

CALIFORNIA TRANSIT ASSOCIATION'S
56TH ANNUAL FALL CONFERENCE & EXPO

EMBRACING CHANGE

NEW ERA. NEW VISION.

November 2-4, 2021 / SAFE Credit Union Convention Center / Sacramento

PRESENTED BY



PROTERRA

2021 SPONSORSHIP
AND EXHIBIT
OPPORTUNITIES



WHY PARTNER WITH US?

Your support demonstrates your commitment to raising awareness of critical issues and helps to further the California Transit Association's mission of securing positive legislative outcomes and creating unparalleled education and networking opportunities for our members. In turn, you receive an open door in which to build your customer base and further your relationships with California public transit agencies.

California is one of the most transit-intensive states in the nation, and our members provide the vast majority of public transit service in California. This is the preeminent networking event of the year, don't miss the opportunity to get connected through our sponsorship and exhibit opportunities!

To register as a sponsor or exhibitor visit: caltransit.org/events/fall-conference-and-expo/

LOCATION AND ACCOMMODATIONS

**SAFE Credit Union
Convention Center**
1400 J Street
Sacramento, CA 95814
(916) 808-5291

**Convention Center
Loading Dock**
1401 K Street
Sacramento, CA 95814

Mailing Address
1515 J Street
Sacramento, CA 95814

Sheraton Grand Sacramento Hotel

Conveniently located across the street from the SAFE Credit Union Convention Center, conference participants will receive a special room rate of \$195 per night, plus tax, which will be honored for two days before and after the conference dates. Reservations must be made by **Friday, October 8**, although the group rate is subject to availability and may sell out. Book your room [online](#), or call: (800) 325-3535 and mention California Transit Association.

Sheraton Grand Sacramento Hotel
1230 J Street, Sacramento, CA 95814
(916) 447-1700

AGENCY HOST

Sacramento Regional Transit District (SacRT) is the 56th Annual Fall Conference Agency Host. SacRT provides bus service to the greater Sacramento area.

Sacramento Regional Transit



QUESTIONS?

GENERAL CONFERENCE INFORMATION & BOOTH REGISTRATION

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

CONFERENCE PROGRAM

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

SPONSORSHIP OPPORTUNITIES

Kim Rothschild
Senior Director,
Business Development
(916) 446-4656 x 1492 or
kim@caltransit.org



JOIN THE CONVERSATION





SPONSORSHIP OPPORTUNITIES

Don't let budget get in the way of your exposure! There is a range of sponsorship opportunities to get you noticed at the conference and every sponsorship level comes with a conference attendee list.

CONFERENCE	Cost	Conference Marketing	Conference Materials & Signs	Welcome Remarks or Video	Space	Registrations
SOLD Presenting (Exclusive)	\$35,000	Video* & Logo	Ad & Logo	Remarks & Video*	10' x 20'	8
SIGNATURE	Cost	Conference Marketing	Conference Materials & Signs	Remarks or Video	Space	Registrations
TITANIUM Titanium (Exclusive)	\$20,000	Video* & Logo	Ad & Logo	Remarks & Video*	10' x 20'	7
Platinum	\$10,000	Logo	Ad & Logo		10' x 20'	6
Gold	\$8,000	Logo	Ad & Logo		10' x 10'	4
Silver	\$5,000	Logo	Ad & Logo			2
PRINCIPAL (Exclusive)	Cost	Conference Marketing	Conference Materials & Signs	Welcome Remarks or Video	Space	Registrations
Conference Journal	\$6,000	Logo	Logo			2
Tote Bag	\$5,500	Logo	Logo			2
SOLD Registration Kiosk	\$5,000	Logo	Logo		Kiosk	2
Wi-Fi	\$5,000	Logo	Logo			2
Charging Station	\$5,000	Logo	Logo		Station Space	2
Hotel Key Card	\$5,000	Logo	Logo			2
SOLD Badge Holder	\$4,000	Logo	Logo			1
EVENT	Cost	Conference Marketing	Conference Materials & Signs	Welcome Remarks or Video	Space	Registrations
Evening Reception	\$10,000	Logo	Ad & Logo	Remarks	10' x 10'	6
Expo Welcome Reception	\$8,000	Logo	Logo		10' x 10'	3
Expo Lounge	\$7,000	Logo	Logo		10' x 20'	2
HOSPITALITY Hospitality Suite	\$6,000	Logo	Logo		Hotel Suite	2
Expo Coffee Bar	\$5,000	Logo	Logo			2
Small Operators Program and Awards	\$4,000	Logo	Logo	Introduce Program		1
Breakfast	\$3,500	Name	Name			1
Expo Grand Prize	\$3,500	Name	Name			1
Networking Break	\$2,500	Name	Name			1

*Videos up to 2 minutes only

EXPO HALL FLOORPLAN

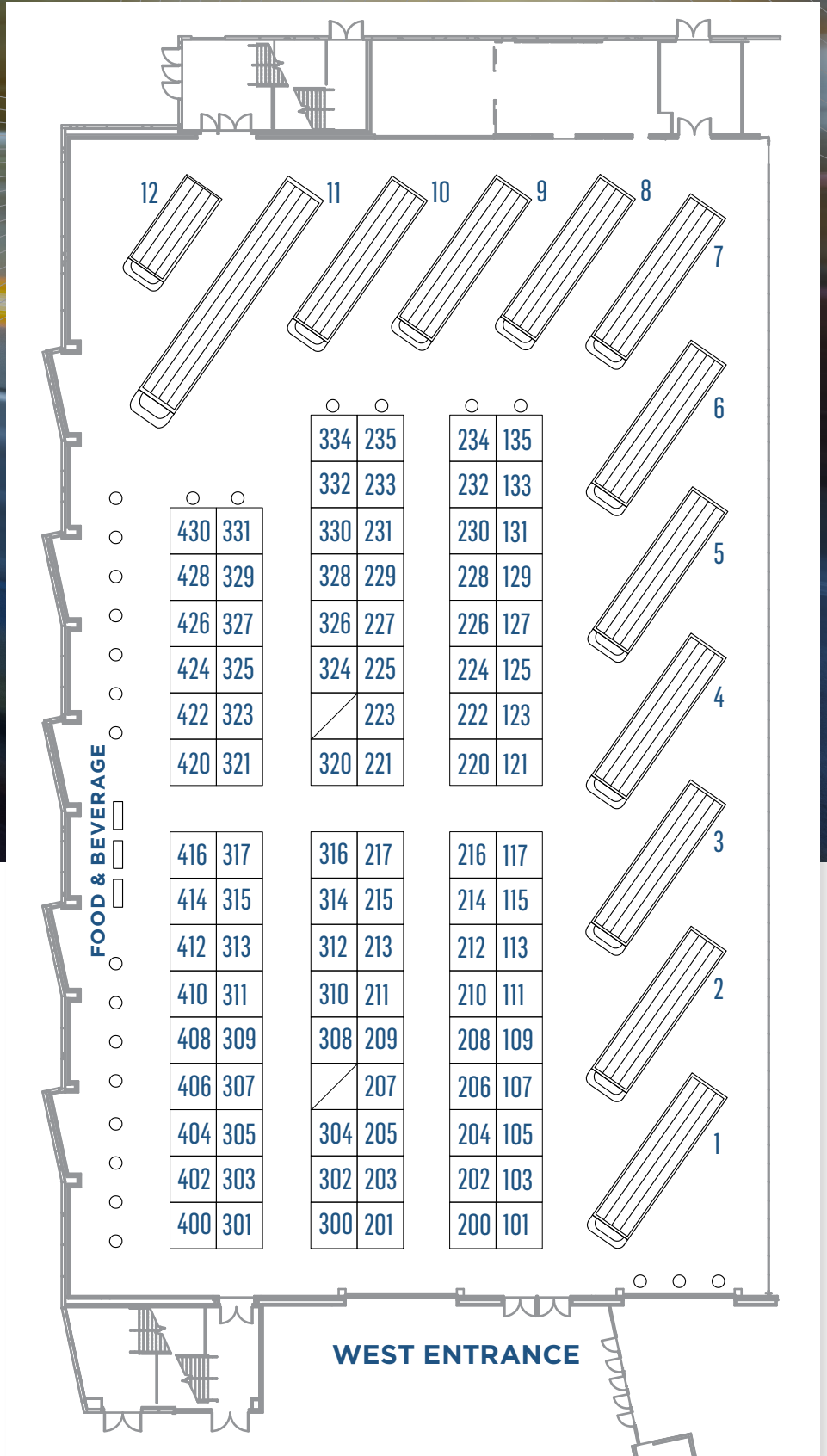




EXHIBIT OPPORTUNITIES

The California Transit Association’s Annual Fall Conference & Expo is the West Coast’s premier transit event and has become the preeminent gathering to bring together California’s diverse public transit professionals from agencies of all sizes for education, collaboration, and networking. Members and non-members alike come to hear the compelling presentations from industry experts and to see the latest in services and products.

SAVE \$150
Secure your Exhibit Space by Monday, August 2, 2021 for best booth pricing and selection!

EXHIBIT SPACE

One 10' x 10' booth space rental, participation in our prize pool, 6-foot draped table, ID sign, two chairs, one wastebasket, electronic attendee list with mailing and email addresses, and two (2) full-conference registrations. Booth fees increase by \$150 on August 2, 2021.

	Early	Regular
Member	\$1,500	\$1,650
Non-member	\$2,100*	\$2,250*

VEHICLE SPACE

Vehicle display space, participation in our prize drawing, electronic attendee list with mailing and email addresses, and one (1) full-conference registration. 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 may join the California Transit Association with an exhibitor registration and save \$600 or more. Become a member online at caltransit.org/membership.

BOOTH AND VEHICLE REPRESENTATIVES

One (1) conference registration is included with a vehicle exhibit and two (2) registrations come with a booth exhibit. Space rental fees include access to all meals and all sessions for the entire length of the conference. All company representatives must be registered for admittance to the tradeshow floor and any conference events. Badges may not be shared between representatives. Up to two additional representatives can register for an additional fee of \$300 per person.

EXPO PRIZE DRAWING

Exhibitors are encouraged to bring door prizes to be given away as part of our annual Expo Prize Drawing. In addition, a portion of your exhibit fee will also be applied towards your participation in our prize drawing.

KEY EXHIBITOR DATES

Monday, November 1
Exhibitor Set-Up
Bus Move-In
By appointment only

Tuesday, November 2
Expo Open
Lunch & Expo
Welcome Reception & Expo

Wednesday, November 3
Breakfast & Expo
Lunch, Expo & Prize Drawings
Exhibitor Teardown

REGISTRATION

Online registration is available at caltransit.org. Exhibitors must agree to the Exhibitors’ Rules and Regulations, which are available at caltransit.org/events. Additional conference and expo information, including booth assignment, will be provided at a later date.

CANCELLATION POLICY

Exhibitors must send a request in writing to Maria Barajas at maria@caltransit.org. Cancellations by September 20, 2021 will receive a full refund. After September 20, 2021, no refunds will be issued.

ANNUAL FALL CONFERENCE & EXPO POLICIES

All displays must fit within the 10' x 10' or 10' x 20' exhibit booth space. Participants cannot promote outside events that conflict with the conference schedule. Additionally, the California Transit Association name or brand identity cannot be used in conjunction with outside events.

All participants must adhere to the additional conference policies found at: caltransit.org/conference-policies.

HEALTH & SAFETY

The health and safety of our attendees and partners remains our top priority. Please be assured the California Transit Association adheres to the latest safety protocols and practices and we have plans to implement, communicate, and effectively carry out these throughout our face-to-face meetings in compliance with the CDC and WHO recommendations. There will be sanitizing stations, enhanced cleaning practices, and upon request, fee-based availability of Plexiglas partitions and shields to maintain separation between booths.

EMBRACING CHANGE

NEW ERA. NEW VISION.

PRESENTED BY

PROTERRA



SMALL INVESTMENT. BIG RETURN.

Partner with one of the largest and most influential state transit organizations in the country! At the California Transit Association's 56th 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 executives, 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
- 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

AGENDA AT A GLANCE*

MONDAY, NOVEMBER 1

- 1:00 pm – 5:00 pm Exhibitor Move-In
 Bus Move-In by Appointment Only

TUESDAY, NOVEMBER 2

- 6:30 am – 5:30 pm Registration Desk Open
8:00 am – 10:00 am Exhibitor Move-In
9:30 am – 10:45 am Welcome & Opening Keynote Presentation

10:30 am Exhibitors Show Ready
11:00 am – 12:15 pm Concurrent Sessions I
12:30 pm – 2:00 pm Lunch & Expo
2:15 pm – 3:30 pm Concurrent Sessions II
3:30 pm – 5:30 pm Local Transit Tours
5:00 pm – 6:30 pm Welcome Reception & Expo

WEDNESDAY, NOVEMBER 3

- 7:30 am – 5:00 pm Registration Desk Open
7:45 am – 9:00 am Small Operators Program & Awards Breakfast
Requires separate registration to attend.

8:00 am – 9:00 am Networking Breakfast & Bus Expo
9:15 am – 10:30 am Keynote Presentation
10:45 am – 12:15 pm Concurrent Sessions III
12:15 pm – 2:45 pm Lunch, Expo & Prize Drawings
3:00 pm – 5:30 pm Expo Exhibitor Teardown
3:00 pm – 4:30 pm Concurrent Sessions IV
5:00 pm – 7:30 pm Evening Reception

THURSDAY, NOVEMBER 4

- 7:30 am – 10:00 am Registration Desk Open
8:00 am – 8:30 am Classic American Breakfast
8:30 am – 9:45 am Keynote Presentation
9:45 am – 10:00 am Closing Final Remarks & Grand Prize Drawing

10:00 am Conference Adjourns

* Preliminary and subject to change.



2021 EXECUTIVE COMMITTEE

Kate Breen, Chair
San Francisco Municipal Transportation Agency

Karen King, Vice Chair
Golden Empire Transit District

Mona Babauta
Golden Gate Bridge, Highway &
Transportation District

Doran Barnes
Access Services

Alex Clifford
Santa Cruz Metropolitan Transit District

Sharon Cooney
San Diego Metropolitan Transit System

John Drayton
WSP

Jerry Estrada
Santa Barbara Metropolitan Transit District

Bill Fay
Gillig LLC

Carolyn Gonot
Santa Clara Valley Transportation Authority

Michael Hursh
Alameda-Contra Costa Transit District

Kristin Jacinto
Orange County Transportation Authority

Kevin Kane
Victor Valley Transit Authority

Jeanne Krieg
Eastern Contra Costa Transit
Authority

Roddrick Lee
San Francisco Bay Area Rapid Transit District

Henry Li
Sacramento Regional Transit District

Carter Mau
San Mateo County Transit District

Kenneth McDonald
Long Beach Transit

Kate Miller
Napa Valley Transportation Authority

Pam O'Connor
Southern California Regional Rail Authority

Erin Rogers
Omnitrans

Carl Sedoryk
Monterey-Salinas Transit

Victoria Stackwick
San Diego Association of Governments

Michael Turner
Los Angeles County Metropolitan
Transportation Authority

FUTURE CONFERENCE DATE

57th Annual Fall Conference & Expo
November 16-18, 2022
Ontario Convention Center & Doubletree by Hilton Hotel

CaliforniaTransit
Association



1415 L Street, Suite 1000 Sacramento, CA 95814

JOIN THE CONVERSATION



#caltransit56