



APTAtech

August 4-7, 2024 | Philadelphia, PA

Exhibitor & Sponsorship Prospectus

American Public Transportation Association

Showcase Your Solutions

APTatech delves into the utilization of cutting-edge technologies to enhance the public transit experience. As the leading transportation technology conference, key topics include advancements in fare payment systems, autonomous and zero-emission vehicles, equity considerations, cybersecurity preparedness, workforce capabilities, real-time open data services, and addressing rider challenges.

Exhibit

Secure your booth space to reach a captive audience of key decision makers, connect with existing customers and prospects, develop partnerships, and position your organization as a leading technology solutions provider in the public transportation industry.

YOUR 10' X 10' BOOTH INCLUDES:

- **Two (2) complimentary exhibitor badges**
- **Pipe & drape** (blue & yellow/gold [backdrape] & blue [siderail])
- **Standard ballroom carpet**
- **One (1) draped table** (white)
- **2 chairs**
- **Company I.D. sign**

Exhibit Space Availability

Early Rate: \$1,550 *(if reserved by June 5, 2024)*

Standard Rate: \$1,750 *(if reserved after June 5, 2024)*

For more information about exhibiting and to reserve your booth at APTatech 2024, contact **Ron Bates** at aptaconference@ntpevents.com or +1-703-706-8230.

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 Opportunities

Presenting Sponsor

\$25,000 **EXCLUSIVE**

Receive the Core Sponsor Benefits package, plus:

- Conference promoted as "presented by [sponsor]"
- Opportunity to provide 3-minute remarks during the opening session
- (2) complimentary conference registrations
- **NEW** (1) dedicated pre-conference sponsor email deployed to all attendees
- **NEW** (1) push notification recognizing/promoting sponsor during conference
- **NEW** (1) pre-conference social media post recognizing sponsor
- 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

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

Welcome Reception

\$18,000 **EXCLUSIVE**

This high-profile package includes the Core Sponsor Benefits, plus:

- Opening Reception promoted as “presented by [sponsor]”
- **NEW** (1) dedicated pre-conference 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 distribute promotional item at reception
- **NEW** Exclusive sponsor recognition and promotion included in ‘Opening Reception Invite’ emailed to all attendees (*exclusive sponsors only*)
- **NEW** Custom branded Step and Repeat featuring sponsor logo and APTA logo – a highly visible marketing piece that will ensure your company receives prominent and lasting recognition!
- Sponsor recognition on tent cards and signage throughout reception
- (1) rotating mobile app banner ad
- Sponsor recognition in event app description

CEO Roundtable Lunch Sponsor

\$20,000 **EXCLUSIVE**

Includes the Core Sponsor Benefits, plus:

- *NEW* (1) push notification recognizing sponsor during conference
- *NEW* (1) pre-conference social media post recognizing sponsor
- (2) complimentary conference registrations
- Opportunity to provide 60-second welcome remarks at lunch
- VIP seating at lunch
- Sponsor recognition from stage during lunch
- Lunch promoted as “sponsored by [sponsor]”
- Opportunity to distribute promotional item/brochure at lunch
- Sponsor recognition on tent cards and signage throughout lunch
- Sponsor recognition in event app description

SOLD!

NEW Mobile App Sponsor

\$12,500 **EXCLUSIVE**

Includes the Core Sponsor Benefits, plus:

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

NEW Innovation Challenge

\$10,000 **EXCLUSIVE**

Includes the Core Sponsor Benefits, plus:

- **NEW** (1) push notification recognizing sponsor during conference
- **NEW** (1) pre-conference social media post recognizing sponsor
- Opportunity to provide live remarks at opening session
- (1) complimentary conference registration
- Opportunity to distribute promotional item at opening session
- Sponsor recognition in event app description

Opening Session

\$15,000 **EXCLUSIVE**

Includes the Core Sponsor Benefits, plus:

- **NEW** (1) push notification recognizing sponsor during conference
- **NEW** (1) pre-conference social media post recognizing sponsor
- Opportunity to provide 60-second video for playback at opening session
- (1) complimentary conference registration
- Opportunity to distribute promotional item at opening session
- Sponsor recognition in event app description

Technology Showcase Lunch Sponsor

\$12,500 **EXCLUSIVE**

Includes the Core Sponsor Benefits, plus:

- **NEW** (1) push notification recognizing sponsor during conference
- **NEW** (1) pre-conference social media post recognizing sponsor
- (1) complimentary conference registration
- Sponsor recognition from stage during lunch
- Opportunity to distribute promotional item/brochure at lunch
- Sponsor recognition on tent cards and signage throughout lunch
- Sponsor recognition in event app description

Continental Breakfast

\$10,000 **3 AVAILABLE**

Includes the Core Sponsor Benefits, plus:

- **NEW** (1) push notification recognizing 'breakfast sponsored by' during conference
- Sponsor recognition on tent cards and signage throughout breakfast
- Sponsor recognition via branded napkins at breakfast
- Opportunity to distribute promotional item at breakfast
- Sponsor recognition in event app description

Education Sessions

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

Includes the Core Sponsor Benefits package, plus:

- Opportunity introduce session moderator
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on signage at session
- Exclusive opportunity to distribute materials at session

Branding Packages

Conference Bags

\$6,000 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

SOLD!

Lanyards

\$6,000 EXCLUSIVE

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

SOLD!

Mobile App Banner Ads

\$2,500/ad

- 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!



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

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+1.703.706.8252