



Portola Hotel & Spa | Monterey, CA

October 28-30, 2026



# Next Stop: Sharing the News!

## Connect with us on Social Media



**Instagram:** [@CalTransit](https://www.instagram.com/CalTransit)



**LinkedIn:** [@CaliforniaTransitAssociation](https://www.linkedin.com/company/CaliforniaTransitAssociation)



**Twitter/X:** [@CalTransit](https://twitter.com/CalTransit)



**Facebook:** [@CaliforniaTransitAssociation](https://www.facebook.com/CaliforniaTransitAssociation)



**YouTube:** [@CalTransit](https://www.youtube.com/CalTransit)



**Bluesky:** [@CaliforniaTransitAssociation](https://bsky.app/profile/CaliforniaTransitAssociation)

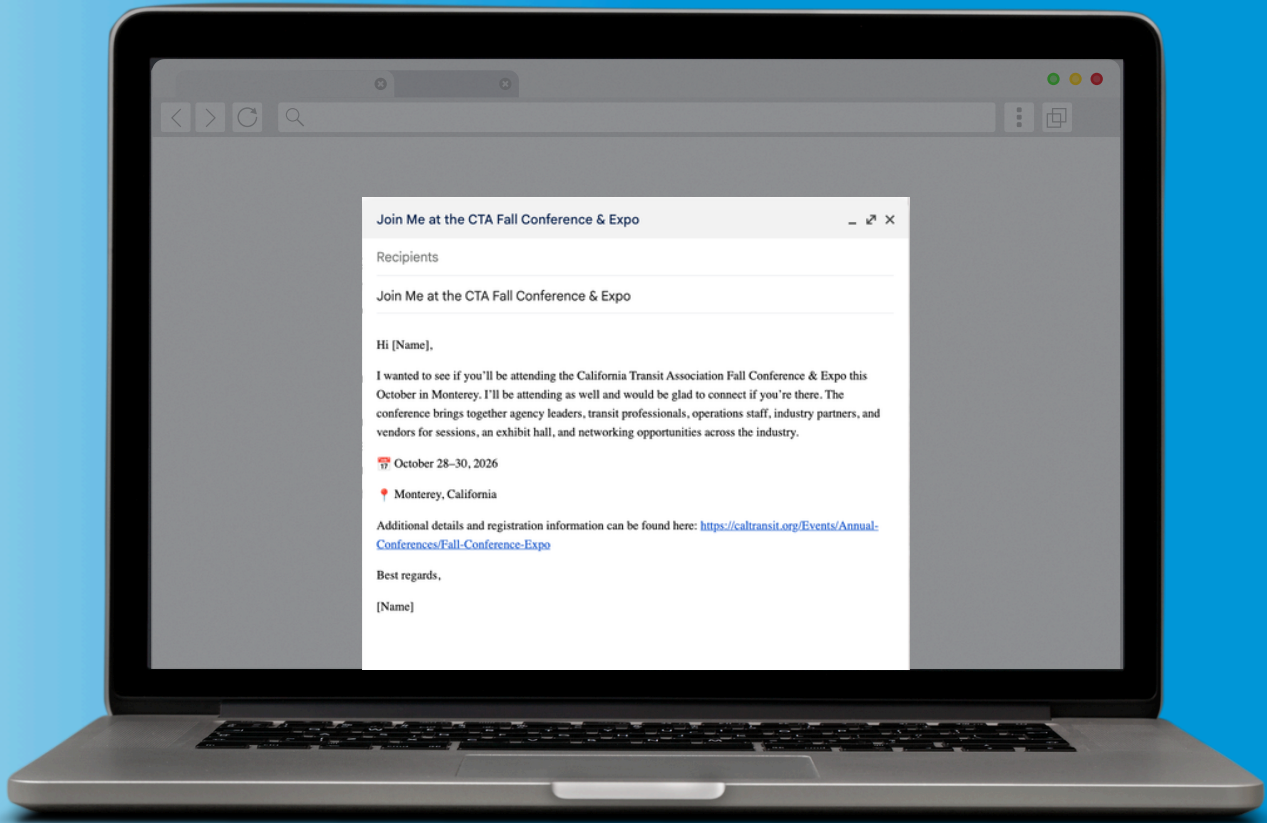


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## Use this ready-to-go email template to invite your colleagues and connections!

### **Subject: Join Me at the CTA Fall Conference & Expo**

Hi [Name],

I wanted to see if you'll be attending the California Transit Association Fall Conference & Expo this October in Monterey. I'll be attending as well and would be glad to connect if you're there. The conference brings together agency leaders, transit professionals, operations staff, industry partners, and vendors for sessions, an exhibit hall, and networking opportunities across the industry.

 October 28–30, 2026  
 Monterey, California

Additional details and registration information can be found here:  
<https://caltransit.org/Events/Annual-Conferences/Fall-Conference-Expo>

Best regards,  
[Name]

# Panelist Presentation Deck



**Open the Presentation** | Click the PowerPoint link in this media kit to open the file.

**Save a Copy** | Go to File, then select Save As to download and create your own editable version.

**Edit the Slides** | Click into any text box to update content with your own information.

**Replace Images** | Right-click on an image, select Change Picture, and upload your own.

**Adjust as Needed** | Resize, reposition, or format text and images to fit your content and layout preferences.

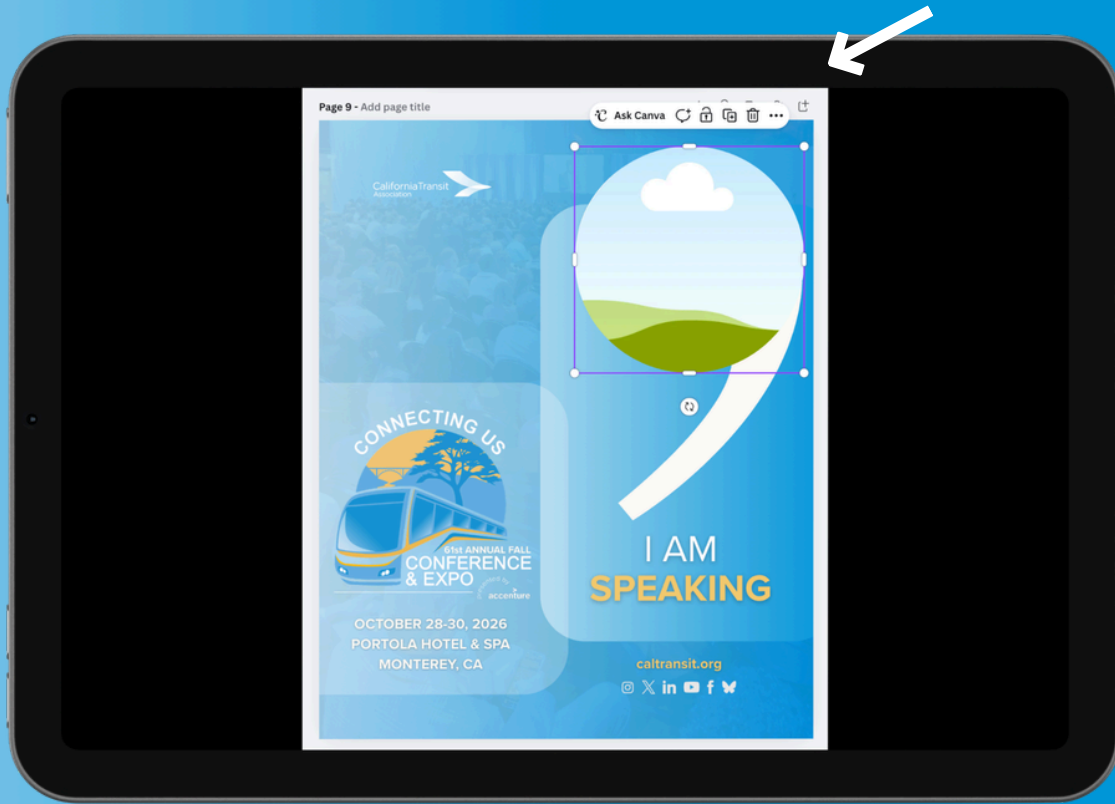


### Hashtags

- #CTAAnnualFallConference
- #CTA2026
- #CATransitConference
- #ConnectingUs

Access Graphics  
Dropbox Here

# Add Your Headshot



**Open the Template** | Click the Canva link in this media kit to open the template.

**Make a Copy** | Select Use template to create your own editable version. A Canva account is required.

**Upload Your Photo** | Click Uploads in the left-hand menu, then select Upload files to add your image.

**Replace the Image** | Drag and drop your photo onto the placeholder image to replace it.

**Adjust as Needed** | Double-click the image to resize, reposition, or crop for the best fit.

# Sample Social Media Posts



## Attendees



## Templates

Looking forward to attending the 61st Annual Fall Conference & Expo October 28–30 in Monterey, CA! Excited to connect with transit leaders, explore innovative ideas shaping public transportation, and learn from the industry's top voices at the Portola Hotel & Spa and Monterey Conference Center. #CTAFallConference

Counting down to the 61st Annual Fall Conference & Expo in beautiful Monterey this October 28–30! From insightful sessions and networking opportunities to the latest transit solutions on display, this event is always a great place to collaborate and look ahead at the future of mobility. #CTAFallConference

Transit professionals, save the date! I'll be at the 61st Annual Fall Conference & Expo in Monterey, California, October 28–30, 2026. Looking forward to engaging conversations, fresh perspectives, and exploring the innovations helping move our communities forward. Hope to see you there! #CTAFallConference

Excited to be heading to Monterey for the 61st Annual Fall Conference & Expo, October 28–30, 2026! Looking forward to connecting with transit professionals from across California, sharing ideas, and discovering new strategies and technologies shaping the future of public transportation. #CTAFallConference



[Download Attendee Graphics Here](#)

# Sample Social Media Posts



## Speakers



## Templates

Honored to be speaking at the 61st Annual Fall Conference & Expo October 28–30 in Monterey, CA! Looking forward to sharing insights, engaging with transit leaders from across the state, and discussing the ideas and innovations shaping the future of public transportation at the Portola Hotel & Spa and Monterey Conference Center.  
#CTAFallConference

Excited to join the lineup of speakers at the 61st Annual Fall Conference & Expo this October 28–30 in beautiful Monterey! Looking forward to meaningful conversations, sharing perspectives with industry peers, and exploring the latest trends and solutions advancing mobility and public transit.  
#CTAFallConference

I'm excited to be speaking at the 61st Annual Fall Conference & Expo in Monterey, California, October 28–30, 2026. Looking forward to connecting with transit professionals, exchanging ideas, and contributing to conversations around innovation, collaboration, and the future of transportation. Hope to see you there! #CTAFallConference

Looking forward to speaking at the 61st Annual Fall Conference & Expo in Monterey, CA, October 28–30, 2026! Excited to connect with transportation professionals from across the industry, share ideas and experiences, and be part of the conversations driving innovation and the future of public transit.  
#CTAFallConference



[Download Speaker Graphics Here](#)

# Sample Social Media Posts

## Sponsors



## Templates

Excited to sponsor the 61st Annual Fall Conference & Expo in Monterey, CA, October 28–30, 2026! We're looking forward to meeting with transit professionals from across the industry, sharing solutions and ideas, and supporting the partnerships and innovations driving the future of mobility and public transportation. #CTAFallConference

Transit professionals, we hope to see you at the 61st Annual Fall Conference & Expo in Monterey, California, October 28–30, 2026! As a proud sponsor, we're excited to connect with attendees, share ideas, and support the innovations helping move our communities forward. #CTAFallConference

We're excited to be a sponsor of the 61st Annual Fall Conference & Expo this October 28–30 in beautiful Monterey! From engaging sessions and valuable networking opportunities to exploring the latest transit technologies and solutions, we're looking forward to collaborating with industry professionals from across California. #CTAFallConference

Proud to sponsor the 61st Annual Fall Conference & Expo October 28–30 in Monterey, CA! Looking forward to connecting with transit leaders, showcasing innovative solutions, and supporting the conversations shaping the future of public transportation at the Portola Hotel & Spa and Monterey Conference Center. #CTAFallConference



[Download Sponsor Graphics Here](#)

# Sample Social Media Posts



## Exhibitors



## Templates

Join us at the 61st Annual Fall Conference & Expo in Monterey, October 28–30, 2026! We're excited to be exhibiting and demonstrating the latest solutions and technologies supporting the evolving needs of public transportation agencies and mobility partners across California. #CTAFallConference

We're heading to Monterey for the 61st Annual Fall Conference & Expo! Stop by our exhibit to connect with our team, learn about new innovations in transit, and explore solutions designed to help agencies improve operations, rider experience, and community mobility. #CTAFallConference

Looking forward to exhibiting at the 61st Annual Fall Conference & Expo October 28–30, 2026! This event is always a great opportunity to engage with transit professionals, exchange ideas, and showcase products and services helping shape the future of transportation. See you in Monterey! #CTAFallConference

The countdown is on for the 61st Annual Fall Conference & Expo in Monterey, CA! We're excited to be part of this year's exhibit hall and connect with transit leaders, agency professionals, and industry partners while showcasing solutions helping advance the future of public transportation. Be sure to stop by and say hello October 28–30, 2026! #CTAFallConference



[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 #CTA2026  
#CATransitConference #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.



# 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 of Monterey 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,”** or **“See the agenda”**
- Engage with other attendees' content—comment, reshare, or reply to posts to keep the conversation moving.
- Use conference hashtags together for visibility: **#CTAAnnualFallConference #CTA2026 #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:

[Comms@syaspartners.com](mailto:Comms@syaspartners.com)



# Stay Connected





# Thank You

We appreciate our attendees, sponsors, exhibitors, and speakers for being part of the California Transit Association's Annual Conference & Expo.