

# Mobility Conference

April 28–May 1, 2024 | Portland, OR

## Exhibitor & Sponsorship Prospectus



American  
Public Transportation  
Association

[APTA.COM](https://www.apta.com)



# Showcase Your Mobility Solutions

APTA's Mobility Conference addresses the critical priorities and challenges facing bus and paratransit systems, while exploring the changing environment in which systems operate in today's mobility landscape.

**1,000+ Attendees**

**30+ Education Sessions**

**140+ Exhibitors**

Public transportation professionals from all over come to network, learn, evaluate and compare products, meet with innovators, and connect with key suppliers.

## Attendees Include:

- Bus and Paratransit System Professionals
- Mobility Managers
- Board Members
- Contractors

## Exhibit

Reach 1,000+ industry decision makers, connect with existing and prospective customers, and establish yourself as a key contributor to mobility innovation.

### 10' X 10' / 100 SF Booth Includes:\*

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

Exhibit/Display Type	Early Rate <i>(book by March 1, 2024)</i>	Standard Rate <i>(book after March 1, 2024)</i>
10' x 10' / 100 SF Booth	\$2,150	\$2,350
Bus/Vehicle length <35'	\$2,150	\$2,350
Bus/Vehicle length 35'–45'	\$2,350	\$2,550
Bus/Vehicle length >45'	\$2,500	\$2,700

For more information (\*including larger booth space) and to reserve your booth at APTA Mobility Conference, contact **Ron Bates** at [aptaconference@ntpevents.com](mailto:aptaconference@ntpevents.com) or **+1-703-706-8230**.

## Sponsor Inquiries

To discuss sponsorship options, create a custom package, or secure your sponsorship today, contact **Christine Von Steiger** at **aptaconference@ntpevents.com** or **+1.703.706.8252**

## Core Sponsor Benefits

In addition to the specific benefits denoted within each package below, all sponsors receive the following **Core Sponsor Benefits** package:

- ✓ **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**

## Sponsor Packages

### PRESENTING SPONSOR

\$38,500 **EXCLUSIVE**

- NEW Core sponsor benefits
- NEW (1) pre-conference dedicated sponsor email deployed to all attendees
- NEW (1) push notification recognizing sponsor during conference
- NEW (1) pre-conference social media post recognizing sponsor
- NEW Opportunity to provide promotional video (up to 90-seconds) for playback prior to opening session
- Conference promoted as "presented by [sponsor]"
- Opportunity to provide 3-minute remarks during the opening session
- (2) complimentary conference registrations
- Logo displayed on screen during welcome remarks
- Logo incorporated into meeting branding elements
- Opportunity to distribute promotional item at registration
- Sponsor recognition in event app description

**SOLD!**

## WELCOME RECEPTION

\$20,000 **EXCLUSIVE**

- NEW Core sponsor benefits
- NEW Exclusive sponsor recognition in 'Welcome Reception Invite' emailed to all attendees
- NEW (1) push notification recognizing sponsor during conference
- Sponsor recognition on tent cards and signage throughout welcome reception
- Opportunity to distribute materials at welcome reception
- (1) complimentary conference registration

## GENERAL SESSION

~~Monday Opening Session (\$20,000)~~

~~Tuesday (\$15,000)~~ **WEDNESDAY (\$10,000)**

- NEW Core sponsor benefits
- NEW (1) exclusive banner ad included in pre-conference email promotion
- NEW (1) push notification recognizing sponsor during conference
- Opportunity to provide video (up to 60 seconds) for playback during session
- (1) complimentary conference registration
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on signage at session
- Exclusive opportunity to distribute promotional item at session

## TECHNICAL SESSIONS

\$4,000/Session or

2 Sessions for \$7,500

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

## NEW NETWORKING LUNCH

\$20,000 (Monday, April 29) **EXCLUSIVE**

- Core sponsor benefits
- (1) exclusive banner ad included in pre-conference email promotion
- (1) push notification recognizing sponsor during conference
- Custom branded beverage napkins with sponsor logo
- (1) complimentary conference registration
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on tent cards and signage throughout luncheon
- Exclusive opportunity to distribute promotional item during lunch

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## CONTINENTAL BREAKFAST

\$12,500/day

Available Monday, Tuesday & Wednesday

- NEW Core sponsor benefits
- NEW Custom branded beverage napkins with sponsor logo
- Sponsor recognition on tent cards and signage throughout breakfast
- Exclusive opportunity to distribute promotional item at breakfast

## NEW LGBTQ+ RECEPTION

\$10,000 **LEAD SPONSOR**

\$5,000 **CO-SPONSOR**

Lead sponsor exclusives:

- (1) push notification recognizing sponsor during conference
- Opportunity to distribute materials at reception

All sponsors receive the core sponsor benefits package, plus logo inclusion in attendee 'Know Before You Go' email.

## NEW INNOVATION STATION

\$20,000 **EXCLUSIVE**

- Core sponsor benefits
- Innovation Station promoted as "presented by [sponsor]"
- Opportunity to host a 30-minute discussion session in collaboration with APTA
- (1) dedicated pre-conference Innovation Station email sent to all attendees recognizing sponsor
- (1) push notification recognizing sponsor during conference
- (1) pre-conference social media post recognizing sponsor
- (1) complimentary conference registration
- Sponsor logo and recognition with session description in mobile app
- Exclusive opportunity to distribute promotional item in Innovation Station

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## PRODUCT & SERVICES SHOWCASE LUNCHEON

\$20,000 (Tuesday, April 30) **EXCLUSIVE**

- NEW Core sponsor benefits
- NEW (1) exclusive banner ad included in pre-conference email promotion
- NEW (1) push notification recognizing sponsor during conference
- NEW Custom branded beverage napkins with sponsor logo
- (1) complimentary conference registration
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on tent cards and signage throughout luncheon
- Exclusive opportunity to distribute promotional item during luncheon

## NEW COFFEE BREAK IN EXHIBIT HALL

\$5,000 **EXCLUSIVE**

- NEW Core sponsor benefits
- Sponsor recognition on tabletop signage
- Opportunity to greet attendees and distribute promotional item

## NEW DESSERT BREAK IN EXHIBIT HALL

\$6,000 **EXCLUSIVE**

- NEW Core sponsor benefits
- Sponsor recognition on tabletop signage
- Opportunity to greet attendees and distribute promotional item

## Branding Packages

*All Branding Packages include the Core Sponsor Benefits*

## NEW MOBILE APP SPONSOR

\$20,000 **EXCLUSIVE**

- (1) exclusive banner ad included in pre-conference email promotion
- (2) promotional posts within app, allowing you to deliver targeted messages and content directly to conference attendees
- Prime logo placement on app splash screen ensuring your brand is the first thing users see when accessing the app
- (2) push notifications sent to attendees through the conference app
- Up to (2) different banner ads at the bottom of most app pages, including a click-through URL to sponsor's website
- (1) complimentary conference registration

**SOLD!**

## 'ASK ME' STAFF T-SHIRTS

\$10,000 **EXCLUSIVE**

All seeking guidance won't be able to miss these bright, bold t-shirts adorning volunteers as they help attendees throughout the conference! Sponsor logo will be co-branded with the APTA logo on all 'Ask Me' T-shirts.

## CHARGING STATIONS

\$12,000 **EXCLUSIVE**

Sponsor recognition and branding on or near charging stations.

## CONFERENCE BAGS

\$15,000 **EXCLUSIVE**

NEW (1) exclusive banner ad included in pre-conference email promotion.

Bags will be co-branded with your company logo and APTA logo and distributed to ALL conference participants at registration.

## HOTEL KEY CARDS

\$12,000

Hotel key cards branded with your logo and given to all HQ hotel guests.

## LANYARDS/BADGE HOLDERS

\$10,000

Lanyards will be co-branded with your logo and the APTA logo.

## LIGHT BOXES

\$6,000/light box

A unique, attention-grabbing statement piece, light boxes are exclusively branded for your company.

## FLOOR DECALS

\$3,000

Strategically placed to help drive traffic to your booth! Choose two (2) 3x3 or one (1) 6x6 floor sticker for placement in HQ hotel/Exhibit Hall.

## MOBILE APP BANNER AD

\$2,500

Capture attention in the one place everyone will look—their phone!

## FRIEND OF APTA

\$1,750

Contribute \$1,750 to unlock the Core Sponsor Benefits package!

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