



2018 APTA Bus & Paratransit Conference

MAY 6-9, 2018 | TAMPA, FL

Sponsorship Opportunities

Maximize Your Success at APTA's 2018 Bus & Paratransit Conference

You won't find a better opportunity to drive awareness, visibility, and demand directly with decision-makers!

Increase your organization's exposure and maximize revenue possibilities by becoming a sponsor of APTA's 2018 Bus & Paratransit Conference. The high-impact sponsorships listed below will help you stand out from your competition and connect you with the attendees you want to reach.

See for yourself the wide variety and range of available sponsorship opportunities and contact Heather Rachels at hrachels@apta.com or (202) 496-4838 to reserve your exclusive sponsorship.

Welcome Reception

\$15,000

- Recognition in app with event write-up
- Free banner ad
- Signage at door of event
- Tent cards on buffet and tables
- Name in alpha listing of sponsors
- Exclusive opportunity to distribute materials at event
- Logo on APTA conference web page

SOLD!

Opening General Sessions

\$10,000

- Logo on screen
- Recognition in app with event write-up
- Free banner ad
- Signage at door of event
- 60 – 90 second video (sponsor to provide)
- Speaking role
- Exclusive opportunity to distribute materials at event
- Name in alpha listing of sponsors
- Logo on APTA conference web page

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Conference App

\$10,000 splash page (includes 1 banner ad) / \$2,000 each banner ad

- Recognition in app with event write-up
- Name in alpha listing of sponsors
- Logo on each screen of app
- Logo on APTA conference web page
- Logo on all app signage

Continental Breakfast (3)

\$8,000 each

- Recognition in app with event write-up
- Free banner ad
- Name in alpha listing of sponsors
- Table tent cards on buffets & seating areas
- Signage at event
- Exclusive opportunity to distribute materials at event
- Logo on APTA conference web page

Bus Display Luncheon

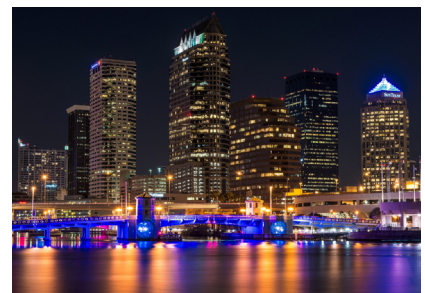
\$15,000 sole sponsor / \$8,000 co-sponsor with APTA

- Recognition in app with event write-up
- Free banner ad
- Name in alpha listing of sponsors
- Signage at event
- Tent cards on buffets and tables
- Logo on APTA conference web page

Closing General Session

\$8,000

- Logo on screen
- Recognition in app with event write-up
- Free banner ad
- Name in alpha listing of sponsors
- Signage at event
- 60 – 90 second video (sponsor to provide)
- Speaking role
- Exclusive opportunity to distribute materials at event
- Logo on APTA conference web page



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Product Showcase Luncheon

\$15,000 sole sponsor / \$8,000 co-sponsor with APTA

- Recognition in app with event write-up
- Free banner ad
- Signage at door of event
- Tent cards on buffet and tables
- Name in alpha listing of sponsors
- Prime location in the showcase if exhibiting
- Logo on APTA conference web page



Photo courtesy of www.Tbo.com

Hotel Branding—Internet

(call for pricing)

Technical Sessions

\$3,000 each or 3 for \$7,000

- Name in alpha list of sponsors
- Recognition under session write-up in app (1 free banner ad at \$7,000 sponsorship level)
- Free banner ad
- Signage at event
- Company representative will open the session and introduce moderator
- Exclusive opportunity to distribute materials at event
- Recognition on APTA conference web page

Conference Giveaway or Padfolios

\$10,000, or \$4,000 and sponsor provides giveaway

- Sponsor Logo & APTA Logo on bags
- Recognition in app with event write-up
- Free banner ad
- Name in in alpha listing of sponsors
- Logo on APTA conference web page

Lanyards

\$8,000

- Logo on lanyards
- Recognition in app with event write-up
- Free banner ad
- Name in in alpha listing of sponsors
- Logo on APTA conference web page

SOLD!



2018 APTA Bus & Paratransit Conference Sponsorship Opportunities

Hotel Room Keys

\$8,000

- Logo on keys
- Recognition in app with event write-up
- Free banner ad
- Name in in alpha listing of sponsors
- Logo on APTA conference web page

Light Box

\$6,000

- Single-sided ad 1M × 87”
- Sponsor to provide artwork
- Placed in prominent area

Hotel Branding—Banner over Hotel Bar

\$10,000 *(call for more information)*

General Sponsorship Fund

\$1,000 minimum

- Name in app with event write-up
- Name on any signage for event

Bus Rodeo Banquet

\$20,000 sole sponsor / \$15,000 co-sponsor with APTA

(Sponsorship is of Rodeo Contestants only. Tickets will be sold to Conference attendees.)

- Logo on screen
- Recognition in app with event write-up
- Free banner ad
- Name in alpha listing of sponsors
- Signage at event
- Tent cards on tables
- 60 – 90 second video (sponsor to provide)
- Exclusive opportunity to distribute material
- Logo on APTA Rail Rodeo web page



Photo courtesy of VisitTampaBay.com

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Bus Roadeo Coffee Breaks (3)

\$1,000 each

- Recognition in app with event write-up
- Signage at event
- Tent cards on tables
- Exclusive opportunity to distribute material
- Recognition on APTA Bus Roadeo web page

Bus Roadeo Luncheon

\$15,000

- Recognition in app with event write-up
- Free banner ad
- Name in alpha listing of sponsors
- Signage at event
- Tent cards on buffets and tables
- Logo on APTA Bus Roadeo web page

Bus Roadeo Swap Meet

\$20,000 sole sponsor / \$10,000 co-sponsor with APTA

- Recognition in app with event write-up
- Free banner ad
- Name in alpha listing of sponsors
- Signage at event
- Tent cards on tables
- Exclusive opportunity to distribute material
- Logo on APTA Bus Roadeo web page



Photo courtesy of HARTRide 2012, June 2014

*Sponsorships are on a first-come, first-served basis
All sponsors are listed in the alpha listing in the app.*