

2021 Sponsorship and Exhibitor Prospectus

INCREASED VISIBILITY Ours is a valuable partnership. At the public transit forefront for over 50 years, the California Transit Association is defined by its strong member participation, political action, legislative achievements, and unparalleled education and networking opportunities. Your support demonstrates a commitment to helping the Association meet the needs of California’s public transit systems by raising awareness of critical issues through our signature initiatives and events.

We offer valuable and effective sponsorship packages in a variety of price points and one of the best fall Expos in the country to help you generate top-of-mind brand awareness, access to senior-level influencers, and thought-leadership exposure.

LEARN MORE

Visit: caltransit.org/events/advertising-and-sponsorship/

CONTACT

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



Year-Round Sponsorship

BEST VALUE AND BIGGEST RETURN

Showcase your company all year long by investing in a year-round sponsorship. These sponsorship packages offer exclusive opportunities for consistent, high profile visibility with our Association members and other transit supporters.

YEAR-ROUND SPONSORSHIP	DIAMOND	EMERALD	RUBY
Cost	\$12,500	\$8,500	\$6,500
Logo on Association Event Website and Printed Conference Materials	■	■	■
Recognition in Social Media and Electronic Marketing Materials	■	■	■
Ad in <i>Transit California</i> Publication	Three-months	Two-months	One-month
Spring Conference: Registrations	Four	Three	Two
Spring Conference: Ad in Event Program	Full-page	Half-page	Half-page
Fall Conference: All Platinum Sponsor Level Benefits* (A \$10,000 value), 6 Registrations, and an 8'x20' Exhibit Space	■		
Fall Conference: All Silver Sponsor Level Benefits* (A \$5,000 value), 4 Registrations, and an 8'x10' Exhibit Space		■	
Fall Conference: 2 Registrations and an 8'x10' Exhibit Space			■
Fall Conference: Ad in Event Program	Full-page	Half-page	Half-page

*See pages 3 for details

Spring Legislative Virtual Conference

May 19, 2021

VIRTUAL SPONSORSHIP

Boost your brand awareness among the state's key policymakers and influential leaders from across California's transit industry.

Sponsor Level	Cost	Conference Marketing	Conference Materials & Signs	Registrations	Conference Attendee List
General	\$1,500	Logo	Logo	2	■

56th Annual Fall Conference & Expo

Sacramento Convention Center | November 2-4, 2021

PRESENTED BY



PROTERRA

EXHIBIT

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.

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 2, 2021.

	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. 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 will open in summer 2021 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.

JOIN THE CONVERSATION



#caltransit

56th Annual Fall Conference & Expo

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SPONSOR

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
SOLE Presenting (Exclusive)	\$35,000	Video* & Logo	Ad & Logo	Remarks & Video*	8x20	8
SIGNATURE	Cost	Conference Marketing	Conference Materials & Signs	Remarks or Video	Space	Registrations
Titanium (Exclusive)	\$20,000	Video* & Logo	Ad & Logo	Remarks & Video*	8x20	7
Platinum	\$10,000	Logo	Ad & Logo		8x20	6
Gold	\$8,000	Logo	Ad & Logo		8x10	4
Silver	\$5,000	Logo	Ad & Logo			2
Bronze	\$1,500	Name	Name			1
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
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
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	8x10	6
Expo Welcome Reception	\$8,000	Logo	Logo		8x10	3
Expo Lounge	\$7,000	Logo	Logo		8x20	2
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