



TRANSform

**SEPTEMBER 14-17, 2025
BOSTON, MA**

**EXHIBIT & SPONSORSHIP
OPPORTUNITIES**

PRESENTED BY

HNTB

APTA.COM





TRANSform

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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.

Who attends: Policymakers, board members, government agencies, transit personnel, manufacturers, suppliers, consultants, and more key decision-makers in the transportation space.

EXHIBITOR OPPORTUNITIES

100 SF (10' x 10') Booth

Early Rate: \$2,550

Standard Rate: \$2,750

200 SF (10' x 20') Booth

Early Rate: \$5,100

Standard Rate: \$5,500

400 SF (20' x 20') Booth

Early Rate: \$10,200

Standard Rate: \$11,000

Showcase Hours:

Sun, September 14: 5:30 pm – 7:30 pm

Mon, September 15: 10:15 am – 4:15 pm

**Reserve by
July 16, 2025
to secure early rates!**

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 TRANSform Conference Products and Services Publication

EXHIBIT SPACE REQUESTS

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

Ron Bates

+1-703-706-8230

aptaconference@ntpevents.com

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SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

\$64,500 | Exclusive

- Conference promoted as “presented by [sponsor]”
- Special recognition in Welcome email to attendees
- Opportunity to provide 3-minute remarks during the opening session
- (2) on-site push notifications recognizing sponsor
- (1) mobile app description, including click-through link to sponsor's website
- (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

\$8,500 | Exclusive

- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition in mobile app
- Opportunity to distribute materials at break
- Sponsor recognition on signage at break area

Dessert Break in Exhibit Hall

\$9,000 | Exclusive

- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition in mobile app
- Opportunity to distribute materials at break
- Sponsor recognition on signage at break area

+ 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

3 Available | \$30,000 (Monday Opening) / \$22,500 (Tuesday) *

- 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 for 1 Session -or- \$7,500 for 2 Sessions (Exclusive per Session)

- 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

\$40,000 | Lead -or- \$25,000 | 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
- (1) mobile app banner ad, including click-through link to sponsor's website

All sponsors receive:

- Sponsor recognition in Show Daily email to all attendees
- Sponsor logo and recognition with event description in mobile app
- (1) on-site push notification recognizing sponsor(s)
- Sponsor recognition on signage at the Opening Reception

Innovation Summit

\$20,000 | Exclusive

- Innovation Summit promoted as "presented by [sponsor]"
- Special recognition in Show Daily email to all attendees
- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition with session description in mobile app
- (1) post-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 Summit
- Sponsor recognition on signage at Innovation Summit

LGBTQ+ 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(s) before the reception
- Sponsor recognition on signage at reception

Breakfast Sponsor

\$18,000 | 3 Available (Exclusive per Breakfast)

- Special recognition in Show daily email to all attendees
- (1) on-site push notification recognizing sponsor
- Exclusive opportunity to distribute promotional item at breakfast
- Sponsor logo and recognition in mobile app
- Sponsor recognition on signage at breakfast
- Beverage napkins branded with sponsor logo

Product & Services Showcase Luncheon

\$20,000 | Exclusive

- Sponsor highlighted in 'Products & Services Showcase Invite' emailed to all attendees
- Exclusive opportunity to distribute materials at luncheon
- Beverage napkins branded with sponsor logo
- (1) on-site push notification recognizing sponsor
- Sponsor recognition on tent cards and signage throughout the lunch

APTA Honors

\$25,000 | Exclusive

- Sponsor highlighted in 'APTA Honors Invite' emailed to all attendees
- (1) complimentary conference registration
- Exclusive opportunity to distribute promotional item at APTA Honors
- (1) on-site push notification recognizing sponsor
- Sponsor logo and recognition with APTA Honors description in mobile app
- Sponsor recognition on signage at APTA Honors

TRANSFORM CONFERENCE

DIGITAL ACTIVATIONS

Mobile App Title Sponsor

\$10,000 | Exclusive

- Special recognition in all mobile app promotions
- 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) pre-conference social media post recognizing sponsor
- Logo displayed on screen during welcome remarks

Mobile App Banner Ad

\$2,750 | Limited Availability

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



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

Friend of APTA

\$2,000 | Multiple Available

Contribute \$2,000 to unlock all the core sponsor benefits!

BRANDING & SIGNAGE

Lanyards

\$12,000 | 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

\$15,000 | Exclusive

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

Light Boxes

\$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.

Conference Bags

\$16,000 | 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

Double-Sided Meter Panel

\$3,500 | Multiple Available

Floor Decals

\$3,500 | Multiple Available

(2) 3'x3' decals or (1) 6'x6' decal placed in a strategic location in Exhibit Hall or Host Hotel

Window Clings

\$15,000 | Exclusive

Exclusively-branded large-scaled window clings in high visibility area

SPECIAL ACTIVATIONS

Headshot Lounge

\$15,000 | Exclusive

The Headshot Lounge was one of the busiest areas at APTA's TRANSform and EXPO 2023. Attendees line up for their complimentary professional headshot.

- (1) on-site mobile app push notification
- Station co-branded with sponsor logo on backdrop and photo area signage
- Opportunity to distribute item at Headshot Lounge
- Sponsor branding on downloadable photo files or email receipt
- Sponsor recognition in a Show Daily email to all attendees

Care Crew

\$13,500 | Exclusive

The Care Crew, rocking branded high-visibility shirts featuring your logo, will be placed in high-volume areas to assist attendees with anything they may need.

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

360 Photo Booth

Contact for pricing | Exclusive

Create shareable moments as attendees hop into the booth to take photos with their colleagues.

- Special recognition in a Show Daily email & Know Before You Go email to all attendees
- (1) pre-conference social media post recognizing sponsor
- Opportunity to provide promotional item at photo booth
- (1) on-site push notification recognizing sponsor
- Sponsor recognition on signage at photo booth and throughout event promotion activation

SPECIAL ACTIVATIONS

NEW!

Puppy Lounge

Contact for pricing | Exclusive

Did you know that cuddling puppies reduces stress and increases productivity? Your brand will bring the joy of puppies to all attendees in a highly trafficked, feel-good environment - showing your commitment to well-being, community care, and compassion—all while leaving a lasting impression.

- Puppy Lounge promoted as "sponsored by [sponsor]"
- Special recognition in a Show Daily email & Know Before You Go email to all attendees
- (1) on-site push notification recognizing sponsor & puppy lounge
- (1) pre-conference social media post recognizing sponsor
- Opportunity to greet attendees or provide branded giveaways (e.g., chew toys, stress bones)
- Sponsor recognition on signage at Puppy Lounge and throughout event promoting Puppy Lounge

Zen Lounge

\$14,000 | Exclusive

Attendees will take a peaceful moment in the Zen Lounge to relax, recharge, and grab a refreshing juice.

- Sponsor recognition on or near all tables, floor mats, and pillows
- Custom branded beverage napkins with sponsor logo
- Opportunity to distribute promotional item(s) in the lounge
- Inclusion in Show Daily, app, and on-site mobile app push notification
- Sponsor recognition on signage near lounge

First-Timer + Veteran Meetups

\$12,500 | Exclusive

Organized networking events that helps first-timer and veteran attendees to connect held at APTA Central on the show floor. Sponsor the event with signage, giveaways, or icebreaker cards.

- Sponsor logo and recognition with meetup description in mobile app
- Opportunity to distribute promotional item(s) at meetup area
- Sponsor recognition on signage at meetup
- (1) push notification recognizing sponsor during conference
- Special recognition in Show Daily
- Sponsor-branded icebreaker cards

"Transit Stories" Confessional Booth

\$15,000 | Exclusive

Reality-TV-style booth where attendees record their best/funniest/wildest transit stories.

- Branded confessional booth with sponsor call-to-action
- Sponsor featured at video replay lounge (if stories played onsite or post-event)
- Inclusion in Show Daily, app, and on-site mobile app push notification
- Sponsor logo included on video reel (for replay post-event)

Secure Your Opportunity

SPONSORSHIPS

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EXHIBIT SPACE

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