

APTA's 2019

TRANSform CONFERENCE



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

A reimagined APTA Annual Meeting

OCTOBER 13-16 / MARRIOTT MARQUIS / NEW YORK, NY

2019 SPONSORSHIP OPPORTUNITIES

APTA's TRANSform Conference

is the flagship event for public transportation professionals to engage in workshops, join tours, and network with colleagues.

Increase your organization's exposure and revenue possibilities by becoming a sponsor at APTA's TRANSform Conference. The following high-impact opportunities will help you stand out and expand your reach.

CONTACT US TO GET STARTED:



CHRISTINE VON STEIGER

Sales and Sponsorships

APTATransformSales@ntpevents.com

+1.703.706.8252

BRAND U BAR: LINKEDIN LOUNGE

\$15,000

Our experts will guide attendees on how to create a remarkable first impression, showcase their thought leadership, and connect with the right colleagues while managing their recommendations and privacy settings.

- LinkedIn Lounge with sponsor signage
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on APTA conference web page

BRAND U BAR: TECH BAR

\$15,000

Your one-stop shop to be EMPOWERED! At the Tech Bar attendees engage with our experts for Tech Therapy sessions. They tackle tech with social media & reputation consultations, website reviews, hands-on demos of immersive and wearable gadgets and download on latest apps to make their lives more productive and fun.

Attendees walk away from this experience with actionable advice on integrating digital solutions and tech into their everyday world and bring the future into the NOW!

- Tech Bar with expert services and sponsor signage
- Sponsor a representative to participate in the experience, initiate conversations and answer questions
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

BRAND U BAR: HEADSHOT

\$15,000

Our professional photographer and makeup artist ensure your attendees receive studio quality images to match their top match their newly upgraded profile.

- Professional photographer setup
- Branded takeaway on how to add their new headshot to all their social media profiles
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on APTA conference web page

2019 SPONSORSHIPS

LOUNGES IN MEETING LEVELS' LOBBIES

\$7,000

- Couch with outlet
- Table with branding
- Fabric pipe and drape wall (no sides)

OPENING SESSION | SUNDAY NIGHT

\$30,000

- Logo on screen at General Session
- Signage at door at General Session
- 60 – 90 second video (sponsor to provide)
- Speaking role during program
- Exclusive opportunity to distribute materials at General Session
- Name in alpha listing of sponsors
- Logo in mobile app
- Logo on TRANSform web page

AWARDS BREAKFAST | TUESDAY

\$20,000

- Logo on screen at Breakfast
- Signage at door of event
- Special seating at event for sponsor staff and customers
- 60 – 90 second video (sponsor to provide)
- Table tent cards on tables
- Exclusive opportunity to distribute material at event
- Name in alpha listing
- Logo in mobile app
- Logo on TRANSform web page

CLOSING GENERAL SESSION | WEDNESDAY

\$10,000

- Logo on screen at General Session
- Signage at door at General Session
- 3 MINS: 60 – 90 second video (sponsor to provide) OR Brief remarks before video (2 minutes max)
- Exclusive opportunity to distribute materials at General Session
- Name in alpha listing of sponsors
- Logo in mobile app
- Logo on TRANSform web page

CONFERENCE KICK OFF | MONDAY MORNING

\$30,000

- Logo on screen at opening General Session
Keynote: Randi Zuckerberg
- Signage at door of opening General Session
- 60 – 90 second video (sponsor to provide)
- Speaking role during program
- Exclusive opportunity to distribute materials at General Session
- Name in alpha listing of sponsors
- Logo in mobile app
- Logo on TRANSform web page

WAKE UP BREAKFAST | WEDNESDAY

\$18,000

- Logo on screen during breakfast
- Signage at breakfast
- Table tent cards
- 60 – 90 second video (sponsor to provide)
- Brief introduction to video, 1-2 minutes
- Reserved table up front for ticketed attendees
- Exclusive opportunity to distribute material at event
- Logo in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

LUNCH SPONSOR | MONDAY

\$15,000

Sponsor lunch on the opening day of the conference with branded food stations and an exclusive opportunity to distribute materials at the general session!

- Sponsorship includes customizable branding on all food stations
- Name in alpha listing of sponsors
- Logo in mobile app
- Logo on TRANSform web page



WELCOME RECEPTION SPONSORSHIPS

APTA's TRANSform Welcome Reception, hosted in the Marriott Marquis's Broadway Lounge and overlooking the bustle of NYC's Times Square, offers a unique opportunity to create a memorable experience that attendees won't soon forget. Let us curate an activation with you!

Contact **Christine Von Steiger** at APTATransformSales@ntpevents.com | +1.703.706.8224

GOLD SPONSOR: WELCOME RECEPTION

\$60,000

- 2 hour- digital ad in Times Square
- Access to VIP area during reception.
Sponsor may purchase Food and Beverage
- Table top signage in lounge
- Loop on lounge video screens for entire day
- Logo in mobile app
- Name in alpha listing of sponsors
- Logo on APTA TRANSform web page



LARGE ROOM SPONSOR

\$3,000

- Choice of Room at the Welcome Reception (see list on right) for private or public event
- Sponsor is highly encouraged to curate a memorable, themed room experience
- Signage/ Floor decals in front of room
- Logo included on lounge video screens
- Logo in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

Not included: upgraded furniture, custom F&B

LARGE ROOM OPTIONS

- 8th Floor - VIP Patio
- 8th Floor - Manhattan (purple carpet, no airwall)
- 9th Floor - Marquis Room (Salon A, B, C)
- 9th Floor - Floor Terrace Space (Public)

SMALL ROOM SPONSOR

\$1,500

- Choice of Room at the Welcome Reception (see list on right) for private or public event
- Sponsor is highly encouraged to curate a memorable themed room experience
- Not included: upgraded furniture, custom F&B
- Signage/ Floor decals in front of room
- Logo included on lounge video screens
- Logo in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

SMALL SPONSOR ROOM OPTIONS

- 8th Floor - Liberty Ballroom (no airwall, intimate)
- 9th Floor Barrymore (Wood Panel Room)
- 9th Floor Cantor and Jolson (Airwall)

CUSTOM GOBOS PACKAGE

\$5,000

The package includes: Custom made steel gobos (reproduced using company artwork), lighting equipment, colored gels, electrical service & setup/teardown labor

- Located in the hotel driveway or any other approved space

ACTIVITY SPONSOR

\$5,000

Sponsor one of our exciting activities at the Welcome Reception!

- Options include: Jazz Trio, Photobooth, Broadway Dancers
- Logo in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

EDUCATION SPONSORSHIPS

STANDARD: EDUCATIONAL SESSION

\$3,000

- Sponsor representative will open the session and introduce moderator
- Recognition under session write-up in programs and mobile app
- Company name recognition at sponsored education session
- Company name on signage
- Exclusive opportunity to distribute materials at session
- Name in alpha listing of sponsors
- Recognition on TRANSform web page

PACKAGE: 3 EDUCATIONAL SESSIONS

\$7,000

- Sponsor representative will open the session and introduce moderator
- Recognition under session write-up in programs and mobile app
- Logo recognition at sponsored educational sessions
- Logo on signage
- Exclusive opportunity to distribute materials at sessions
- Name in alpha listing of sponsors
- Recognition on TRANSform web page

UNCONFERENCE SESSION SPONSOR

\$5,000 - 3 Available

Sponsor our ALL NEW Unconference Sessions! These interactive and informal sessions are discussion driven by the attendees.

- Sponsor representative will open the session and kick off the conversation
- Sponsor may provide input into discussion topic

Note: This is not a sales presentation or workshop

EDUCATION SESSION ROOM SPONSOR

\$16,000

Feature your brand in an individual session room throughout the event!

- Recognition under session write-up in programs and mobile app
- Logo recognition at sponsored educational sessions
- Logo on signage
- Sponsor representative will open the session and introduce moderator
- Exclusive opportunity to distribute materials at sessions
- Name in alpha listing of sponsors
- Recognition on TRANSform web page
- Approximately 7 sessions per room

PROCUREMENT SUMMIT

\$10,000

- Sponsor of a dedicated track of sessions targeted at procurement officers
- Name in alpha listing of sponsors
- Recognition on TRANSform web page

SHOE SHINE VOUCHERS

\$8,000

- Sponsor can distribute vouchers for a comp shoe shine in hotel lobby
- Recognition in app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

GUESTTEK BRANDED SPLASH PAGE | WIFI

\$5,000

Customize a web page so guests see your message when they log on to the Internet! A single Branded Splash Page with custom graphics and text will ensure that attendees see your name when they log on to check e-mail, get on the Internet or download files.

- Sponsor provides custom message and branding for web page
- Ability to link out message to external website
- Name in alpha listing of sponsors
- Logo on TRANSform web page

MOBILE APP SPONSOR

\$8,000

Let your brand be seen by everyone that downloads the conference mobile app!

- Exclusive feature in banner ad in app
- Sponsor logo recognition as mobile app sponsor in pre-show attendee email with app download information
- Sponsor logo on on-site signage with app download information

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BRANDING SPONSORSHIPS

DIGITAL AD IN TIMES SQUARE

\$20,000–\$35,000

- 1 Hour- digital ad in Times Square
» **\$20,000**
- 2 hour- digital ad in Times Square
» **\$25,000**
- 4 hours- digital ad in Times Square
» **\$35,000**
- Upgrade: Hospitality at Broadway Lounge
» DETAILS TBD



COLUMN WRAPS

\$5,000

Feature your branding on high-visibility floor-to-ceiling columns throughout the venue.

- Small Column or Large Column placements available in exhibit areas

LIGHT BOX

\$5,000

Greet attendees with custom branding as they disembark the escalator on each floor!

- Light Box placed at the top of escalator
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

HOTEL KEY CARDS

\$15,000

Place your brand directly in the hands of attendees staying at the Marriott Marquis!

- Attendees and exhibitors staying at Marriott Marquis will receive a key card with your company logo

MEETING TOTE BAGS

\$17,000

- Sponsor logo & APTA logo on bags
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

INROOM VIDEO PRESENTATION

\$5,000

Capture attendees' imaginations with a high-impact continuous video feed loop!

- Only DVD formats are acceptable. Video must be approved by the Hotel's Management Team

DIGITAL SIGNAGE IN HOTEL

\$5,000

The advertisement(s) will run on a continuous loop, reaching thousands of guests throughout the day.

- File needs to be a JPEG
768 wide x 1280 high & 96 dp

LANYARDS

\$8,000

- Logo on lanyards
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

FLOOR DECALS

\$8,000

- Two 3ft x 3ft floor stickers placed in a high-traffic location on the show floor
- Recognition in mobile app
- Name in alpha listing of sponsors

DOOR DROP

\$8,000

Deliver a customizable gift package right to the doorstep of attendees at the Marriott Marquis!

- Sponsor responsible for materials and shipping to hotel
- Recognition in mobile app
- Name in alpha listing of sponsors
- Logo on TRANSform web page

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