



**Long Beach, California**

November 5-7, 2025

# Conference Media Kit

CaliforniaTransit  
Association



# Next Stop: Sharing the News!

Connect with us on Social Media



## CTA Social Media Accounts



**Instagram:** [@CalTransit](#)



**LinkedIn:** [@CaliforniaTransitAssociation](#)



**Twitter/X:** [@CalTransit](#)



**Facebook:** [@CaliforniaTransitAssociation](#)



**YouTube:** [@CalTransit](#)



**Bluesky:** [@CaliforniaTransitAssociation](#)

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# About

[AGENDA AT-A-GLANCE](#)

## Annual Fall Conference & Expo

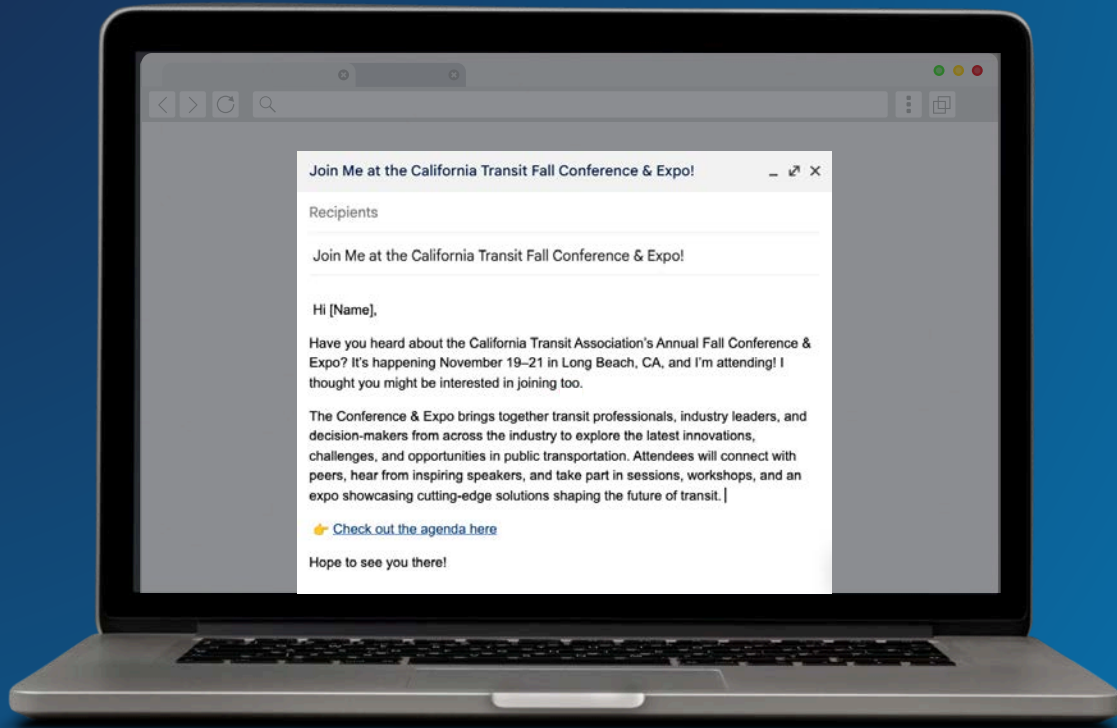
### Conference Description

The **California Transit Association's 60th Annual Fall Conference & Expo**, taking place **November 5–7, 2025 in Long Beach**, is California's premier event for transit professionals, transportation thought leaders, and policymakers. Hosted in partnership with Long Beach Transit, this year's event features keynote presentation from industry luminaries, concurrent sessions on the most critical topics impacting public transit, committee meetings and networking opportunities that bring our industry closer together, and an interactive and engaging expo. Designed to inspire collaboration and innovation, the conference offers a dynamic platform to shape the future of public transportation in California.

### Quick Insights

-  2 Keynote addresses from Pete Buttigieg (former U.S. Secretary of Transportation) and Lynda Tran (CEO, Lincoln Room Strategies)
-  Networking receptions & evening events for industry connections
-  Future-focused discussions on statewide transit policy, funding, and innovation
-  800+ professionals from across California and beyond
-  Interactive Expo featuring transit technology, products, and services
-  100+ exhibitors and more than 2 dozen sponsors

# Sample Email



Use this ready-to-go email template to invite your colleagues and connections!

✉ **Subject:** Join Me at the California Transit Association's Fall Conference & Expo!

Hi [Name],

Have you heard about the California Transit Association's Annual Fall Conference & Expo? It's happening November 5-7 in Long Beach, CA, and I'm attending! I thought you might be interested in joining too.

The Fall Conference & Expo brings together transit professionals, industry leaders, and decision-makers from across the industry to explore the latest innovations, challenges, and opportunities in public transportation. Attendees will connect with peers, hear from inspiring speakers, and take part in sessions, workshops, and an expo showcasing cutting-edge solutions shaping the future of transit.

👉 [Check out the agenda here](#)

Hope to see you there!



[Download Attendee Graphics Here](#)





## Hashtags

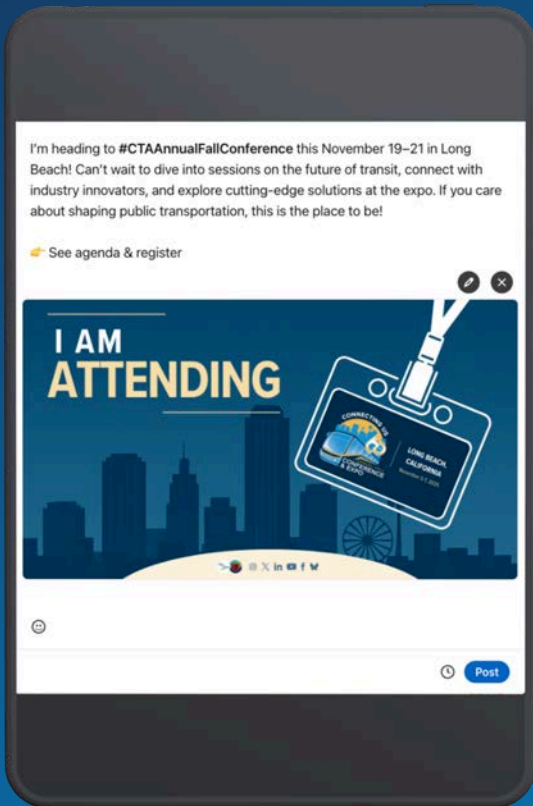
#CTAAnnualFallConference  
 #CTA2025  
 #CATransitConference  
 #LongBeachTransit  
 #ConnectingUs

Access Graphics  
 Dropbox Here

# Sample Social Media Posts



## Attendees



## Templates

I'm heading to #CTAAnnualFallConference this November 5-7 in Long Beach! Can't wait to dive into sessions on the future of transit, connect with industry innovators, and explore cutting-edge solutions at the expo. If you care about shaping public transportation, this is the place to be!

Counting down to #CTAAnnualFallConference in Long Beach, Nov 5-7! From interactive workshops to networking with transit leaders, this conference is the hub for anyone passionate about moving people and ideas forward. Who else is joining?

Transit pros, mark your calendars! I'll be at #CTAAnnualFallConference Nov 5-7 in Long Beach, and it's the perfect chance to learn, connect, and see the latest innovations in action. Don't miss your chance to be part of the conversation shaping the future of transit.

I'm excited to attend the California Transit Association Annual Fall Conference & Expo Nov 5-7 in Long Beach, CA. The event brings together transit leaders to explore innovations, challenges, and solutions shaping the future of public transportation.

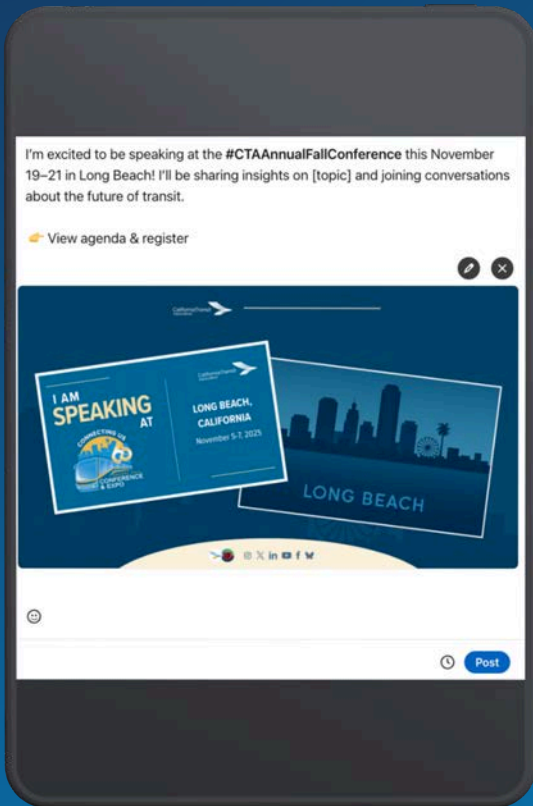


[Download Attendee Graphics Here](#)

# Sample Social Media Posts



## Speakers



## Templates

I'm pleased to share that I'll be presenting at the California Transit Association Annual Fall Conference & Expo, taking place Nov 5-7 in Long Beach, CA. I look forward to contributing to the dialogue on [topic] and engaging with colleagues from across the industry.

Thrilled to join the lineup of speakers at the California Transit Association Annual Fall Conference & Expo in Long Beach, Nov 5-7. I'll be discussing [topic] and look forward to connecting with fellow transit leaders and professionals.

I'm excited to be speaking at the #CTAAnnualFallConference this November 5-7 in Long Beach! I'll be sharing insights on [topic] and joining conversations about the future of transit.

I'm looking forward to presenting at the California Transit Association Annual Fall Conference & Expo in Long Beach, Nov 5-7. I'll be exploring [topic] and connecting with transit professionals to share ideas and insights shaping the future of our industry.

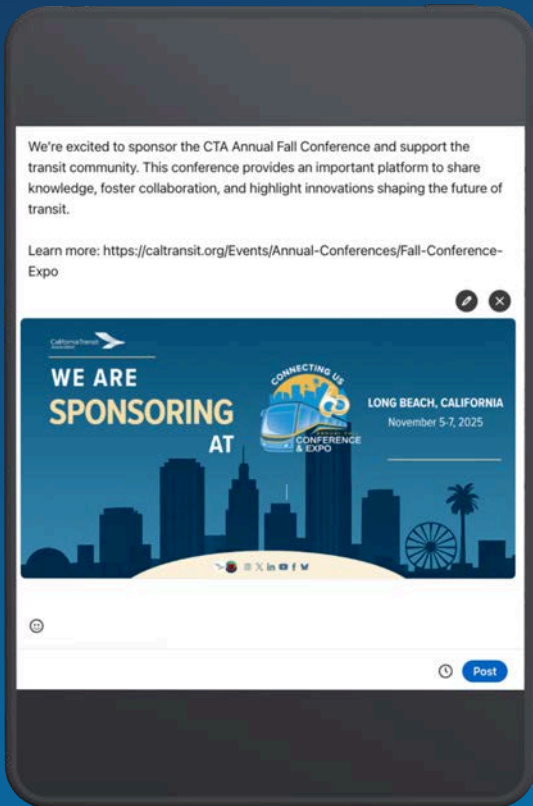


[Download Speaker Graphics Here](#)



# Sample Social Media Posts

## Sponsors



## Templates

Proud to support the California Transit Association Annual Fall Conference! As sponsors, we are excited to be part of an event that brings together industry leaders, innovators, and professionals dedicated to improving transit across the state.

Supporting innovation and collaboration in transit! We're proud sponsors of the California Transit Association's Annual Fall Conference, where professionals come together to exchange ideas, learn from one another, and explore advancements in transit.

We're excited to sponsor the California Transit Association's Annual Fall Conference and support the transit community. This conference provides an important platform to share knowledge, foster collaboration, and highlight innovations shaping the future of transit.

Join us at the California Transit Association Annual Fall Conference & Expo! We look forward to connecting with transit leaders, showcasing our work, and discussing how together we can shape the future of sustainable and efficient transportation.

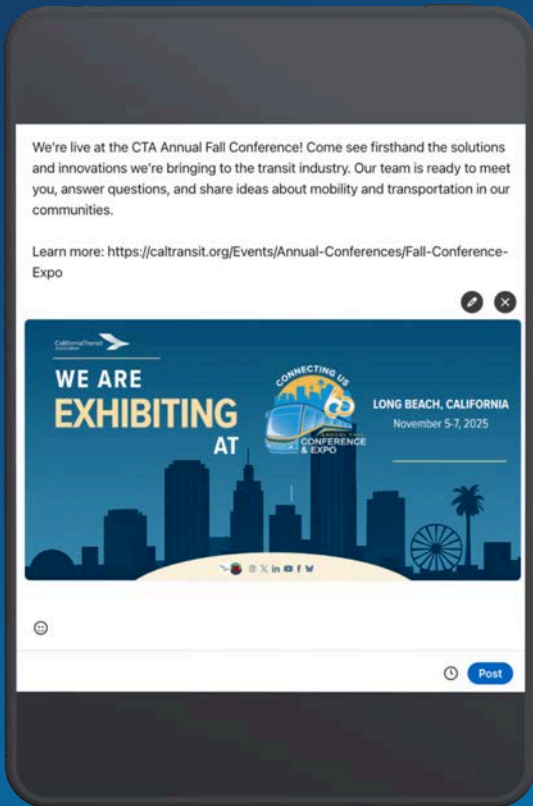


[Download Sponsor Graphics Here](#)

# Sample Social Media Posts



## Exhibitors



## Templates

We're excited to be part of the California Transit Association Annual Fall Conference & Expo! This event is a great opportunity to connect with transit professionals, share insights, and showcase the innovative solutions we've been working on. We look forward to meeting attendees and exchanging ideas about the future of transit.

We're live at the California Transit Association's Annual Fall Conference & Expo! Come see firsthand the solutions and innovations we're bringing to the transit industry. Our team is ready to meet you, answer questions, and share ideas about mobility and transportation in our communities.

Catch us at the California Transit Association's Annual Fall Conference & Expo! We're eager to demonstrate our latest products and services, engage with fellow professionals, and explore opportunities for collaboration. Stop by to learn more about how we are contributing to advancements in transit across California.



[Download Exhibitor Graphics Here](#)

# Posting 101

**Pick your content.** Choose photos, videos, merch, or sessions you enjoy. All content is linked in the brand kit Dropbox for easy access.

**Use pre-written captions.** Copy and paste captions we have prepared. These are included in the brand kit along with suggested posts and hashtags.

**Tag the conference.** Use our social accounts so the conference and other attendees can see your post.

**Add hashtags.** Use #CTAAnnualFallConference #CTA2025  
#CATransitConference #LongBeachTransit #ConnectingUs

**Engage.** Comment, reshare, or reply to other attendees' posts to keep the conversation moving.

**Optional call to action.** Encourage action such as "Register now" or "See the agenda".

**Post and share.** Review your post and hit post to join the conversation.



# Show off your transit style!

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Highlight your **California Transit Conference** experience by sharing your merchandise and tagging us

Use our GIFs in your posts to add some extra flair and fun!



- 
1. Take a photo with your merch
  2. Tag @caltransit
  3. Use #CaliforniaTransitConference



# Tips

- Highlight speakers or sessions you're most excited about and tag **@CaliforniaTransitAssociation** so others can see what you're looking forward to.
- Post photos or videos from Long Beach during the event—add the official hashtag **#CTAAnnualFallConference** to join the conversation.
- Give your audience a reason to act by adding CTAs like **“Register now,” “See the agenda,”** or **“Join us in Long Beach.”**
- Engage with other attendees' content—comment, reshare, or reply to posts to keep the conversation moving.
- Use conference hashtags together for visibility: **#CTAAnnualFallConference #CTA2025 #ConnectingUs.**
- Personalize your posts—share what this event means to you or how it impacts your work in transit.
- Don't forget the registration link: <https://caltransit.org/Events/Annual-Conferences/Fall-Conference-Expo>

# Questions

For any questions about this toolkit or best practices for sharing within your network, please reach out to:

## Melissa Figueroa

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# Thank you

We appreciate all our attendees, sponsors, exhibitors,  
and speakers for being part of the California Transit  
Association Annual Fall Conference!

CaliforniaTransit  
Association

