



# Workforce SUMMIT

**AUGUST 21-23, 2024**  
**WASHINGTON, DC**

## **Sponsorship Prospectus**

American Public Transportation Association

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

# Tabletop Displays

**Captivate an engaged audience of decision makers and connect with customers and prospects through a tabletop display!** Your display includes a 2' x 6' draped table, 2 chairs, and a wastebasket. APTA will assign location. *Please note if you prefer to avoid placement near any particular companies.*

## Tabletop Display Days/Hours

Wednesday: 5 pm – 6:30 pm / Thursday: 8 am – 4 pm / Friday: 8 am – 1:30 pm

## Reserve Early to Save!

**Early Rate: \$750** (reserve by July 1, 2024)

**Standard Rate: \$850** (if reserved after July 1, 2024)

Contact **Christine von Steiger** at [aptaconference@ntpevents.com](mailto:aptaconference@ntpevents.com) or **+1.703.706.8252** to secure displays and sponsor packages.

# Sponsor Opportunities

## Core Sponsor Benefits

In addition to the benefits listed under each package below, all sponsors receive the **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

\$40,000

**EXCLUSIVE**

- **NEW** Core sponsor benefits
- **NEW** (1) dedicated pre-conference sponsor email deployed to all attendees
- **NEW** (1) pre-conference social media post recognizing sponsor
- 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/brochure at registration

## Welcome Reception Sponsor

EXCLUSIVE

\$20,000

- **NEW** Core sponsor benefits
- **NEW** Exclusive sponsor recognition in 'Opening Reception Invite' emailed to all attendees
- (2) complimentary conference registrations
- Sponsor recognition on tent cards and signage throughout welcome reception
- Opportunity to distribute materials at welcome reception

## Lunch Sponsor

\$15,000 (2 Available - Thursday and Friday)

- **NEW** Core sponsor benefits
- **NEW** Opportunity to provide 2-minute remarks from stage during lunch
- (1) complimentary conference registration
- Sponsor recognition on tent cards and signage throughout lunch area
- Exclusive opportunity to distribute materials at lunch

## General Sessions

\$10,000 (2 Available: Thursday AM Opening and Keynote; Friday PM Closing Session and Workforce Strategy Planning)

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

## NEW PRE-CONFERENCE LIVE PODCAST

EXCLUSIVE

\$10,000

- Core sponsor benefits
- (1) complimentary conference registration
- Opportunity to provide 60-second remarks during the session
- Sponsor recognition on tent cards and signage throughout session
- Exclusive opportunity to distribute materials at session

## Continental Breakfast

\$10,000 (2 Available - Thursday and Friday)

- **NEW** Core sponsor benefits
- Opportunity to greet attendees and network as they come into the breakfast
- Opportunity to provide 90-second welcome remarks at breakfast
- Sponsor recognition on tent cards and signage throughout breakfast
- Sponsor recognition via branded napkins at breakfast
- Opportunity to distribute promotional item at breakfast

## Session Sponsor

\$4,000/Session or \$12,500/Session Track (4 sessions per track)

*Tracks available: Recruiting, Reskilling, Retention*

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

## Lanyard Sponsor

\$6,000

**EXCLUSIVE**

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

## Friend of APTA

\$1,750

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

# Secure Your Sponsorship

To discuss sponsorship options, custom packages, or secure your sponsorship today, contact **Christine von Steiger** at [aptaconference@ntpevents.com](mailto:aptaconference@ntpevents.com) or **+1.703.706.8252**