



Mobility Conference

**APRIL 6-9, 2025
AUSTIN, TX**

SPONSORSHIP

OPPORTUNITIES

International Bus Roadeo

**APRIL 4-8, 2025
AUSTIN, TX**





Mobility Conference

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The **Mobility Conference** addresses the critical priorities and challenges facing bus and paratransit systems and explores the changing environment in which systems operate in today's mobility landscape. Participants engage in specialized workshops, technical tours and APTA's combined Bus Display & Products and Services Showcase.

Who attends: bus and paratransit system employees and managers, planners, board members, contractors, suppliers, manufacturers, and consultants.

EXHIBITOR OPPORTUNITIES

80 SF (8' x 10') Booth

Early Rate: \$2,350

Standard Rate: \$2,550

Bus/Vehicle (under 35')

Early Rate: \$2,350

Standard Rate: \$2,550

Bus/Vehicle (35' – 45')

Early Rate: \$2,550

Standard Rate: \$2,750

Bus/Vehicle (over 45')

Early Rate: \$2,700

Standard Rate: \$2,900

Your Exhibit Booth Includes:

- ✓ 2 complimentary exhibitor badges
- ✓ Pipe and drape
- ✓ 6' x 30" draped table
- ✓ 2 chairs
- ✓ Company I.D. sign
- ✓ Inclusion in APTA 2025 Mobility Conference Products and Services Publication

**Reserve by
February 5, 2025
to secure early rates!**

EXHIBIT SPACE REQUESTS

For more information (including larger space availability) and to reserve space, contact:

Ron Bates

+1-703-706-8230

aptaconference@ntpevents.com

Mobility Conference

**APRIL 6-9, 2025
AUSTIN, TX**



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

\$43,500 | Exclusive

- Conference promoted as “presented by [sponsor]”
- Special recognition in Saturday Welcome email and each Show Daily email to attendees
- Opportunity to provide 3-minute remarks during the opening session
- (2) on-site push notifications recognizing sponsor
- (2) complimentary conference registrations
- (1) pre-conference social media post recognizing sponsor
- Logo displayed on screen during welcome remarks
- Opportunity to distribute promotional item at registration

Coffee Break in Exhibit Hall (Tuesday, April 8)

\$7,500 | Exclusive

- Special recognition in Tuesday Show Daily email to all attendees
- Opportunity to distribute promotional item at break
- Sponsor recognition on signage at break

Dessert Break in Exhibit Hall (Tuesday, April 8)

\$7,500 | Exclusive

- Special recognition in Tuesday Show Daily email to all attendees
- Opportunity to distribute promotional item at break
- Sponsor recognition on signage at break

+ Core Benefits Included with All Sponsorships

- ✓ Logo included in on-site sponsor recognition signage
- ✓ Logo and media link in event app
- ✓ Logo and media link on conference website
- ✓ Logo included in attendee ‘Know Before You Go’ email

General Sessions

2 Remaining | ~~\$20,000 (Monday Opening*)~~ / \$15,000 (Tuesday*) / \$10,000 (Wednesday*)

- Special recognition in that day's Show Daily email to all attendees
- Opportunity to provide video (up to 60 seconds) for playback during general session
- (1) complimentary conference registration
- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition with session description in mobile app
- Exclusive opportunity to distribute promotional item at session
- Sponsor recognition on signage at general session

**Session dates and times subject to change*

Education Sessions

\$4,000 | 1 Session -or- \$7,500 | 2 Sessions

- Opportunity to introduce session moderator
- Exclusive opportunity to distribute promotional item at session
- Sponsor recognition on signage at session
- Sponsor logo and recognition with session description in mobile app

NETWORKING & EVENTS

Opening Reception

\$20,000 | Lead -or- \$10,000 | Co-Sponsor

Lead sponsor exclusives:

- Top billing in all event promotions
- (1) complimentary conference registration
- Opportunity to distribute materials at welcome reception
- Beverage napkins branded with sponsor logo

All sponsors receive:

- Special recognition in Sunday Show Daily email to all attendees
- (1) on-site push notification recognizing sponsor
- Sponsor recognition on signage at welcome reception

Innovation Station Sponsor

\$25,000 | Exclusive

- Innovation Station promoted as “presented by [sponsor]”
- Special recognition in Sunday Show Daily email to all attendees
- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition with session description in mobile app
- (1) pre-conference social media post recognizing sponsor
- Opportunity to host a session in collaboration with APTA
- (1) complimentary conference registration
- Exclusive opportunity to distribute promotional items in Innovation Station
- Sponsor recognition on signage at Innovation Station

All Welcome Reception

\$10,000 | Lead -or- \$5,000 | Co-Sponsor

Lead sponsor exclusives:

- Top billing in all event promotions
- Opportunity to distribute materials at reception
- Beverage napkins branded with sponsor logo

All sponsors receive:

- (1) on-site push notification recognizing sponsor before the reception
- Sponsor recognition on signage at reception

SOLD

Breakfast Sponsor

\$13,750 | 3 Available - Monday / Tuesday / Wednesday (Exclusive per Breakfast)

- Special recognition in that day's Show daily email to all attendees
- Exclusive opportunity to distribute promotional item at breakfast
- Sponsor recognition on signage at breakfast
- Beverage napkins branded with sponsor logo



MOBILITY CONFERENCE

NETWORKING & EVENTS

Product & Services Showcase Luncheon (Tuesday, April 8)

\$20,000 | Lead - or - \$10,000 | Co-Sponsor

Lead sponsor exclusives:

- Top billing in all event promotions
- (1) complimentary conference registration
- Opportunity to distribute promotional item at luncheon
- Beverage napkins branded with sponsor logo

All sponsors receive:

- Special recognition in Tuesday Show Daily email to all attendees
- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on signage at lunch

Curate Your Own Sponsor Package

We are happy to build a custom sponsor package to align with your organization's goals and budget.

Contact us today to discuss options and availability so we can start designing a package perfectly suited to you and your business!

Contact Us Today

Christine von Steiger

Account Executive

+1-703-706-8252

aptaconference@ntpevents.com

Bus Display Lunch (Monday, April 7)

\$20,000 | Lead - or - \$10,000 | Co-Sponsor

Lead sponsor exclusives:

- Top billing in all event promotions
- (1) complimentary conference registration
- Beverage napkins branded with sponsor logo
- Opportunity to distribute promotional item at luncheon

All sponsors receive:

- Special recognition in Monday Show Daily email to all attendees
- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on signage at lunch

MOBILITY CONFERENCE

DIGITAL ACTIVATIONS

Mobile App Title Sponsor

\$20,000 | Exclusive

- Special recognition in Know Before You Go email to all attendees
- (2) on-site push notifications recognizing sponsor
- Prime logo placement on app splash screen
- (2) mobile app banner ads (multiple placements in app), including click-through link to sponsor's website
- (1) complimentary conference registration

Mobile App Banner Ad

\$2,500 | Limited Availability

- (1) mobile app banner ad, including click-through link to sponsor's website

BRANDING PACKAGES

Lanyards

\$10,000 | Exclusive

Sponsor logo will be co-branded with APTA logo on all lanyards and given to all participants at registration/check-in.

Hotel Key Cards

\$10,000 | Exclusive

Sponsor logo will be custom branded on hotel key cards and distributed to guests at hotel check-in.

Light Box

\$6,000 | Multiple Available

These custom-branded light boxes offer an immediate attention-grabber while on display throughout the entire conference. Includes one light box.

Accessibility Ambassadors

\$10,000 | Exclusive

- Special recognition in Know Before You Go email to all attendees
- Sponsor logo included on all Ambassador T-shirts

Conference Bags

\$13,000 | Exclusive

- Special recognition in Saturday Show Daily email to all attendees
- Conference bags will be co-branded with your logo and the APTA logo and distributed to ALL conference participants at registration

Friend of APTA

\$1,750 | Multiple Available

Contribute \$1,750 to unlock all the core sponsor benefits!



International Bus Roadeo



APRIL 4-8, 2025
AUSTIN, TX



The **International Bus Roadeo** is a unique learning opportunity for operators and maintenance teams to engage with other transit agency professionals up close and personal. The Roadeo is a competition of driving skills and maintenance disciplines, offering training and networking for all attendees.

Who attends: bus operators, maintenance teams, and their supervisors

INTERNATIONAL BUS ROADEO

SPONSOR PACKAGES

NEW

Technician's Breakfast

\$4,500 | Exclusive

- Sponsor logo and recognition with breakfast description in mobile app
- Opportunity to distribute promotional item at breakfast
- Sponsor recognition on signage at breakfast

NEW

Technician's Lunch

\$7,500 | Exclusive

- Sponsor logo and recognition with session description in mobile app
- (1) complimentary bus roadeo registration
- Opportunity to distribute promotional item at lunch
- Sponsor recognition on signage at lunch

SOLD

+ Core Benefits Included with All Sponsorships

- ✓ Logo included in on-site sponsor recognition signage
- ✓ Logo and media link in event app
- ✓ Logo and media link on conference website
- ✓ Logo included in attendee 'Know Before You Go' email

Grand Champion Sponsor

\$10,000 | Exclusive

- Post-event email announcing International Bus Roadeo Grand Champion to all APTA members
- (1) on-site push notification recognizing sponsor to announce Grand Champion
- (1) mobile app banner ad, including click-through link to sponsor's website
- Logo displayed on screen during remarks and announcement
- Opportunity to announce and present award to the Grand Champion winning team during Awards Ceremony
- (1) complimentary ticket to Awards After Party

Secure a Sponsorship or Curate a Custom Package

Contact:

Christine von Steiger
+1-703-706-8252

aptaconference@ntpevents.com

Fan of the Roadeo

\$1,750 | Multiple Available

Contribute \$1,750 to unlock all core sponsor benefits!

SPONSORSHIP OPPORTUNITIES

NETWORKING & EVENTS

Swap Meet & Reception Sponsor

\$15,000 | Lead -or- \$7,500 | Co-Sponsor

Lead sponsor exclusives:

- Top billing in all event promotions
- Swap Meet & Reception promoted as “presented by [sponsor]”
- (1) mobile app banner ad, including click-through link to sponsor's website
- Sponsor logo and recognition with reception description in mobile app
- (2) complimentary Swap Meet & Reception tickets
- Opportunity to distribute promotional item at Swap Meet & Reception

All sponsors receive:

- Sponsor recognition in 'Bus Roadeo Swap Meet & Reception' Invite emailed to all Roadeo participants
- (1) on-site push notification recognizing sponsor
- (1) complimentary swap meet & reception ticket
- Sponsor recognition on signage at reception

After Party Sponsor

\$20,000 | Presenting -or- \$10,000 | Co-Sponsor

Presenting sponsor exclusives:

- After Party promoted as “presented by [sponsor]”
- (1) mobile app banner ad, including click-through link to sponsor's website
- Sponsor logo and recognition with event description in mobile app
- Opportunity to distribute materials at After Party
- Opportunity to provide remarks at After Party

Awards Ceremony Sponsor

\$20,000 | Presenting -or- \$10,000 | Co-Sponsor

Presenting sponsor exclusives:

- Awards Ceremony promoted as “presented by [sponsor]”
- (1) mobile app banner ad, including click-through link to sponsor's website
- Sponsor logo and recognition with event description in mobile app
- Opportunity to provide 60-second remarks on stage (or video for playback) during Awards Ceremony
- Opportunity to distribute materials at ceremony

All sponsors receive:

- Sponsor recognition in 'Awards Ceremony Invite' emailed to all Conference and Roadeo participants
- (1) on-site push notification recognizing sponsor
- (2) complimentary tickets to After Party
- Sponsor recognition on signage and on screen at Awards Ceremony

All sponsors receive:

- Custom branded step and repeat co-branded with APTA and Bus Roadeo logos
- Sponsor recognition in 'Bus Roadeo After Party Invite' emailed to all attendees
- (1) on-site push notification recognizing sponsor
- (2) complimentary After Party tickets
- Sponsor recognition on signage at After Party

Secure Your Opportunity

SPONSORSHIPS

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EXHIBIT SPACE

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