



# ESSENTIAL REINVENTION

PRESENTED BY



LEADING A NEW ROUTE

November 18–19, 2020 • Virtual Conference

**JOIN US VIRTUALLY!** This year the California Transit Association's 55<sup>th</sup> Annual Fall Conference & Expo, presented by Proterra will be delivered virtually. A topmost priority is upholding our conference's reputation for excellence and its high value of return. We are excited to present the conference in this new environment and expect to offer an unparalleled learning experience through multiple virtual educational breakout sessions, thought-provoking general sessions, and an insightful keynote.

The live stream platform has the potential for even more association members to take advantage of the learning and networking opportunities that a conference held virtually provides, which may result in more attendees for you to get to know!

## EXPO HALL

The conference will include a vibrant interactive exposition complete with networking opportunities, and more. Included in the virtual Expo hall will be:

- Gamification
- 1:1 Appointments
- Video chat
- Ability to drive traffic to virtual booths

## EXHIBIT BOOTH PRICING

Member \$500 Non-Member \$750

## CANCELLATION POLICY

Exhibitors must send a request in writing to Maria Barajas, Association Services Director at maria@caltransit.org. Cancellation requests by October 19, 2020 will receive a full refund. Cancellations after October 19, 2020 are not eligible for any refund.

## SPONSORSHIP

Great opportunities are available to have your company name front and center before and during the virtual conference. There will be both online and printed spotlights to recognize your sponsorship, including a mailed welcome kit that will be sent to each attendee. With a wide range of participation costs from \$500 to an exclusive \$10,000 level, we have a sponsor package for your budget.

For a complete list of sponsorship options, see below.

### REGISTER TODAY

Expo hall and sponsorship registration is available online. Additional conference and expo information, including booth and vehicle set up information will be provided at a later date.

Sponsorship	Cost	Special Pre-Event Visibility	Special Event Visibility	Leads	Pre- and Event Brand Inclusion	Attendee Welcome Kit	Two-Minute Video	Virtual Expo Hall Booth	Conference Registrations
<del>Titanium</del> * SOLD	\$10,000	Pre-Event Video & Ad on Event Website	Full-Page Conference Guide Ad & Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	One Printed Item	During Wednesday Break	X	6
<del>Platinum</del> * SOLD	\$6,000	Ad on Event Website	Full-Page Conference Guide Ad & Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	One Printed Item	During Thursday Break	X	6
Gold	\$4,000		Half-Page Conference Guide Ad & Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	One Printed Item		X	5
Silver	\$2,000		Quarter-Page Conference Guide Ad & Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	One Printed Item		X	3
Bronze	\$1,000		Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	One Printed Item		X	3
Break Sponsor	\$1,000		Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	Snack with Logo			2
General	\$500		Virtual Signage	Attendee List	Logo on Pre-Event & Printed & Virtual Materials	One Printed Item			2

\*Exclusive

## PLEASE SUPPORT US!

Ours is a valuable partnership. Your support demonstrates your commitment to raising awareness of critical issues and helps to further our progress on important initiatives and events. In turn, you receive an open front door in which to build your customer base and further your relationships with California public transit systems.

## LIVE STREAM

November 18  
9:00 am to 1:45 pm (PST)  
November 19  
9:00 am to 2:45 pm (PST)



## QUESTIONS?

### EXPO

Maria Barajas, Association Services Director  
(916) 446-4656 x 31008 or maria@caltransit.org

### SPONSORSHIP

Erin Meyer, Events & Education Director  
(916) 446-4656 x 1035 or erin@caltransit.org



## SPONSORS

PRESENTING



TITANIUM



PLATINUM



SMALL OPERATORS PROGRAM AND AWARDS



SILVER



BRONZE



GENERAL

March Networks  
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DIAMOND YEAR-ROUND



EMERALD YEAR-ROUND



RUBY YEAR-ROUND

