products, Inc.
Alameda-Contra Costa Transit District
Allison Transmission, Inc.
Altro USA, Inc.
AMF-Bruns of America
American Seating Company
A-Z Bus Sales, Inc.
BAE Systems
Ballard Fuel Cell
Boston BusTop Division
Burns Engineering
BusStuf, Inc.
California Air Resources Board
California Alliance for Jobs
California Department of Transportation (Caltrans)
California High-Speed Rail Authority
California State Transportation Agency
California Transportation Commission
CALSTART
CalTRUST
Capitol GCS, Inc.
City of Fresno/Department of Transportation/Fresno Area Express
City of Los Angeles Department of Transportation
City of Santa Monica - Big Blue Bus
Clever Devices Ltd.
Commute with Enterprise
Compiler LLC
Complete Coach Works
Connected Signals, Inc.
County of Nevada Transit Services
Cubic
Damera Bus USA LLC
Daktronics Incorporated
Eastern Contra Costa Transit Authority
Foothill Transit
Gillig LLC
GIRO, Inc.
GMV
Gold Coast Transit District
Golden Empire Transit District
Golden Gate Bridge, Highway & Transportation District
Hanson Bridgett, LLP
HNTB Corporation
IBM
International Union of Operating Engineers
Keolis North America
Laborers' International Union of North America
Livermore/Amador Valley Transit Authority
Long Beach Transit

Los Angeles County Metropolitan Transportation Authority
LOSSAN Rail Corridor Agency
Mineta Transportation Institute
Model 1 Commercial Vehicles
Monterey-Salinas Transit
Montebello Bus Lines
MV Transportation, Inc.
NFI Group (New Flyer, MCI, ARBOC, Alexander Dennis)
North County Transit District
Norwalk Transit System
Omnitrans
Onward
Orange County Transportation Authority
Pacific Gas and Electric
Parsons
Q'Straint/Sure-Lok
RATP Dev USA
REI
S & A Systems, Inc.
Sacramento Regional Transit District
Safe Fleet
San Diego Association of Governments
San Diego Metropolitan Transit System
San Francisco Bay Area Rapid Transit District (BART)
San Francisco Bay Area Water Emergency Transportation Authority
San Francisco Municipal Transportation Authority
San Joaquin Regional Transit District
San Luis Obispo Regional Transit Authority
San Mateo County Transit District
Santa Barbara Metropolitan Transit District
Santa Clara Valley Transportation Authority
Santa Cruz Metropolitan Transit District
Santa Monica Department of Transportation (SaMoDOT)
Santa Rosa CityBus
Seifert Graphics, Inc.
Siemens Mobility, Inc.
SMIForce
Southern California Regional Rail Authority
Spare
Spheros North America
Stadler US, Inc.
Stanislaus Regional Transit Authority
SunLine Transit Agency
Thermo King Corporation
Token Transit, Inc.
Tolar Manufacturing
Transdev North America
Transportation California
Transportation Management & Design, Inc.
Transit Marketing Group
Trapeze
TSS Paratransit
Uber Technologies, Inc.
United Safety and Survivability Corporation
UZURV
Valley Power Systems, Inc.
Via Transportation, Inc.
Voith US, Inc.
Vontas
Wabtec Bus Solutions
WeDriveU (formerly National Express Transit)
Workday
WSP

61ST Annual Fall Conference & Expo

Now in its 61ST year, the Association’s Annual Fall Conference & Expo, presented by Accenture, is the West Coast’s premier transit event, featuring compelling presentations from industry experts and showcasing the latest in transit services and products. This is the preeminent gathering that brings together California’s diverse public transit leaders and professionals for education, collaboration, and networking.



Conference Location

The conference takes place at the Monterey Conference Center and the adjacent Portola Hotel & Spa in downtown Monterey.

General Sessions and Education

Monterey Conference Center
1 Portola Plaza
Monterey, CA 93940
montereyconferencecenter.com

Exhibit Hall and Education

Portola Hotel & Spa
Two Portola Plaza
Monterey, CA 93940
portolahotel.com



Lodging

Portola Hotel & Spa

Two Portola Plaza
Monterey, CA 93940
\$305 per night, plus tax
portolahotel.com

Monterey Marriott

350 Calle Principal
Monterey, CA 93940
\$304 per night, plus tax
marriott.com

Parking

Participants staying at one of the host hotels may park at their respective hotel’s standard self-parking or valet parking rate as outlined below:

Portola Hotel & Spa

Self-Parking: \$20 per day
Valet Parking: \$27 per day

Monterey Marriott

Self-Parking: Not Available
Valet Parking: \$39 per day

Parking for non-hotel guests is available in nearby parking structures located one block from the Monterey Conference Center. The first hour is free and the cost thereafter is \$1.00 per 30 minutes with a daily maximum of \$12.00. Metered street parking is available on a first-come, first-served basis.

Registration

Sponsor & Exhibitor registration is available on the Association’s website (caltransit.org) through October 23, 2026, or until sold out, whichever comes first. Registration is fully refundable minus a \$50 administrative fee through September 15, 2026. No refunds will be issued after September 15, 2026.

Exhibitor Schedule-at-a-Glance

Subject to change

Wednesday, October 28

- 8:00 am – 2:00 pm Exhibitor Move-In
- 8:00 am – 11:30 am Committee Meetings
- 11:30 am – 1:00 pm Awards Lunch
- 2:00 pm – 3:30 pm Opening General Session
- 3:30 pm – 6:30 pm Welcome Reception & Expo

Thursday, October 29

- 9:00 am – 10:30 am General Session
- 10:30 am – 11:30 am Coffee & Expo
- 11:30 am – 12:45 pm Concurrent Sessions
- 12:45 pm – 2:15 pm Lunch & Expo
- 2:30 pm – 5:00 pm Exhibitor Move-Out
- 3:45 pm – 5:45 pm Tech Tours
- 6:00 pm – 7:30 pm Evening Event (offsite)

“ Having experienced this conference for much of my career, I’ve seen firsthand the value it provides. Nowhere else in the industry will you find such a unique opportunity to collaborate with industry leaders, strengthen professional connections, and explore the ideas and innovations shaping transit across California.”



ERIN ROGERS
CEO/General Manager
Omnitrans
Chair, Executive Committee,
California Transit Association



“Year after year, CTA’s conference brings together the people and organizations shaping the future of public transit across the state and beyond. For GILLIG, it is an invaluable opportunity to build on long-standing partnerships, expand our network, and engage in meaningful conversations with agency leaders about what will help drive the industry forward. It’s an exceptional investment of time and a gathering we look forward to every year.”



BILL FAY
Vice President, Sales
GILLIG

Exhibit

The Association’s Annual Fall Conference & Expo is where the California transit industry gathers. Association members receive preferred pricing on exhibiting.

Each exhibit space includes a booth, a draped table, company sign, chairs, wastebasket, electronic attendee list with mailing and email address, conference registrations, and participation in our prize drawings.

For information on membership or to join, please visit the California Transit Association website or call (916) 446-4656 or email info@caltransit.org.

Exhibitor Booth Pricing

	BEFORE OR ON 9/1/26	AFTER 9/1/26
Association Members		
Standard Booth (10x10)	\$2,750	\$3,000
Premium Booth (10x20)	\$4,000	\$4,250
Island Booth (20x20)	\$4,750	\$5,000
Display Booth (20x40)	\$5,750	\$6,000
Vehicle Exhibit	\$5,750	\$6,000
Non-Members		
Standard Booth (10x10)	\$3,750	\$4,000
Premium Booth (10x20)	\$5,000	\$5,250
Island Booth (20x20)	\$5,750	\$6,000
Display Booth (20x40)	\$6,750	\$7,000
Vehicle Exhibit	\$6,750	\$7,000

Exhibitor Booth Registrations

Standard Booths receive two full conference registrations, and Premium, Island, Display, and Vehicle Exhibits receive four full conference registrations.

Vehicle Exhibit Space

Each Vehicle Exhibit space includes the display of one vehicle, electronic attendee list with mailing and email address, four full conference registrations, and participation in our prize drawing. Exact arrival time for vehicle move-in will be assigned at a later date.

Registration

Registration is available online at caltransit.org. Additional conference and expo information, including booth and vehicle space assignments, will be provided at a later date.

Cancellation Policy

Exhibitors must submit a written cancellation request to Maria Barajas, Association Services Director, at maria@caltransit.org. Cancellations received by September 15 will receive a full refund. Cancellations received after September 15 will not be eligible for a refund.

Annual Fall Conference & Expo Policies

By registering to sponsor and/or exhibit at the Annual Fall Conference & Expo, you agree to abide by the Exhibitor Rules and Regulations located at <https://caltransit.org/Portals/0/Exhibitor%20%26%20Sponsor%20Agreement.pdf>

California Transit Association 61ST Annual Fall Conference & Expo

Sponsorship Opportunities

INTERESTED IN SPONSORING?

CONTACT

Rob Finley, Business Development Director
rob@caltransit.org (916) 446-4656 x1023

INTERESTED IN EXHIBITING?

CONTACT

Erin Meyer, Events & Education Director
erin@caltransit.org (916) 446-4656 x1035

SIGNATURE SPONSORSHIPS	COST	PRESENTATION OPPORTUNITY & RECOGNITION	ELECTRONIC COMMUNICATION & WEBSITE	CONFERENCE SIGNAGE	CONFERENCE APP LISTING & PUSH NOTIFICATIONS	EXHIBITING	COMPLIMENTARY REGISTRATIONS	ATTENDEE CONTACTS	HOTEL	COMPLIMENTARY LOUNGE	RESERVED TABLE AT NETWORKING EVENTS
SOLD Presenting (Exclusive)	\$25,000	Up to two minutes of remarks and one minute video during Opening General Session + verbal recognition all General Sessions	Designation as Presenting Sponsor, including name and logo in event title, banner, and marketing	Designation as Presenting Sponsor, including name and logo in event title, banner, and marketing	Three notifications	10' x 20'	Eleven	Registration list prior to and final attendee list following event	Upgrade one room up to three nights	One	Two
Titanium (Exclusive)	\$20,000	Up to one minute video, produced and provided by the sponsor, played during General Session + verbal recognition all General Sessions	Designation as Titanium Sponsor, including name and logo in marketing	Designation as Titanium Sponsor, including name and logo in marketing	Two notifications	10' x 20'	Eight	Registration list prior to and final attendee list following event			One
Platinum	\$15,000	Verbal recognition during General Sessions	Logo	Logo	One notifications	10' x 20'	Six	Registration list prior to and final attendee list following event			
Gold	\$12,000		Logo	Logo		10' x 10'	Five	Registration list prior to and final attendee list following event			
Silver	\$10,000		Logo	Logo		6' Table Top	Three	Registration list prior to and final attendee list following event			
Copper	\$5,500		Logo	Logo			Two	Registration list prior to and final attendee list following event			
Bronze	\$3,500		Logo	Logo			One	Registration list prior to and final attendee list following event			
EVENT SPONSORSHIPS	COST	PRESENTATION OPPORTUNITY & RECOGNITION	ELECTRONIC COMMUNICATION & WEBSITE	CONFERENCE SIGNAGE	CONFERENCE APP LISTING & PUSH NOTIFICATIONS	EXHIBITING	COMPLIMENTARY REGISTRATIONS	ATTENDEE CONTACTS	HOTEL	COMPLIMENTARY LOUNGE	RESERVED TABLE AT NETWORKING EVENTS
Thursday Evening Event (Limited to 3)	\$12,000		Logo	Logo	One		Four	Registration list prior to and final attendee list following event			One
Welcome Reception (Limited to 3)	\$10,000		Logo	Logo	One		Three	Registration list prior to and final attendee list following event			One
Wi-Fi (Exclusive)	\$10,000		Logo	Logo	One		Two	Registration list prior to and final attendee list following event			
SOLD Hospitality Lounge (Exclusive)	\$10,000		Logo	Logo	One		Two	Registration list prior to and final attendee list following event			
Conference App (Exclusive)	\$8,000		Logo	Logo	One		Two	Registration list prior to and final attendee list following event			
SOLD Lanyards (Exclusive)	\$8,000		Logo	Logo	One		Two	Registration list prior to and final attendee list following event			
SOLD Small Operators Awards Lunch (Exclusive)	\$8,000	Up to one minute of remarks at lunch	Logo	Logo	One		Two	Registration list prior to and final attendee list following event			
Lunch (Exclusive)	\$8,000		Logo	Logo	One		Two	Registration list prior to and final attendee list following event			One
Registration Kiosk Sponsor (Exclusive)	\$6,000		Logo	Logo			Two	Registration list prior to and final attendee list following event			
Breakfast	\$6,000		Logo	Logo	One		Two	Registration list prior to and final attendee list following event			One
Raffle Prize Sponsor	\$5,000	Opportunity to contact the prize winner	Logo	Logo	One		Two	Registration list prior to and final attendee list following event			
Refreshment Break (Limited to 3)	\$4,500		Logo	Logo	One		Two	Registration list prior to and final attendee list following event	SPONSORS THAT DO NOT SUBMIT A HIGH-RESOLUTION LOGO BY SEPTEMBER 25, 2026, WILL NOT APPEAR ON CONFERENCE SIGNAGE OR OTHER PRINTED MATERIALS.		
Conference Tote Bags (Limited to 4)	\$4,000		Logo	Logo			Four	Registration list prior to and final attendee list following event			
Coffee Bar (Limited to 3)	\$3,500		Logo	Logo	One		One	Registration list prior to and final attendee list following event			

Branding Opportunities

Showcase your organization through a variety of high-visibility branding opportunities throughout the Annual Fall Conference at the Monterey Conference Center. Opportunities include column wraps, interior partition graphics, interior wall and glass branding, and vinyl floor graphics.

Branding opportunities are available exclusively through Association staff. To learn more, contact Erin Meyer, Events & Education Director, at erin@caltransit.org or (916) 446-4656 x 1035.



BRANDING OPPORTUNITIES	COST	SPECIFICS	DIMENSIONS	LOCATION
Interior Wall Graphic (1 Available)	\$8,000	Company Logo Applied to Interior Wall at Entrance	450" x 78.5"	Monterey Convention Center
Glass Partiton Banner (1 Available)	\$5,000	Company Logo Displayed on Glass Partition Overlooking Mezzanine	350" x 41"	Monterey Convention Center
Vinyl Floor Graphics on Skywalk Bridge (1 Available)	\$5,000	Company Logo on Vinyl Floor Graphics		Walkway From Marriott to Convention Center
Level One Banner (1 Available)	\$5,000	Company Logo on Banner in DeAnza/Portola Ballroom	219" x 35"	Monterey Convention Center
Column Graphics (4 Available)	\$3,000	Company Logo Applied to Interior Column at Entrance	30" x 60"	Monterey Convention Center
Interior Partition Graphic (4 Available)	\$3,000	Company Logo Applied to Interior Partition at Entrance	60" x 48"	Monterey Convention Center

Future Conference Dates and Locations

California Spring Legislative Conference

May 20, 2027
Sacramento, CA

62ND Annual Fall Conference & Expo

November 17-19, 2027
Gaylord Pacific Resort & Convention Center
Chula Vista, CA

Important Dates and Deadlines

August 28, 2026

Exhibitor kit mailed from Freeman Tradeshow, Exhibit, and Event Company

September 1, 2026

Last day for standard booth fees

September 25, 2026

Deadline for sponsors to submit a high-resolution logo for inclusion in marketing materials and onsite conference promotions. High-resolution logos to be submitted electronically to info@caltransit.org

October 5, 2026

Deadline to reserve a room at the discounted rate (subject to availability)





Executive Committee

Erin Rogers, Chair
CEO/General Manager
Omnitrans

April Chan, Vice Chair
General Manager/CEO
San Mateo County Transit District

Corey Aldridge
CEO
Santa Cruz Metropolitan Transit District

Doran Barnes
Executive Director
Foothill Transit

Adam Barth
Chief Executive Officer
Stanislaus Regional Transit Authority

Sharon Cooney
Chief Executive Officer
San Diego Metropolitan Transit System

John Drayton
Zero Emission Practice Lead
Burns Engineering

Rachel Ede
Deputy Director Transit
Santa Rosa CityBus

Jerry Estrada
General Manager
Santa Barbara Metropolitan Transit District

Bill Fay
Vice President, Sales
Gillig LLC

Carolyn Gonot
General Manager/CEO
Santa Clara Valley Transportation Authority

Kristin Jacinto
Executive Director - Government Relations
Orange County Transportation Authority

Rodd Lee
Assistant General Manager, External Affairs
San Francisco Bay Area Rapid Transit District

Henry Li
General Manager/CEO
Sacramento Regional Transit District

Salvador Llamas
General Manager/CEO
Alameda-Contra Costa Transit District

Kenneth McDonald
President and CEO
Long Beach Transit

Denis Mulligan
General Manager/CEO
Golden Gate Bridge, Highway & Transportation District

Seamus Murphy
Executive Director
San Francisco Bay Area Water Emergency Transportation Authority

Pam O'Connor
Board Member
Southern California Regional Rail Authority

Vanessa Rauschenberger
General Manager
Gold Coast Transit District

Carl Sedoryk
General Manager/CEO
Monterey-Salinas Transit

Hannah Stern
Director of Public Affairs
San Diego Association of Governments

Judson True
Chief of Staff and Director of External Affairs
San Francisco Municipal Transportation Agency

Michael Turner
Senior Executive Officer, Government Relations
Los Angeles County Metropolitan Transportation Authority

Robin Van Valkenburgh
Transit Services Division Manager
County of Nevada Transit Services

Program & Conference Committee

Kelly Halcon, Chair
Chief Human Resources Officer
Monterey-Salinas Transit

Asha Weinstein Agrawal
Education Director
Mineta Transportation Institute

Alva Carrasco
Director, Rail & Transit
Burns Engineering

Kathlyn Conway
Program & Events Manager
MV Transportation, Inc

Anna Denecke
Senior Manager, Gov Relations
Southern California Regional Rail Authority

Alex Fay
Chief Commercial Officer
GMV

Mario Jacquez
Director of Transportation
Golden Gate Bridge, Highway & Transportation District

Gina Mattern
Marketing Manager
Siemens Mobility, Inc.

Sofia Perez
Government Relations Representative
Orange County Transportation Authority

Constantine Politis
VP, Construction Management Services
Accenture Infrastructure & Capital Projects LLC

Margo Ross
Chief Operations Officer
Santa Cruz Metropolitan Transit District

Sam Sargent
Director, Strategy & Transformation
Santa Clara Valley Transportation Authority

Dent Shuey
Transport Sales Executive
Altro USA, Inc.

Dominica Smith
Senior Director, Special Projects
Los Angeles County Metropolitan Transportation Authority

Kena Teon
Grants Administrator
San Diego Metropolitan Transit System

Robin Van Valkenburgh
Transit Services Division Manager
County of Nevada Transit Services

Derek White
Regional Sales Manager
NFI Group (New Flyer, MCI, ARBOC, Alexander Dennis)

Ikuyo Yoneda-Lopez
Marketing and Communications Manager
Monterey-Salinas Transit

For information on the conference, exhibiting, sponsoring, or branding, visit caltransit.org, email us at info@caltransit.org, or call (916) 446-4656.