



APTA MOBILITY CONFERENCE



Exhibit & Sponsorship Prospectus

May 1-4, 2022 | Columbus, OH



SHOWCASE YOUR MOBILITY SOLUTIONS

30+ Education Sessions

140+ Exhibitors

900+ Attendees

Engage and interact with mobility experts actively seeking solutions for their bus and paratransit systems.

Attendees from all over come to train, network, evaluate and compare products, meet with innovators in the field, and connect with key suppliers. Attendees include:

- Bus and Paratransit System Employees and Managers
- Mobility Managers
- Board Members
- Contractors
- Suppliers
- Manufacturers
- Consultants

EXHIBIT

Engage and interact with mobility experts actively seeking solutions for their bus and paratransit systems.

By booking a booth, you will reach a captive audience of 900+ industry decision makers, connect with existing customers and find new ones, and establish yourself as a key contributor to innovation in mobility.

Book your 10' x 10' booth and receive:

- 1 complimentary exhibitor badge
- Pipe and drape
- 6' x 30" white draped table
- 2 chairs
- Booth carpet
- Inclusion in a special *APTA 2022 Mobility Conference Products and Services Publication*
- Company I.D. sign

EXHIBIT RATES:

Early Fee \$1,950 reservations by 3/25/22

Standard Fee \$2,150 after 3/25/22

BUS DISPLAY RATES:

\$2,000 Buses or Vehicles shorter than 35'

\$2,125 Buses or Vehicles 35' – 45'

\$2,225 Buses or Vehicles 45' or longer

Additional tent structures or refreshment areas \$250 each

Early Birds Save \$150 by reserving by 3/25/22

For information on booth sales for the Mobility Conference please contact Ron Bates at APTAConference@ntpevents.com, or 703-706-8230.

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MOBILITY SPONSORSHIPS

APTA's enhanced Bus and Paratransit Mobility Conference is where critical priorities and challenges facing bus and paratransit systems are investigated.

Take the opportunity to maximize your visibility and ROI by booking a sponsorship today!

Opportunities

Presenting Sponsor \$25,000

- Conference promoted as "presented by [Sponsor]"
- Representative may give 60-second welcome remarks during the general session
- Logo will be included on-site signage, on screen during your welcoming remarks, on the conference website, and in all other conference materials
- Your brochure/promo item may be distributed in the registration area
- Signage at event
- Two (2) complimentary conference registrations
- One (1) rotating mobile app banner ad
- Written recognition in app event description

Opening General Sessions Monday - \$15,000 Tuesday - \$10,000 **SOLD!**

Sponsoring a general session is a great way to show your support of the personal and professional development of the attendees.

As a general session sponsor you'll receive:

- Logo on the video screen
- Branding on event signage
- Exclusive ability to distribute promotional materials
- Logo on sponsor signage
- Written recognition in app event description
- One (1) rotating mobile app banner ad
- 60-90 second video at the session as well as the ability to provide brief remarks at the event
- One (1) complimentary conference registration

Welcome Reception **SOLD!** \$18,000

Experiential sponsorships are a great way to gain recognition and be seen. This event is an attendee favorite and a highly-desired sponsorship.

- One (1) rotating mobile app banner ad
- Branded event specific door signage
- Branded table tent cards
- Written recognition in app event description
- Exclusive ability to distribute promotional materials
- Logo on conference website
- Two (2) complimentary conference registrations

Closing General Session Wednesday - \$8,000

- Logo on screen
- Written recognition in event description
- 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 conference website
- One (1) rotating mobile app banner

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Opportunities

Bus Display Luncheon \$12,000

This event is an attendee favorite year over year. The event showcases the latest trends and technologies that improve the mobility of the neighborhood via the buses, which serve their respective communities.

- One (1) rotating mobile app banner
- Written recognition in app event description
- Branded table tent cards
- Logo on sponsor signage
- One (1) complimentary conference registration

Product & Services Showcase Luncheon \$12,000

The Product & Services Showcase Luncheon provides attendees with a sneak peek of new products and services coming to market. Align your organization with innovation by showcasing how your organization is contributing to advanced mobility technologies.

- One (1) rotating mobile app banner ad
- Logo on sponsor signage
- Written recognition in app event description
- Branded event specific door signage
- Branded table tent cards
- Logo on the conference website
- One (1) complimentary conference registration

Technical Sessions \$4,000 or 2 for \$7,000

Sponsoring technical sessions position you as a thought leading organization and elevates your brand to a captive audience.

- The ability to distribute promotional materials
- Sign outside of room, inclusion on the sponsors list
- Recognition on the conference web page
- The opportunity to have a company representative open the session and introduce the moderator
- Written recognition in mobile app description

Continental Breakfast Opportunities \$10,000 - 3 Available

Help attendees fuel up for the day ahead and be the first brand that they interact with by sponsoring a continental breakfast for all attendees.

- One (1) rotating mobile app banner
- Branded table cards at buffets and seating areas
- Event signage
- The ability to distribute promotional materials
- Logo on conference website
- Written recognition in app event description

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BRANDING OPPORTUNITIES

Conference App Presenting Sponsor \$10,000 (exclusive)

- One (1) rotating mobile app banner
- Recognition as Mobile App Sponsor in all mentions of mobile app - including onsite signage
- Name in alpha listing of sponsors
- Logo on conference website

Keycards **SOLD!** \$10,000

Go beyond the venue with the keycard sponsorship. This sponsorship is a great way to get your brand in the hands of attendees - literally - and break through the clutter.

- Logo on keys
- Name in alpha listing of sponsors
- Logo on conference website
- Inclusion on sponsors list

General Sponsorship Fund \$1,500+

Invest in the future of the transportation community through a scholarship fund. Give back in a meaningful way and be recognized for your contribution.

Conference Bags \$12,000

Attendees love a handy give away. This sponsorship puts your branding on every attendee and has longevity well beyond the event.

Lanyards **SOLD!** \$8,000

Put your brand on every attendee - literally! Not only will your brand be within sight throughout the entire event, it'll live on long after in photos and videos.

Light Box \$6,000

A light box literally shines with brand enthusiasm. Create a unique statement piece that attendees can't help but notice!

Mobile App Banner Ad \$2,000

Attendees use the mobile app constantly throughout the event. What better place to capture their attention?

Contact

For information on sponsorship opportunities for the Mobility Conference, please contact

Christine von Steiger

Sales & Sponsorship

APTAConference@NTPEvents.com

+1703.706.8252



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