

TRANSform CONFERENCE

Presented by **HNTB**

September 29–October 2, 2024
Anaheim, CA

Exhibitor & Sponsorship Prospectus

American
Public Transportation
Association

APTA.COM



Showcase Your Solutions

APTA's TRANSform Conference is **THE FLAGSHIP EVENT** for APTA members to engage in workshops, join tours, and network with colleagues. Secure your exhibit space to reach a captive audience of decision makers, connect with existing customers and prospects, build partnerships, and establish your company as a leader in the industry.

Attendees Include:

- Transit Personnel
- Policymakers
- Board Members
- Government Agencies
- Manufacturers
- Suppliers
- Consultants

Exhibit Location, Dates & Hours

Anaheim Convention Center, Hall B

800 W Katella Ave, Anaheim, CA 92802

Sunday, September 29

Exhibitor Move-In: 7:30am–4pm
Exhibit Hall Open: 6pm–7:30pm
Opening Reception: 6pm–7:30pm

Monday, September 30

Exhibit Hall Open: 10am–4pm
Coffee Break: 10am–11am
Lunch: 12pm–2pm
Dessert Break: 3pm–4pm

Monday, September 30

Exhibitor Move-Out: 4pm–8pm

Your Exhibit Booth Includes:

- 2 complimentary exhibitor badges
- Pipe and drape
- 6' x 30" draped table
- 2 chairs
- Company I.D. sign
- Inclusion in the **APTA 2024 TRANSform Conference Products and Services Publication**

Book Early to Save

Exhibit Size	Early Rate (through July 31)	Standard Rate (after July 31)
10' x 10' 100 SF	\$2,350 Save \$200	\$2,550
10' x 20' 200 SF	\$4,700 Save \$400	\$5,100
20' x 20' 400 SF	\$9,400 Save \$800	\$10,200

Reserve Your Booth

Secure your booth today by contacting:

Ron Bates
aptaconference@ntpevents.com
+1.703.706.8230

Core Sponsor Benefits

In addition to the specific benefits listed below each sponsorship, all packages include enhanced visibility through our Core Sponsor Benefits:

- ✓ **Logo inclusion 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**

Contact Us Today to Secure a Sponsorship

Secure your sponsor package or discuss custom options by contacting us today:

Christine von Steiger
aptaconference@ntpevents.com
+1.703.706.8252

Available Opportunities

Presenting Sponsor

\$64,500 **EXCLUSIVE**

- **NEW** Core Sponsor Benefits package
- **NEW** (2) dedicated pre-show sponsor emails deployed to all attendees
- **NEW** (2) mobile app push notifications recognizing sponsor
- **NEW** (2) pre-show social media posts recognizing sponsor
- Conference promoted as "presented by [sponsor]"
- Opportunity to provide 3-minute remarks during the opening session
- Opportunity to provide 90-second video for playback prior to opening session
- (3) complimentary conference registrations
- Logo displayed on screen during welcome remarks
- Opportunity to distribute promotional item at registration

Technical Session Sponsor

\$4,000/Session -or- 2 Sessions for \$7,500

- **NEW** Core Sponsor Benefits package
- Opportunity to open session and introduce session moderator
- Sponsor recognition on signage at session
- Exclusive opportunity to distribute promotional item at session

Welcome Reception Sponsor

\$40,000 **EXCLUSIVE**

- **NEW** Core Sponsor Benefits package
- **NEW** Custom branded step and repeat featuring sponsor logo and APTA logo
- **NEW** (1) pre-event social media post recognizing sponsor
- **NEW** Sponsor highlighted in 'Welcome Reception Invite' emailed to all attendees
- **NEW** (1) push notification recognizing sponsor during conference
- (2) complimentary conference registrations
- Opportunity to distribute promotional item at welcome reception
- Sponsor recognition on tent cards and signage, and on sponsor-branded beverage napkins throughout welcome reception

APTA Honors Luncheon

\$25,000 **EXCLUSIVE**

- **NEW** Core Sponsor Benefits package
- **NEW** Sponsor highlighted in 'APTA Honors Luncheon Invite' emailed to all attendees
- **NEW** (1) pre-event social media post recognizing sponsor
- **NEW** (1) push notification recognizing sponsor during conference
- (1) complimentary conference registration
- Opportunity to provide 60-second video for playback during Honors program
- Exclusive opportunity to distribute promotional item at luncheon
- Sponsor recognition via logo on screen during luncheon
- Sponsor recognition on tent cards and signage throughout luncheon
- Reserved seating at luncheon

Breakfast Sponsor

\$18,000 **3 AVAILABLE 2 AVAILABLE**

- **NEW** Core Sponsor Benefits package
- **NEW** (1) pre-event social media post recognizing sponsor
- **NEW** (1) mobile app push notification recognizing sponsor
- Sponsor recognition on tent cards and signage, and on sponsor-branded beverage napkins throughout breakfast area
- Exclusive opportunity to distribute promotional item at breakfast

General Session

~~\$30,500 (Monday)~~; \$22,500 (Tuesday) ; \$15,000 (Wednesday)

- **NEW** Core Sponsor Benefits package
- **NEW** Sponsors highlighted in 'General Sessions' email sent to all attendees
- **NEW** (1) mobile app push notification recognizing sponsor during conference
- Opportunity to provide video (up to 60 seconds) for playback during session
- (1) complimentary conference registration
- Sponsor recognition on signage at session
- Exclusive opportunity to distribute promotional item at session
- Sponsor logo and recognition with session description in mobile app

Products & Services Showcase Lunch

\$20,000 **EXCLUSIVE**

- **NEW** Core Sponsor Benefits package
- **NEW** Exclusive opportunity to distribute materials at lunch
- **NEW** Sponsor highlighted in 'Products & Services Showcase Invite' emailed to all attendees
- **NEW** (1) mobile app push notification recognizing sponsor
- Customizable branding on all food stations at lunch
- Sponsor recognition on tent cards and signage, and on sponsor-branded beverage napkins throughout lunch

NEW! Innovation Summit

\$20,000 **EXCLUSIVE**

- Innovation Summit promoted as "presented by [sponsor]"
- Opportunity to host a 30-minute discussion session in collaboration with APTA
- (1) dedicated pre-conference Innovation Summit email deployed to all attendees recognizing sponsor
- (1) mobile app push notification recognizing sponsor
- (1) pre-conference social media post recognizing sponsor
- (1) complimentary conference registration
- Exclusive opportunity to distribute promotional item in Innovation Summit

Mobile App Sponsor

\$25,000 **EXCLUSIVE**

- **NEW** Core Sponsor Benefits package
- **NEW** (2) mobile app promo posts—deliver targeted content direct to attendees!
- **NEW** Prime logo placement on app splash screen
- **NEW** (2) mobile app push notifications
- **NEW** (2) mobile app banner ads for placement at bottom of app pages, including a click-through URL to sponsor's website
- Recognition in pre-show mobile app announcement email sent to all attendees

NEW! LGBTQ+ Reception

\$10,000 **LEAD SPONSOR** or \$5,000 **CO-SPONSOR**

All sponsors receive:

- Core sponsor benefits package
- (1) mobile app push notification recognizing sponsors
- (1) pre-event social media post recognizing sponsors

Lead sponsor exclusives:

- Sponsor-branded beverage napkins
- Opportunity to distribute materials at reception

NEW! Exhibit Hall Coffee Break Sponsor

\$8,500 **EXCLUSIVE**

- Core sponsor benefits package
- Sponsor recognition on tabletop signage
- Opportunity to greet attendees and distribute promotional item
- Sponsor highlighted in 'Products & Services Showcase Invite' emailed to all attendees
- Sponsor-branded beverage napkins

SOLD!

NEW! Exhibit Hall Dessert Break Sponsor

\$8,500 **EXCLUSIVE**

- Core sponsor benefits package
- Sponsor recognition on tabletop signage
- Opportunity to greet attendees and distribute promotional item
- Sponsor highlighted in 'Products & Services Showcase Invite' emailed to all attendees
- Sponsor-branded beverage napkins

SOLD!

Branding Opportunities

All Branding Opportunities include the Core Sponsor Benefits

Conference Bags

\$16,000 **EXCLUSIVE**

- Exclusive opportunity to distribute bags at registration
- Sponsor logo on conference bags alongside APTA logo
- (1) rotating mobile app banner ad

Headshot Lounge

\$15,000 **EXCLUSIVE**

Includes a professional photographer setup and sponsor branding on giveaway re. how to add headshots to social media profiles.

Accessibility Ambassadors

\$13,500 **EXCLUSIVE**

Your logo will be co-branded with the APTA logo on T-shirts worn by volunteers as they help attendees and those seeking assistance during the conference.

Light Boxes

\$6,000

This unique statement piece is exclusively branded for your company.

Window Clings

\$15,000 **EXCLUSIVE**

Exclusively branded large scale ad in a highly visible location.

Friend of APTA

\$2,000

Contribute \$2,000 to unlock the Core Sponsor Benefits package!

Mobile App Banner Ads

\$2,750

(1) rotating mobile app banner ad on conference mobile app.

Hotel Key Cards

\$15,000 **EXCLUSIVE**

Your logo exclusively-branded on host hotel key cards and distributed to all guests.

Lanyards

\$12,000 **EXCLUSIVE**

Your logo will be exclusively branded on the official conference lanyard.

Floor Decals

\$3,500

Select (2) 3'x3' decal or (1) 6'x6' decal to be placed in a strategic location in the Exhibit Hall or Host Hotel.

Secure a Sponsor Package Today

To discuss sponsorship options, custom packages, or secure your sponsorship today, contact:

Christine von Steiger

aptaconference@ntpevents.com

+1.703.706.8252