



Safety and Risk Management SEMINAR

DECEMBER 8-11, 2024
ATLANTA, GA

Sponsorship Prospectus

American Public Transportation Association

APTA.COM

Tabletop Displays

Be a part of this exceptional opportunity to showcase your solutions and connect with leading transit Risk Managers and Safety Professionals. This is not a tradeshow; but an opportunity to advertise your company's function and services while attending the seminar.

Tabletop Display Dates/Times

DATES: December 8–December 11

TIMES: Display hours will coincide with registration/check-in hours.

Reserve Early to Save!

EARLY RATE: \$750 - through Oct 21, 2024

Standard Rate: \$850 - after Oct 21, 2024
(space may not be available after Oct 21)

Reserve your tabletop display (and sponsor package) today by contacting **Christine von Steiger** at aptaconference@ntpevents.com or **+1.703.706.8252**.

Sponsorship Opportunities

+ Core Sponsor Benefits

In addition to the benefits listed under each package below, all sponsors receive the following Core Sponsor Benefits:

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

PRESENTING SPONSOR

\$25,000

NEW & EXCLUSIVE

- Core sponsor benefits package
- (1) dedicated pre-seminar sponsor email deployed to all attendees
- (1) pre-seminar social media post recognizing sponsor
- Seminar promoted as "presented by [sponsor]"
- Opportunity to provide 3-minute remarks during the opening session
- (2) complimentary seminar registrations
- Logo displayed on screen during welcome remarks
- Logo incorporated into seminar branding elements
- Opportunity to distribute promotional item/brochure at registration
- Sponsor recognition in event app description

WELCOME RECEPTION SPONSOR

EXCLUSIVE

\$20,000

- **NEW** Core sponsor benefits package
- **NEW** Exclusive sponsor recognition in 'Opening Reception Invite' emailed to all attendees
- (2) complimentary seminar registrations
- Opportunity to provide 2-minute welcome remarks during the reception
- Sponsor recognition on tent cards and signage throughout welcome reception
- Sponsor recognition on mobile app
- Opportunity to distribute materials at welcome reception

CONTINENTAL BREAKFAST

\$7,500 (3 Available - Monday; Tuesday; Wednesday)

- **NEW** Core sponsor benefits package
- Opportunity to greet attendees and network as they come into 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

KEYNOTE LUNCH SPONSOR

NEW & EXCLUSIVE

\$15,000 (2 Available - Monday; Tuesday)

- **NEW** Core sponsor benefits package
- (1) complimentary seminar registration
- Opportunity to provide 60-second remarks during lunch
- Sponsor recognition on tent cards and signage throughout lunch
- Exclusive opportunity to distribute materials at lunch

NETWORKING BREAK SPONSOR

\$5,000 (5 Available)

- **NEW** Core sponsor benefits package
- Opportunity to greet attendees and network during break
- Sponsor recognition on tent cards and signage in break area
- Exclusive opportunity to distribute promotional item in break area

WORKSHOP/SESSION SPONSOR

\$4,000/Session or 2 for \$7,500 (14 Available)

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

MOBILE APP SPONSOR

\$12,500

NEW & EXCLUSIVE

- Core sponsor benefits
- (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

LANYARD SPONSOR

\$5,000

NEW & EXCLUSIVE

- Core sponsor benefits package
- Conference lanyards will be co-branded with your company logo and APTA logo and distributed to ALL seminar participants at registration

MOBILE APP BANNER AD

\$2,500 (Limited Availability)

NEW

- Core sponsor benefits package
- Opportunity to place a rotating banner ad in the mobile app

FRIEND OF APTA

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

To secure your sponsorship opportunity or discuss custom options, contact **Christine von Steiger** at aptaconference@ntpevents.com or **+1.703.706.8252**.