



2020 SPONSORSHIP AND EXHIBITOR PROSPECTUS

California Transit Association PARTNERSHIP OPPORTUNITIES
afford prominent visibility and generate top-of-mind brand awareness.



YEAR-ROUND



SPRING LEGISLATIVE CONFERENCE



FALL CONFERENCE & EXPO

Why Partner with the California Transit Association?

At the public transit forefront for over 50 years, the California Transit Association offers a strong history of member participation, political action, legislative achievement, and creation of unparalleled education and networking opportunities.

Ours is a valuable partnership. Your support demonstrates a 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.

California is one of the most transit-intensive states in the nation, and the vast majority of service in California is provided by our members. Connect with them through our sponsorship and exhibit opportunities.

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PREMIER ASSOCIATION EVENTS



2020 Spring Legislative Conference

The Spring Legislative Conference blends professional development and networking activities with dynamic educational and informational sessions. Additionally, the event provides an ideal opportunity to meet face-to-face with key transit industry leaders, network with clients, and make an impact by bringing public transit to the forefront with state policy makers.

May 27, 2020
Citizen Hotel
Sacramento, CA



55th Annual Fall Conference & Expo

The Annual Fall Conference & Expo is the West Coast's premier transit event featuring compelling presentations from industry experts and showcasing the latest in transit services and products. This is the preeminent gathering that brings together California's diverse public transit professionals for education, collaboration and networking.

November 18-20, 2020
Ontario Convention Center
Ontario, CA

Year-Round Sponsorship Opportunities

BEST VALUE AND BIGGEST RETURN

Invest in a year-round sponsorship and receive an exclusive opportunity to maintain a consistent, high-profile presence with our Association members and other transit supporters. From visibility on our website to inclusion in electronic communications, social media, and event marketing, your company is showcased all year long, including at our highly-anticipated spring and fall conferences.

YEAR-ROUND SPONSORSHIP	DIAMOND	EMERALD	RUBY
Cost	\$12,500	\$8,500	\$6,500
Logo on Association Event Website and Printed Conference Materials	■	■	■
Recognition in E-blast Marketing Materials	■	■	■
Social Media Recognition	■	■	■
Spring Conference: Registrations	Two	One	One
Spring Conference: Ad in Event Program	Full-page	Half-page	Quarter-page
Fall Conference: All Platinum Sponsor Level Benefits* (A \$10,000 value including 6 Registrations, and Exhibit Space)	■		
Showcase a 60 second video at the Fall Conference	■		
Fall Conference: All Silver Sponsor Level Benefits* (A \$6,000 value including 3 Registrations and Exhibit Space)		■	
Fall Conference: 2 Registrations and Booth			■
Fall Conference: Ad in Event Program	Full-page	Half-page	Quarter-page

* See pages 5 and 6 for details

2020 Spring Legislative Conference

May 27, 2020 Citizen Hotel, 926 J Street, Sacramento, CA

SPONSORSHIP OPPORTUNITIES

Since its founding in 1965, the California Transit Association continues to be the primary advocate for public transportation in the state. This conference brings together key transit policymakers at the state level with a select group of influential Association members that hold key leadership positions in their respective organizations. Spring Legislative Conference sponsorships boost your brand awareness among top decision makers in the transit industry while affording a uniquely intimate networking opportunity.

SPONSORSHIP	COST	SPEAKING OPPORTUNITY	REGISTRATION BROCHURE, CONFERENCE GUIDE & WEBSITE	ONSITE CONFERENCE SIGNAGE & REGISTRATION	SPONSORSHIP ACKNOWLEDGEMENT	FULL CONFERENCE REGISTRATIONS
Lunch & Keynote Presentation	\$4,000	Brief Welcome Remarks	Logo	Logo on Event Signage	During Opening and Closing of Event	Two Plus Two Additional Tickets to Legislative Reception
Breakfast	\$1,500	Brief Welcome Remarks	Logo	Logo on Event Signage	During Opening and Closing of Event	One
Legislative Reception*	\$500		Logo	Logo on Event Signage	During Opening and Closing of Event	One Plus One Additional Ticket to Legislative Reception

* Multiple companies are invited to sponsor this opportunity.



55th Annual Fall Conference & Expo

November 18-20, 2020 Ontario Convention Center

More than 800 transit professionals attend the Fall Conference & Expo. Take advantage of these opportunities to connect with an influential audience at our three-day signature event.

INNOVATION THEATER

Wednesday, November 18, 2020

The California Transit Association's Innovation Theater is a place of learning set in a casual environment built to facilitate peer sharing, problem solving through technology, and collaboration.

The Innovation Theater features a series of 10-minute presentations in an intimate theater-like setting. Presentations are facilitated by transit agency representatives, with suppliers on hand to share general knowledge and expert advice.

Together, each set of presenters share how a technology or innovative product has helped improve a transit passenger's experience. This is a unique opportunity to connect with industry professionals who have insight and solutions to the latest challenges in the transit industry.

Members of the Association are invited to submit a proposal to participate in this event. If your proposal is accepted, there will be a \$1,000 vendor participation fee.

For more information on how to participate, please visit caltransit.org/events.

EXHIBIT

EXHIBIT SPACE

One 8' 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 3, 2020.

	Early	Late
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. This includes 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 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

Tuesday, November 17

Exhibitor Set-Up
Bus Move-In - By appointment only

Wednesday, November 18

Expo Open
Lunch & Expo
Innovation Theater
Welcome Reception & Expo

Thursday, November 19

Breakfast & Expo
Lunch, Expo & Prize Drawings
Exhibitor Teardown

REGISTRATION

Online registration will open in summer 2020 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 October 7, 2020 will receive a full refund. After October 7, 2020, no refunds will be issued.

SPONSORSHIP OPPORTUNITIES

	SPONSORSHIP	COST	SPEAKING OPPORTUNITY	REGISTRATION BROCHURE, CONFERENCE GUIDE, AND WEBSITE	ONSITE CONFERENCE SIGNS AT HOTEL, EXPO, AND REGISTRATION	EXPO EXHIBIT SPACE	MARKETING OPPORTUNITIES	SPONSORSHIP ACKNOWLEDGEMENT	CONFERENCE REGISTRATIONS
SIGNATURE	Presenting Sponsor*		Representative Gives Brief Remarks at Opening Session	Logo	Logo	8' x 20'	Showcase a 90 second Video at One Opening Session Hotel Door Drop	During Opening and Closing General Sessions	Eight
	Titanium Sponsor*	\$20,000	Representative Gives Brief Remarks at a General Session	Logo	Logo	8' x 20'	Showcase a 60 second Video, Onsite Guide Ad	During General Sessions	Seven
	Platinum Sponsor	\$10,000		Logo	Logo	8' x 20'	Showcase a 60 second Video, Onsite Guide Ad	During General Sessions	Six
	Gold Sponsor	\$8,000		Logo	Logo	8' x 10'	Onsite Guide Ad	During Event	Four
	Silver Sponsor	\$6,000		Logo	Logo		Onsite Guide Ad	During Event	Three
	Bronze Sponsor	\$4,000		Name	Logo			During Event	Two
	General Sponsor	\$1,500		Name	Name			During Event	One
PRINCIPAL	Internet*	\$10,000		Logo	Logo on Signage		Acknowledgment by Push Text	During Event	One
	Coffee Bar*	\$6,500-\$8,500		Logo	Logo			During Event	Two
	Hospitality Suite*	\$6,000	<i>All hospitality refreshments are the responsibility of the sponsor and should be ordered through the hotel.</i>	Logo	Logo on Suite Signage	Hotel Suite		During Event	Two
	Conference Journal*	\$6,000		Logo	Logo on Item			During Event	One
	Tote Bag*	\$5,500		Logo	Logo on Tote Bag			During Event	Two
	Registration Kiosk*	\$5,000		Logo	Logo on Kiosk Signage			During Event	Two
	Charging Station*	\$5,000		Logo	Logo	Station Space		During Event	Two
	Hotel Key Card*	\$5,000		Logo	Logo			During Event	Two
	Badge Holder*	\$4,500		Logo	Logo on Badge Holder			During Event	One
EVENT	Evening Reception	\$10,000		Logo	Logo on Event Signage	8' x 10' Booth		During Event	Six, Plus Evening Tickets for Eight at Event
	Expo Welcome Reception	\$8,000		Logo	Logo on Event Signage			During Event	Three
	Expo Lunch*	\$7,000		Logo	Logo on Event Signage	8' x 10' Booth Plus Table Display		During Event	Two
	Expo Lounge*	\$5,000	<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>	Logo	Logo on Event Signage	8' x 20' Lounge		During Event	One
	Innovation Theater*	\$5,000		Logo	Logo on Innovation Theater Signage			During Event	One
	Small Operator Breakfast*	\$4,000		Name	Logo on Event Signage			During Event	One, Plus Tickets for Two at Event
	Breakfast (2)	\$3,500		Name	Logo on Event Signage			During Event	One
	Expo Grand Prize*	\$3,500	Representative Presents Prizes	Name	Logo on Event Signage			During Event	One
	Networking Break (3)	\$2,500		Name	Logo on Event Signage			During Event	One

* Exclusive



The California Transit Association reserves the right to use any photography taken at our events without the expressed written permission of those included within the image(s). The Association may use the photography in its publications and media.

**FALL CONFERENCE & EXPO
IMPORTANT DATES AND DEADLINES**

August 3, 2020 Exhibit Booth Fee Increase
October 7, 2020 Cancellation Deadline

Connecting us.
caltransit.org

JOIN THE CONVERSATION

