CELEBRATING THE PAST, FORGING THE FUTURE

YEAR-ROUND SPONSORSHIP & EXHIBIT OPPORTUNITIES
HEIGHTENED BRAND VISIBILITY AT ITS FINEST

California Transit Association’s 50th Annual Fall Conference & Expo
Pasadena Convention Center November 18-20, 2015
Mingle with fellow conference participants, enjoy delicious food and drink, and tour the Rose Bowl Stadium during our special evening event. The Rose Bowl Stadium is a National Historic Landmark built in 1922 and known for the New Year’s Tournament of Roses Football Game, the Rose Bowl Stadium has also earned its World-Class Reputation by hosting five NFL Super Bowl Games, the 1984 Olympic Soccer Matches, the 1994 Men’s World Cup, the 1999 Women’s World Cup, and four BCS National College Football Championship Games.

This year, the California Transit Association celebrates the 50th anniversary of its founding. In recognition of this impressive milestone, we are offering a variety of sponsor and exhibitor opportunities — affording prominent visibility and generating top-of-mind brand awareness as we honor the greatest milestones and achievements within the California transit industry. Your support will demonstrate your commitment to raising awareness of critical issues... help further our progress as we move into the future... and honor an organization that continues to strategically and effectively shape the future of transportation in the Golden State. You’ll want to be a part of this.

California Transit Association’s 50th Annual Fall Conference & Expo

The Fall Conference and Expo is the West Coast’s premier transit event that features compelling presentations from industry experts. Learn about today’s critical challenges and the innovative solutions that are being implemented by transit leaders. This is the preeminent gathering that brings together California’s diverse public transit professionals for education, communication, and collaboration.

November 18-20, 2015
Pasadena Convention Center
300 East Green Street  Pasadena, CA  91101
pasadenacenter.com
Accommodations:
The Westin Pasadena
191 N. Los Robles Ave.
Pasadena, CA  91101
westinpasadena.com
Sheraton Pasadena Hotel
303 Cordova Street
Pasadena, CA  91101
sheratonpasadena.com

Education. Motivation. Celebration.

50th Annual Fall Conference & Expo Evening Reception
Rose Bowl Stadium
Thursday, November 19, 2015

Mingle with fellow conference participants, enjoy delicious food and drink, and tour the Rose Bowl Stadium during our special evening event. The Rose Bowl Stadium is a National Historic Landmark built in 1922 and known for the New Year’s Tournament of Roses Football Game, the Rose Bowl Stadium has also earned its World-Class Reputation by hosting five NFL Super Bowl Games, the 1984 Olympic Soccer Matches, the 1994 Men’s World Cup, the 1999 Women’s World Cup, and four BCS National College Football Championship Games.
Promote your company to key decision-makers in the transit industry.

50th Annual Fall Conference & Expo
November 18-20, 2015

EXHIBIT SPACE
One 10’ x 10’ booth space rental at the Pasadena Convention Center, participation in our prize pool, 6-foot draped table, ID sign, two chairs, one wastebasket, and electronic attendee list with mailing and e-mail addresses.
Member $1,200
Non-member $1,800*

VEHICLE SPACE
Vehicle display space at the Pasadena Convention Center, participation in our prize pool, and electronic attendee list with mailing and e-mail 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 $2,000
Non-member $2,500*

*Non-members can join the California Transit Association with your exhibitor registration and save $500 or more. Become a member online at caltransit.org/membership.

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, an additional fee of $275 per person will be charged.

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 (Subject to change)

Tuesday, November 17
9:00 am – 4:00 pm Trade Show Company Set-Up

Wednesday, November 18
8:00 am – 5:30 pm Registration Open
8:00 am – 10:00 am Committee Meetings
10:00 am – 12:00 pm Bus Move-In
10:30 am – 12:00 pm Opening General Session: Roundtable
12:00 pm – 1:15 pm 50th Anniversary Lunch & Transit Trivia Game
1:00 pm – 5:00 pm Exhibitor Set-Up
1:45 pm – 3:15 pm Concurrent Sessions I
3:15 pm – 5:30 pm Foothill Transit Tech Tours
5:30 pm – 7:00 pm Welcome Reception & Expo

Thursday, November 19
7:30 am – 5:00 pm Registration Open
7:45 am – 9:00 am Small Operators Award Breakfast
8:00 am – 9:00 am General Breakfast & Expo
9:15 am – 10:30 am General Session
10:30 am – 10:45 am Refreshment Break
10:45 am – 12:15 pm Concurrent Sessions II
12:15 pm – 3:00 pm Lunch, Expo & Prize Drawings
3:00 pm – 5:30 pm Exhibit Teardown
3:15 pm – 4:45 pm Concurrent Sessions III
5:15 pm – 7:30 pm Offsite Reception

Friday, November 20
8:00 am – 12:00 pm Registration Open
8:00 am – 9:00 am Breakfast
9:00 am – 10:30 am Concurrent Sessions IV
10:30 am – 10:45 am Refreshment Break
10:45 am – 12:15 pm Closing General Session
12:00 pm Conference Adjourns

Reserve Your Space!
To reserve your exhibit booth or if you have questions:
contact Amy Lai, CMP, at amy@caltransit.org
or call (916) 446-4656 x1492.
At the California Transit Association’s 50th Annual Fall Conference & Expo you will:

Enjoy Perfect-Sized Venues for Increased Exposure: You won’t get lost in the crowd. Spread 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!

Become a Sponsor:
- Please contact Amy Lai, Association Services Director, at (916) 446-4656 x1017, or amy@caltransit.org.
- Become an Exhibitor: Please register online at caltransit.org.

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!

**SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>COST</th>
<th>SPEAKING OPPORTUNITY</th>
<th>REGISTRATION BROCHURE, CONFERENCE GUIDE, AND WEBSITE</th>
<th>ONSITE CONFERENCE SIGNS AT HOTEL, EXPO, AND REGISTRATION</th>
<th>EXPO EXHIBIT SPACE</th>
<th>SPONSOR TABLE ITEM</th>
<th>SPONSORSHIP ACKNOWLEDGEMENT</th>
<th>FULL CONFERENCE REGISTRATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>$20,000</td>
<td>Representative Brief Remarks at Opening Session</td>
<td>Logo</td>
<td>Logo</td>
<td>10’ x 20’</td>
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<td>During Opening and Closing General Sessions</td>
<td>Eight</td>
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<tr>
<td>Platinum Sponsor</td>
<td>$10,000</td>
<td>Representative Brief Remarks at Opening Session</td>
<td>Logo</td>
<td>Logo</td>
<td>10’ x 20’</td>
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<td>During Opening and Closing General Sessions</td>
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<td>Gold Sponsor</td>
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<td>Logo</td>
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<td>10’ x 10’</td>
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<td>During Opening and Closing General Sessions</td>
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<td>Bronze Sponsor</td>
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<td>Name</td>
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<td>■</td>
<td>During Opening and Closing General Sessions</td>
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<tr>
<td>Keynote Presentation</td>
<td>$10,000</td>
<td>Representative Brief Remarks at Event</td>
<td>Logo</td>
<td>Logo on Keynote Session Signage</td>
<td>10’ x 10’</td>
<td>■</td>
<td>During Opening and Closing General Sessions</td>
<td>Six, Plus Reserved Seating at the Keynote</td>
</tr>
<tr>
<td>Hospitality Suite</td>
<td>$6,000</td>
<td></td>
<td>Logo</td>
<td>Logo on Suite Signage</td>
<td>Hotel Suite</td>
<td>■</td>
<td>During Opening and Closing General Sessions</td>
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<tr>
<td>Plenary Session</td>
<td>$5,000</td>
<td>Representative Brief Remarks at Event</td>
<td>Logo</td>
<td>Logo on Plenary Session Signage</td>
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<td>Charging Station</td>
<td>$5,000</td>
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<td>Logo</td>
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<tr>
<td>Wi-Fi Area</td>
<td>$5,000</td>
<td></td>
<td>Logo</td>
<td>Logo on Area Signage</td>
<td>Table in Registration Area</td>
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<tr>
<td>Name Badge*</td>
<td>$4,500</td>
<td></td>
<td>Logo</td>
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<td>Lanyard*</td>
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<td>Hospitality Journal</td>
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<td>Breakfast Sessions</td>
<td>$3,500</td>
<td>Representative Brief Remarks at Event</td>
<td>Name</td>
<td>Logo on Session Signage</td>
<td>Literature in Session Room</td>
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<tr>
<td>Evening Reception at the Rose Bowl</td>
<td>$10,000</td>
<td>Representative Brief Welcome &amp; Introduces Speakers</td>
<td>Logo</td>
<td>Logo Projection</td>
<td>10’ x 10’ Booth</td>
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<td>During Event</td>
<td>Six, Plus Evening Tickets for Eight at Event</td>
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<tr>
<td>Expo Reception</td>
<td>$8,000</td>
<td>Representative Brief Welcome Remarks</td>
<td>Logo</td>
<td>Logo on Event Signage</td>
<td>10’ x 10’ Booth</td>
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<td>■</td>
<td>During Opening Session</td>
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<td>50th Anniversary Celebration Luncheon</td>
<td>$7,000</td>
<td>Representative Brief Welcome Remarks</td>
<td>Logo</td>
<td>Logo on Event Signage</td>
<td>10’ x 10’ Booth Plus Table Display</td>
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<td>During Event</td>
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<td>Expo Lounge</td>
<td>$5,000</td>
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<td>Logo</td>
<td>Logo on Event Signage</td>
<td>10’ x 30’ Lounge</td>
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<tr>
<td>Small Operators Breakfast</td>
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<td>Name</td>
<td>Logo on Event Signage</td>
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<td>One, Plus Reserved Seat for Two at Event</td>
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<td>Breakfast (2)</td>
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<td>Expo Grand Prize</td>
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<td>Representative Presents Prizes</td>
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<td>Networking Break (3)</td>
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<td>One</td>
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</tbody>
</table>

*Logo on sponsorship item

**EXPO - EXCLUSIVE**

- The Lounge will include food treats and tableware. Attendees are at the responsibility of the sponsor and should be ordered through the convention center.
- The Lounge will include seating and tables. Attendee responsibilities for ordering are at the responsibility of the sponsor and should be ordered through the convention center.

**PRINCIPAL - EXCLUSIVE**

- Breakfast for Eight at Event
- Dinner for Eight at Event
- Six, Plus Evening Tickets for Eight at Event
- One, Plus Reserved Seat for Two at Event

General Program and Hotel Questions
For general questions please: contact Amy J. Lai, CMP, at amy@caltransit.org or call (916) 446-4656 x1017.
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Michael Wiley, VICE CHAIR
Sacramento Regional Transit District
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