



TRANSform CONFERENCE

October 9-12, 2022 | Seattle Convention
Center, Seattle, Washington



SHOWCASE YOUR SOLUTIONS & EXHIBIT

APTA's TRANSform Conference is the flagship event for APTA members to engage in workshops, join tours, and network with colleagues.

Secure a booth space to reach a captive audience of decision makers, connect with existing customers and find new ones, maintain partnerships and establish your organization as a top solution provider in the industry.

Attendees include:

- Transit Personnel
- Policymakers
- Board Members
- Government Agencies
- Manufacturers
- Suppliers
- Consultants

Book your 10' x 10' booth and receive:

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

EXHIBIT RATES:

Early Fee \$1,950 reservations on or before 8/12/2022

Standard Fee \$2,150 after 8/12/2022

For information on booth sales, contact
**Ron Bates at APTAConference@ntpevents.com,
or 703-706-8230.**



TRANSFORM SPONSORSHIPS

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.

PRESENTING SPONSOR

\$50,000

- Conference promoted as "presented by [sponsor]"
- Representative may give 3-minute remarks during the Monday opening session*
- Up to a 90-second video may be shown during remarks
- Logo may be included in on-site signage, on screen during welcome remarks, and all other conference materials, in mobile app, and on conference website
- Sponsor logo incorporated into meeting branding elements
- Brochure/promo item may be distributed in registration area
- Three (3) complimentary conference registrations
- One (1) rotating mobile app banner ad
- Written recognition in app event description
- Name in alpha listing of sponsors

WELCOME RECEPTION

\$40,000 LEAD | \$20,000 CO-SPONSOR

- Logo on program and sponsor pages on conference website, on the mobile app, on signage at the event, and on tent cards on buffet and tables
- Lead sponsor gets top billing
- Opportunity to distribute materials at event
- Two (2) complimentary conference registrations with lead sponsorship
- One (1) complimentary conference registration with co-sponsorship

APTA HONORS LUNCHEON | TUESDAY

\$22,000 LEAD | \$11,000 CO-SPONSOR

- Logo on screen during luncheon
- Signage at door and on tables
- Special seating at event for sponsor staff and customers
- Opportunity to distribute materials at event
- Lead sponsor exclusive: One (1) complimentary conference registration
- Lead sponsor exclusive: Up to a 60-second video may be shown during remarks
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

CONTINENTAL BREAKFAST

\$18,000 | 3 AVAILABLE

- Signage at breakfast and on tables
- Exclusive opportunity to distribute materials at event
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

OPENING GENERAL SESSION

\$30,000

- Logo on screen
- Signage at door
- Up to 90-second video at session OR live remarks of the same length
- Exclusive opportunity to distribute materials
- One (1) complimentary conference registration
- Name in alpha listing of sponsors
- Logo in mobile app and on conference website

PRODUCTS & SERVICES SHOWCASE LUNCH | MONDAY

\$20,000

- Customizable branding on all food stations
- Opportunity to exhibit in a prime location at the show
- Signage at door
- One (1) complimentary conference registrations
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

CLOSING GENERAL SESSION | WEDNESDAY

\$15,000

- Logo on screen
- Signage at door
- Up to 90-second video at session OR live remarks of the same length
- Exclusive opportunity to distribute materials
- Name in alpha listing of sponsors
- Logo in mobile app and on conference website

TECHNICAL SESSIONS

\$4,000 each or 2 for \$7,000

- Recognition under session write-up in programs and mobile app
- Signage at session
- Company representative will open the session and introduce the moderator
- Exclusive opportunity to distribute materials at session
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

**Please note that both the Presenting Sponsor and Opening General Sponsor will have an opportunity to speak during the Opening General Session.*

BRANDING OPPORTUNITIES

HEADSHOT LOUNGE

\$15,000

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

- Professional photographer setup
- Branded takeaway on how to add their new headshot to all their social media profiles
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

HOTEL KEY CARDS

\$15,000

Place your brand directly in the hands of attendees staying at the Sheraton Grand Seattle!

- Key card with your company logo given to all attendees and exhibitors staying at the HQ Hotel
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

LANYARDS

\$12,000

- Logo on lanyards
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

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.

MOBILE APP

\$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
- Sponsor logo on on-site signage with app download information
- Name in alpha listing of sponsors
- Logo on on-site signage, in mobile app and on conference website

OTHER BRANDING OPPORTUNITIES

- Charging Stations | **\$12,000**
- Conference Bags | ~~\$17,000~~ **SOLD!**
- Escalator Clings | **\$25,000**
- Floor Stickers | **\$4,000**
- Light Boxes | **\$8,500**
- Meter Panels | **\$5,000**
- Mobile App Banner Ads | **\$2,000**
- Window Clings | **\$10,000**

CALL FOR PRICING

- AV Demos
- Banners
- Columns
- Elevator Doors
- Room Drops
- Stair Clings

Contact

For information on sponsorship opportunities for the TRANSform Conference, please contact Christine von Steiger at APTAConference@ntpevents.com, or 703-706-8252.