

Rail CONFERENCE

June 2-5, 2024 | Cleveland, OH

Exhibitor & Sponsorship Prospectus



American
Public Transportation
Association

APTA.COM



Showcase Your Rail Solutions

APTA's Rail Conference unites professionals from all rail modes, including urban, commuter, high speed and intercity.

1,200+ Attendees

45+ Education Sessions

70+ Exhibitors

Attendees seek products and solutions for maintenance, safety & security, sanitation, operations, finance, workforce development, sustainability, and more. Attendees Include:

- **Board Members**
- **Consultants**
- **Contractors**
- **Government Agency Staff**
- **Mid-Level Management**
- **Executive Leadership**
- **Retail Agency Staff**
- **Suppliers**

Exhibit

Secure your booth space to reach a captive audience of 1,200+ decision makers, connect with existing customers and prospects, develop partnerships, and position your organization as a leading solutions provider in the rail industry.

YOUR 10' X 10' 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 Rail Conference Products and Services Publication***

Exhibit Rates

Early Rate: \$2,150 *(if reserved by April 3, 2024)*

Standard Rate: \$2,350 *(if reserved after April 3, 2024)*

For more information and to reserve your booth at APTA's Rail Conference, contact **Ron Bates** at aptaconference@ntpevents.com or **+1-703-706-8230**.

Sponsor Inquiries

To discuss sponsorship options, custom packages, 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**

Available Sponsorships

PRESENTING SPONSOR

\$38,500 *EXCLUSIVE*

- NEW Core sponsor benefits package
- NEW (1) pre-conference dedicated sponsor email deployed to all attendees
- NEW (1) mobile app push notification recognizing sponsor during conference
- NEW (1) pre-conference social media post recognizing sponsor
- Conference promotional sign "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
- (2) complimentary conference registrations
- Logo displayed on screen during welcome remarks
- Opportunity to distribute promotional item at registration

OPENING BREAKFAST

\$22,000 *EXCLUSIVE*

- NEW Core sponsor benefits package
- NEW (1) dedicated pre-conference sponsor email deployed to all attendees
- NEW (1) mobile app push notification recognizing sponsor
- NEW Opportunity to distribute promotional item at breakfast
- Opportunity to provide up to 90-sec video for playback prior to opening breakfast
- Sponsor recognition on tent cards and signage throughout breakfast
- (1) rotating mobile app banner ad

NEW LGBTQ+ RECEPTION

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

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

Lead sponsor exclusives:

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

CONTINENTAL BREAKFAST

\$10,000 *3-Available* **2 REMAINING**

- NEW Core sponsor benefits package
- NEW (1) mobile app push notification recognizing sponsor
- Opportunity to greet attendees and network as they come in to the breakfast
- Sponsor recognition on tent cards and signage throughout breakfast
- Sponsor recognition via branded napkins at breakfast
- Opportunity to distribute promotional item at breakfast
- (1) rotating mobile app banner ad

TECHNICAL SESSIONS

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

- NEW Core sponsor benefits package
- Opportunity to introduce session moderator
- Sponsor recognition on signage at session
- Exclusive opportunity to distribute materials at session

OPENING GENERAL SESSION

~~\$25,000 (Monday)~~ ~~\$20,000 (Tuesday)~~ \$15,000 (Wednesday)

- **NEW** Core sponsor benefits package
- **NEW** (1) exclusive banner ad included in pre-conference email promotion
- **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

OPENING RECEPTION

\$20,000 **EXCLUSIVE**

- **NEW** Core sponsor benefits package
- **NEW** Exclusive sponsor recognition in 'Opening Reception Invite' emailed to all attendees
- **NEW** (1) mobile app push notification recognizing sponsor
- **NEW** Opportunity to distribute promotional item at reception
- **NEW** Custom branded Step and Repeat featuring sponsor logo and APTA logo
- Opening Reception promoted as "presented by [sponsor]"
- Sponsor recognition on tent cards and signage throughout reception

NEW COFFEE BREAK IN EXHIBIT HALL

\$5,000 **EXCLUSIVE**

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

NEW INNOVATION STATION

\$20,000 **EXCLUSIVE**

- Core sponsor benefits package
- Innovation Station promoted as “presented by [sponsor]”
- Opportunity to host 20-minute discussion session in collaboration with APTA
- (1) dedicated pre-conference email deployed to all attendees
- (1) pre-conference social media post recognizing sponsor
- (1) mobile app push notification recognizing sponsor
- (1) complimentary conference registration
- Opportunity to distribute promotional item in Innovation Station

PRODUCTS & SERVICES SHOWCASE LUNCHEON

\$20,000 **EXCLUSIVE**

- **NEW** Core sponsor benefits package
- **NEW** (1) dedicated pre-conference sponsor email deployed to all attendees
- **NEW** (1) mobile app push notification recognizing sponsor
- **NEW** Opportunity to distribute promotional item at luncheon
- Sponsor recognition on tent cards and signage throughout luncheon

NEW MOBILE APP SPONSOR

\$20,000 **EXCLUSIVE**

- (1) exclusive banner ad included in pre-conference email promotion
- (2) promotional posts within app, enabling direct delivery to attendees
- Logo placement on app splash screen, ensuring strong brand recognition
- (2) push notifications sent to attendees through the conference app
- Up to (2) banner ads in app, with a click-through URL to sponsor’s website
- (1) complimentary conference registration

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Branding Packages

CONFERENCE BAGS

\$13,000 **EXCLUSIVE**

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

CHARGING STATIONS

\$12,000 **EXCLUSIVE**

- Core Sponsor Benefits package
- Sponsor recognition on or near all charging stations

LANYARDS

\$10,000 **EXCLUSIVE**

- Core Sponsor Benefits package
- Lanyards custom branded with sponsor logo
- (1) rotating mobile app banner ad

ESCALATOR CLINGS

Contact for Pricing **EXCLUSIVE**

- Core Sponsor Benefits package
- Exclusively branded large-scale escalator cling - runs entire center length of escalator!

HOTEL KEY CARDS

\$10,000 **EXCLUSIVE**

- Core Sponsor Benefits package
- Sponsor branded hotel key cards with sponsor logo distributed to all hotel guest (host hotel only)
- (1) rotating mobile app banner ad

FLOOR DECALS

\$3,000

- Core Sponsor Benefits package
- (2) 3'x3' or (1) 6'x6' floor sticker strategically placed in Exhibit Hall or Host Hotel

Samples:



'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.

MOBILE APP BANNER ADS

\$2,500

- Core Sponsor Benefits package
- (1) rotating banner ad on mobile app

FRIEND OF APTA

\$1,750

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

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