



California Transit Association's 49th Annual Fall Conference & Expo  
Monterey Marriott & Monterey Conference Center  
November 12-14, 2014

2014 Sponsorship and Exhibit Opportunities

# CHANGING TIDES

TRANSIT TODAY. TRANSIT TOMORROW.



# PRELIMINARY AGENDA

## MONDAY, NOVEMBER 10

9:00 am – 4:00 pm	Trade Show Company Set-Up	MCC* Serra Ballroom
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## TUESDAY, NOVEMBER 11

1:00 pm – 5:00 pm	Exhibitor Set-Up	MCC Serra Ballroom
4:00 pm – 8:00 pm	Executive Committee Meeting & Dinner	Marriott Hotel

## WEDNESDAY, NOVEMBER 12

7:30 am – 5:30 pm	Registration Open	MCC Portola Lobby
8:00 am – 10:00 am	Maintenance Committee Breakfast & Meeting	Marriott Hotel
8:00 am – 10:00 am	Pre-Conference Session	Marriott Hotel
9:30 am – 10:30 am	Meet the Exhibitors & Refreshment Break	MCC Serra Ballroom
10:30 am – 12:00 pm	Welcome & Opening General Session	MCC Steinbeck Forum
12:00 pm – 2:00 pm	Booth Expo & Lunch	MCC Serra Ballroom
2:00 pm – 3:30 pm	Concurrent Sessions I	Marriott Hotel
3:30 pm – 3:45 pm	Refreshment Break	Marriott Hotel
3:30 pm – 5:00 pm	Monterey-Salinas Transit Tech Tours	Offsite
4:30 pm – 5:30 pm	New & Prospective Member Reception	Marriott Hotel
5:30 pm – 7:30 pm	Expo Reception & Prize Drawings	MCC Serra Ballroom
7:30 pm – 9:00 pm	Exhibitor Teardown	MCC Serra Ballroom

## THURSDAY, NOVEMBER 13

8:00 am – 5:00 pm	Registration Open	MCC Portola Lobby
8:00 am – 9:00 am	General Breakfast	Marriott Hotel
8:00 am – 9:15 am	Small Operators Awards Breakfast	Marriott Hotel
8:30 am – 10:30 am	Bus Move-In**	Custom House Plaza
9:30 am – 10:45 am	General Session	MCC Steinbeck Forum
10:45 am – 11:00 am	Refreshment Break	Marriott Hotel
11:00 am – 12:30 pm	Concurrent Sessions II	Marriott Hotel
12:30 pm – 2:15 pm	Bus Show & Lunch	Custom House Plaza
2:30 pm – 3:45 pm	Concurrent Sessions III	Marriott Hotel
3:45 pm – 5:00 pm	Bus Show, Refreshment Break & Prize Drawings	Custom House Plaza
5:00 pm – 6:00 pm	Bus Move-Out	Custom House Plaza
6:00 pm – 8:00 pm	Evening Reception	Monterey Bay Aquarium

## FRIDAY, NOVEMBER 14

8:00 am – 12:00 pm	Registration Open	MCC Portola Lobby
8:00 am – 9:00 am	General Breakfast	Marriott Hotel
9:00 am – 10:30 am	Concurrent Sessions IV	Marriott Hotel
10:30 am – 10:45 am	Refreshment Break	MCC Steinbeck Forum
10:45 am – 12:30 pm	Closing General Session	MCC Steinbeck Forum
12:30 pm	Conference Adjourns	

\*MCC - Monterey Conference Center

\*\*Exact arrival times will be assigned.





# SMALL INVESTMENT. BIG RETURN.

Come to Monterey and partner with one of the largest and most influential state transit organizations in the country!

At the California Transit Association's 49th Annual Fall Conference & Expo you will:

**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 print and online mailings, recognition opportunities, 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, 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!

**Need more? Many Opportunities Include:**

- Your logo prominently displayed pre-conference and onsite
- A chance to welcome the crowd or introduce speakers
- Your promotional material distributed directly to the attendees at check-in
- Entry to all the general sessions and breakout sessions
- Access to all the conference meals and snack breaks for additional networking time

## SOMETHING FOR EVERY BUDGET

Don't let budget get in the way of your exposure! There is a range of opportunities to get noticed at the conference:

- Get a booth for under \$14 a square foot!
- Be a principal sponsor — from \$3,500 to \$10,000
- Be a signature sponsor — from \$4,000 to \$10,000
- Be an event sponsor — from \$2,000 to \$10,000





# Get Center Stage and Reserve Your Space Today!

**A GOOD INVESTMENT AT UNDER \$14 A SQUARE FOOT!**

Here's what 2013 Exhibitors thought of our Expo activities:

- 84%** ranked the Expo as good to excellent
- 86%** found attendance and booth traffic to be good to excellent
- 79%** rated the Bus Show as good to excellent
- 90%** graded the booth games and giveaways as good to excellent
- 94%** regarded the Expo Reception as good to excellent



## EXHIBIT SPACE

One 8' x 10' booth space rental at the Monterey Conference Center, Serra Ballroom, participation in our prize pool, 6-foot draped table, existing carpet, ID sign, two chairs, one wastebasket, and electronic attendee list with mailing addresses.

Member	\$1,050
Non-member	\$1,850*

## VEHICLE SPACE

One outdoor vehicle display space at the Custom House Plaza, participation in our prize pool, and electronic attendee list with mailing addresses. *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	\$1,550
Non-member	\$2,050*

\* Non-members can join the California Transit Association with your exhibitor registration and save \$500 or more. Become a member online at [caltransit.org](http://caltransit.org).

## BOOTH AND VEHICLE REPRESENTATIVES

One-full conference registration 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, bus display, and any conference events. Badges may not be shared between representatives. If more representatives will be attending the event, please see page 8 for rates and registration deadlines.

## EXPO PRIZE POOL

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

## EXHIBIT SCHEDULE

### Monday, November 10

9:00 am – 4:00 pm Trade Show Company Set-Up

### Tuesday, November 11

1:00 pm – 5:00 pm Exhibitor Set-Up

### Wednesday, November 12

9:30 am – 10:30 am Meet the Exhibitors & Refreshment Break

12:00 pm – 2:00 pm Booth Expo & Lunch

5:30 pm – 7:30 pm Expo Reception

7:30 pm – 9:00 pm Exhibitor Teardown

### Thursday, November 13

8:30 pm – 10:30 am Bus Move-In

3:45 pm – 5:00 pm Bus Show, Refreshment Break & Prize Drawings

5:00 pm – 6:00 pm Bus Move-Out

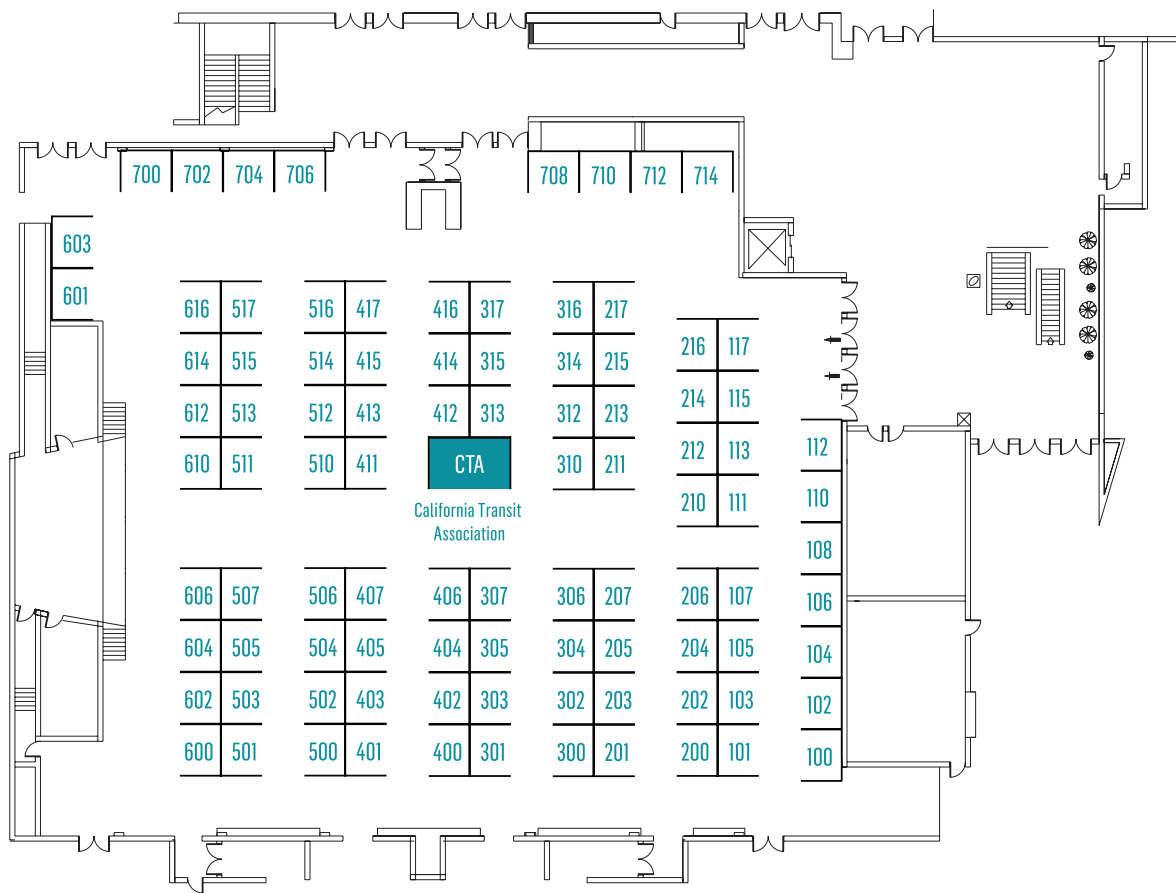
## RESERVE YOUR SPACE!

Exhibitor registration is now open at [caltransit.org](http://caltransit.org).

Exhibit questions: contact Teresa Evans at [teresa@caltransit.org](mailto:teresa@caltransit.org) or call (916) 446-4656 x1004.



# EXPO HALL FLOORPLAN



# BUS SHOW FLOORPLAN



SPONSOR									
SIGNATURE	Sponsorship	Cost	Speaking Opportunity	Company Featured in Conference Mailer, Program and Website	Onsite Conference Signs at Hotel, Expo, and Registration	Expo Exhibit Space	Company Material	Sponsorship Acknowledgement	Full Conference Registrations
	Platinum Sponsor	\$10,000		Logo	Logo	8' x 20'	One Item in Conference Bag	During Opening and Closing General Sessions	Six
	Gold Sponsor	\$8,000		Logo	Logo	8' x 10'	One Item in Conference Bag	During Opening and Closing General Sessions	Four
	Silver Sponsor	\$6,000		Logo	Logo		One Item in Conference Bag	During Opening and Closing General Sessions	Three
	Bronze Sponsor	\$4,000		Name	Name		One Item in Conference Bag	During Opening and Closing General Sessions	Two
PRINCIPAL	Keynote Presentation (2)	\$10,000	Representative Gives Brief Welcome at Event	Logo, Plus Company Logo Included in Keynote Speaker Promotion	Logo on Keynote Session Signage	8' x 10'	One Item in Conference Bag	During Opening and Closing General Sessions	Six, Plus Reserved Seating for Eight at the Keynote
	Conference Giveaway*	\$7,500		Logo, Plus 2-Color Company Logo on Conference Bag Distributed at Registration		8' x 10'	One Item in Conference Bag	During Opening and Closing General Sessions	Two
	Plenary Session	\$5,000	Representative Gives Brief Welcome	Logo	Logo on Plenary Session Signage		One Item in Conference Bag	During Opening and Closing General Sessions	Two
	Hospitality Suite* <i>All hospitality refreshments are the responsibility of the sponsor and should be ordered through the hotel.</i>	\$5,000		Logo	Logo on Suite Signage	Hotel Suite	One Item in Conference Bag	During Opening and Closing General Sessions	Two
	Educational Track	\$5,000	Representative Gives Brief Welcome & Introduces Session	Logo	Logo on Track Signage		One Item in Conference Bag and Literature in Session Rooms	During Events	Two
	Wi-Fi Area	\$5,000		Name	Logo on Area Signage	Table in Registration Area	One Item in Conference Bag		One
	Welcome Gift	\$4,000		Name, Plus Name or 4-color Logo on Item			One Item in Conference Bag		One
	Name Badge*	\$4,000		Name, Plus Name or 4-Color Logo on Badges			One Item in Conference Bag		One
	Lanyard*	\$3,500		Name, Plus Name or 1-Color Logo on Lanyard			One Item in Conference Bag		One
	Breakout Session	\$3,500	Representative Gives Brief Welcome & Introduces Speakers	Name	Logo on Session Signage		One Item in Conference Bag and Literature in Session Room	During Event	One
EVENT	Evening Reception at Monterey Bay Aquarium	\$10,000	Representative Gives Brief Welcome	Logo	Logo Projection	8' x 10'	One Item in Conference Bag	During Event	Six, Plus Evening Tickets for Eight at Event
	Expo Evening Reception	\$6,000	Representative Gives Brief Welcome	Logo	Logo on Event Signage		One Item in Conference Bag	During Opening Session	Two
	Bus Show & Lunch	\$5,500	Representative Gives Brief Welcome	Logo	Logo on Event Signage	One Reserved Vehicle Space	One Item in Conference Bag	During Event	Two
	Expo Lunch	\$5,000	Representative Gives Brief Welcome	Logo	Logo on Event Signage	8' x 10' Booth Plus Table Display	One Item in Conference Bag	During Event	Two
	Expo Lounge* <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>	\$4,000	Representative Gives Brief Welcome	Logo	Logo on Event Signage	8' x 20' Lounge	One Item in Conference Bag	During Event	One
	Small Operator Breakfast*	\$4,000	Representative Gives Brief Welcome	Name	Logo on Event Signage		One Item in Conference Bag	During Event	One, Plus Reserved Seat for Two at Event
	Buffet Breakfast	\$3,500		Name	Logo on Event Signage		One item in Conference Bag		
	Expo Grand Prize	\$3,500	Representative Presents Prizes	Name	Logo on Event Signage		One item in Conference Bag	<div>Become a Sponsor Today!</div> <div>Sponsorship agreement forms are available at <a href="http://caltransit.org">caltransit.org</a></div> <div>Sponsorship questions: contact Amy J. Lai, CMP, at <a href="mailto:amy@caltransit.org">amy@caltransit.org</a> or call (916) 446-4656 x1017.</div>	
	Continental Breakfast	\$3,000		Name	Logo on Event Signage		One item in Conference Bag		
	Morning Break	\$2,000		Name	Logo on Event Signage		One item in Conference Bag		
	Afternoon Break	\$2,000		Name	Logo on Event Signage		One item in Conference Bag		

\* Limited to One Sponsor



Be a part of the California Transit Association's premier networking and learning event, as more than 600 California transit professionals and industry influencers come together in one place this November.

**MARK YOUR CALENDAR AND MAKE PLANS TO PARTICIPATE.**



### OVERNIGHT ACCOMMODATIONS

When you book your Monterey Marriott Hotel stay, be sure to mention the California Transit Association to take advantage of our special negotiated rate of \$169.00 single or double occupancy. Reservations must be made by **Monday, October 20**, before the rate increases. You must be a registered participant to reserve a guest room.

**Monterey Marriott Hotel**  
350 Calle Principal, Monterey, CA 93940, (831) 649-4234

**Reservations**  
<https://resweb.passkey.com/go/catransitassociation2014>  
(877) 901-6632

### KEY DATES

#### PRINT DEADLINES

Contracts must be fully executed by **August 29** for inclusion in the conference registration mailer. For inclusion in the conference program guide the deadline is **September 15**, and the deadline for inclusion in appropriate conference signage is **October 10**.

#### CANCELLATION POLICY

Cancellations received by **October 10** will receive a full refund. Cancellations received between **October 11** and **October 23** will receive a 50 percent refund of the total amount paid. No refunds will be issued for cancellations received after **October 23**.

See your space contract for more details.

### ADDITIONAL CONFERENCE REGISTRATIONS

All company representatives must be registered for admittance to the trade show floor and conference events. Many of the sponsor and exhibitor opportunities include complimentary registrations. If additional representatives need conference registrations, members and non-members can purchase single day passes from \$200 and full conference passes from \$350. A two-day option is not available. Visit [caltransit.org](http://caltransit.org) for registration details.