



**NEXT**

**STARTS**

**HERE**

**EXHIBIT & SPONSORSHIP  
OPPORTUNITIES**

[APTAEXPO.COM](https://www.aptaexpo.com)

EXPO: October 9–11, 2023  
TRANSform: October 8–11

ORLANDO, FL

# WHAT HAPPENS NEXT

# IN PUBLIC TRANSPORTATION

# HAPPENS

# HERE

# 62%

of attendees are first-time attendees – **providing you with valuable new leads.**

# 88



countries including the U.S. are represented at APTA EXPO.\*

\*Statistic from 2017 due to travel restrictions of 2021 show.

**APTA EXPO** is the public transportation industry's long-standing, premier resource for advancing mobility systems through a robust showcase of the latest-breaking technologies, products, and services by organizations from around the globe.

## WHO ATTENDS?

- 📍 Business Development/Sales
- 📍 C-Suite
- 📍 Engineering
- 📍 Information Technology
- 📍 Maintenance
- 📍 Operations
- 📍 Planning
- 📍 Purchasing/Procurement
- 📍 Safety/Security



## POSITION YOURSELF AGAINST THE COMPETITION

## CREATE LUCRATIVE PARTNERSHIPS

### BOOK YOUR EXHIBIT SPACE TODAY!

In the U.S. | 800-687-7469  
Outside the U.S. | 703-683-8500  
E-mail | [sales@APTAEXPO.com](mailto:sales@APTAEXPO.com)

### Exhibit Space Fees

**Standard Rate** \$45/nsf

**Member Rate** \$30/nsf

**Disadvantaged Business Rate** \$19/nsf

Rates will be adjusted based on your current membership status.



## ATTENDEES ARE SEEKING THESE PRODUCTS

- 📍 Air Conditioning/Heating
- 📍 Alternative-Fueled Vehicles
- 📍 Artificial Intelligence Solutions
- 📍 Accessibility
- 📍 Automated Transit Systems
- 📍 Automated Vehicle Monitoring
- 📍 Buses
- 📍 Cleaning Equipment
- 📍 Communications Systems
- 📍 Components & Structural Parts
- 📍 Computer Hardware & Software
- 📍 Data & Cyber Security Solutions
- 📍 Electrical Systems
- 📍 Fare Collection Systems
- 📍 Fleet Management Systems
- 📍 Intelligent Transport Systems
- 📍 Passenger Information Systems
- 📍 Rail & Railcars
- 📍 Safety/Security Equipment & Services
- 📍 Signage & Displays
- 📍 Trolley Buses/Streetcars/Light Rail

**80%**

of attendees  
come to APTA EXPO to  
**see new products and  
services.**



**84%**

of EXPO attendees  
**influence the buying decisions**  
at their organization or have the  
power to say YES!



**Scan to view the floor plan.**



### **Disadvantaged Business Enterprises (DBEs)**

If you are a women-owned, minority-owned, or a veteran-owned business, you may qualify for special discounted rates on booth packages. Contact us today and learn how you can exhibit at APTA EXPO at a special rate.

### **APTA Members**

Join the leading North American association for professionals involved in public transportation systems and save on exhibit space rates. For more information on APTA's mission and benefits of membership, visit [APTA.com](http://APTA.com).

ELEVATE

EXPOSURE

INCREASE

RESULTS

## SPONSORSHIP OPPORTUNITIES

EXPO is the perfect place to launch a new product, increase your brand awareness, build your pipeline, attract qualified buyers, retain current customers, and more. Plus, sponsorships have been proven to increase traffic to your booth – enhancing your potential ROI.

## EXPO OPPORTUNITIES

### Engagement Opportunities

#### Autonomous Vehicle Demonstration

**\$25,000 | 1 Remaining**

An integrated experience for sponsors to demonstrate their autonomous vehicles in APTA's designated area.

#### Bag and Coat Check Sponsor

**\$15,000**

Every attendee appreciates having a place to stow their belongings during their time at an event. They'll be thankful to you for keeping their items safe!

#### Care Crew – "Ask Me Concierge"

**\$10,000**

Have your logo displayed on the "Ask Me Concierge" placed near the main entrance of the convention center. This important resource will help attendees navigate their way in and around APTA EXPO.

#### DJ in the Exhibit Hall

**Call for pricing (3 Available)**

Be the company that provides the cool factor to the attendee experience on-site. The Lobby DJ will spin tunes from after the first session break through the close of the day's session each day of the conference. The DJ will also deliver your (and only your) company's commercial announcements throughout the event.

#### Headshot Lounge

**\$25,000**

Attendees will receive a complimentary headshot for the chance to receive a complimentary headshot from professional photographers. All headshots will be sent via email with sponsor's branding.

#### Relaxation Station

**\$25,000 | 1 Remaining**

Complimentary lounge space for relaxation station. Vouchers with sponsor logo to be handed out at booth. Sponsor to provide branded staff apparel.

## Interested in Sponsoring?

**Christine von Steiger** | Account Executive

**Phone** | 703-706-8252

**E-mail** | sales@APTAEXPO.com



## Branding Opportunities

### Attendee Bag – TRANSform & EXPO

**\$35,000**

Put your brand in the hands of every EXPO attendee! The bags will serve as a walking advertisement for your brand year-round as attendees use them on the show floor and take them home full of collected materials.

### Hotel Key Cards

**\$25,000**

Place your brand directly in the hands of attendees staying in the OCCC hotel block! You'll have a lasting impact that goes well beyond the event!

**SOLD**

### Charging Stations

**Call for pricing (3 Available)**

Attendees will appreciate you keeping their devices powered up! Be the hero by helping keep them connected.

### Double-Sided Meter Panel

**\$3,500**

These freestanding advertising displays will drive traffic to your booth.

### Floor Decals

**\$4,000**

These custom decals offer an innovative way to display your company on the most traversed pathways both in front of the convention center and on the show floor.

### Lanyards – EXPO Attendees & Exhibitor

**\$30,000**

Why not make it easy to remember your organization by including your logo around every attendee's neck?

**SOLD**

### Light Boxes – Two Sided

**\$6,500**

Capture everyone's attention with a high-impact, doubled-sided 6' tall LED light box. Each fixture features a backlit panel of your advertising or marketing message.

### Skybridge Hanging Signs

**Hyatt: \$25,000 | Hilton/Hyatt: ~~\$10,000~~ **SOLD****

This sponsorship will give you early exposure to attendees and help direct them to the event. Be one of the first brands they interact with on their way to the show.

### Highboy Stickers

**\$2,850**

Brand highboy tables that will be conveniently placed around the convention center to give attendees a place to rest their coffee, have a bite to eat, or catch up on work emails.

### Room Drops

**HQ Hotel: Call for pricing**

Reach attendees in the comfort of their own hotel room with a premium giveaway or a dedicated piece with your message.

### Bathroom Advertising

**\$20,000**

Interested in an atypical sponsorship that will surely capture attendee attention? Consider our bathroom decal sponsorship! Branded stall or decal will be placed on bathroom mirrors and stalls throughout the convention center and will remain throughout the duration of the show.

**SOLD**

### Water Bottles

**\$25,000**

Hydration is key at every event, and reusable water bottles stay in every attendee's cabinet for years to come. This is the perfect way for your company to place your brand directly into attendees' hands.

### Hand Sanitizer Station

**Call for pricing**

Located in a high-traffic area, your logo is sure to get lots of exposure in your effort to keep attendees healthy.

### Banners & Door Clings

**Price varies by sizing**

Catch an attendee's eye anywhere they look! Click here to review Banner, Door Cling, and Escalator/Staircase opportunities at the OCCC. Act fast because specific locations are first come, first serve.

# SPONSORSHIP OPPORTUNITIES

## Web & Digital Opportunities

### On-site E-newsletter Ads

**\$1,500 (3 Available)**

Remind attendees to visit your booth with an advertisement in one of the three on-site attendee newsletters! Newsletters are sent during the show to registered attendees, making it the perfect place to promote your location.

### Wi-Fi Sponsor

**Call for pricing**

Help attendees stay connected and productive on-site by sponsoring Wi-Fi. Your logo and company name will be featured when anyone connects.

### Website Ads

**\$2,500 (10 Available)**

Showcase your brand to thousands of public transportation professionals from around the globe by purchasing a rotating web banner ad with a link to your company's home page.

### Exhibitor Spotlight Email

**\$3,000**

Be featured in a dedicated email to all registered attendees with your message and your brand. This is a unique opportunity to make sure that your booth is on their must-visit list.

## Mobile App Opportunities

### Overall App Sponsor

**\$15,000**

Be the face of the APTA EXPO mobile app! With prominent branding within the app, you're sure to be top of mind to the thousands of attendees who download it.

### Rotating Leader Board Banner Ad

**\$2,500 (3 Available)**

Display your banner ad at the top of the dashboard screen to thousands of attendees who download the APTA EXPO app.

### Push Notifications/Alerts

**\$3,500 (5 Available)**

Send your dedicated message straight to attendees' cell phones. You can alert them about a new product, a demo in your booth, a happy hour, or just remind them to stop by.



"APTA gave our company **great visibility** and allowed us to introduce our passenger information solutions to very **qualified sales leads**. It was of **enormous value** to be there and have the opportunity to meet with the **best leaders** in the industry."

— APTA EXPO 2021 Exhibitor

# TRANSFORM OPPORTUNITIES

## Engagement Opportunities

### Presenting Sponsor

**\$50,000**

Have the most prominent brand presence of all sponsorship options. Top branding in show promotion materials and on-site.

**SOLD**

### Welcome Reception

**\$40,000**

This attendees-only event will give you an exclusive, immersive branding opportunity that will leave an impact.

**SOLD**

### Opening General Session

**Monday: \$30,000 | Tuesday: \$20,000**

Start off the day right by sponsoring the opening general session and being first in line for APTA's TRANSform Conference attendees.

**SOLD**

### APTA Honors Breakfast

**Tuesday: \$25,000**

The awards breakfast is a unique way to engage with the leaders in public transportation.

### General Session

**Tuesday: \$20,000 | Wednesday: \$25,000**

Leave the final impression on attendees as TRANSform wraps up each day with high-profile keynote speakers.

**SOLD**

### Continental Breakfast

**\$18,000 (3 Available)**

Power up attendees every morning as they get ready for a day at APTA EXPO! Sponsor the breakfast and get the first exposure of the day.

### General Sponsorship Fund

**\$1,500**

As a general sponsor, your company's name will be listed in the mobile app, on the conference website, and on event sponsor signage.

### TRANSform Educational Sessions

**1 for \$4,000 | 2 for \$7,000**

Professional development is an ongoing process. Show attendees that you are as equally invested in the betterment of the industry as they are!

## Interested in Sponsoring?

**Christine von Steiger** | Account Executive

**Phone** | 703-706-8252

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## CUSTOMIZED SPONSORSHIP PACKAGES

We can custom design the perfect sponsorship package that aligns directly with your organization's specific sales goals and budget through exclusive opportunities and innovative branding ideas.

Call us today to discuss what you'd like to achieve at APTA's TRANSform & EXPO so we can start designing a package just for you.





**APTA EXPO 2023**  
 C/O NTP EVENTS  
 313 S. Patrick Street  
 Alexandria, VA 22314



# WE ARE GOING BACK TO ORLANDO

2021's EXPO in Orlando was an astounding success. Attendees are more eager than ever to attend the largest EXPO since 2017 and will surely be looking to mix business with pleasure. **And what better place than sunny Orlando?** With its proximity to the parks and favorable weather, this is always a hit location! Don't miss out on reaching the impressive international audience that is sure to return to EXPO.

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