



WHERE INNOVATION AND TECHNOLOGY

# CONVERGE

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Stand out from the competition with exclusive brand exposure opportunities. Reserve your sponsorship for APTA EXPO now.

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EXPO: October 9-11, 2017  
Annual Meeting: October 8-11, 2017  
Georgia World Congress Center | Atlanta, GA, USA

[APTAEXPO.COM/SPONSORSHIP](http://APTAEXPO.COM/SPONSORSHIP)

SPONSORSHIP  
OPPORTUNITIES  
LISTING



# APTA's ANNUAL MEETING & EXPO:

## Where Innovation and Technology Converge

### SPONSORSHIP OPPORTUNITIES LISTING

#### STAND OUT AT EXPO

**Whether you want to launch a new product, stand out from your competitors, increase brand awareness or attract qualified prospects to your booth, APTA EXPO 2017's sponsorship opportunities amplify your exposure to more than 12,000 transportation professionals. Dozens of opportunities are available.**

**Reserve your sponsorship now.**

#### OFFICIAL EXPO 2017 SHOW GUIDE ADVERTISING

Reserve your space in the popular Official EXPO 2017 Show Guide. This important resource book is referenced throughout the year by key industry professionals – giving you valuable exposure during and long after the show.

Directory Trim size, 4" x 9"

- Space Reservation and Materials Deadline: August 18, 2017

Back Cover - \$5,750

B/W Full-Page Ad\* - \$2,695

4-Color Full-Page Signature Ads\* in center of book - \$3,695

*\*All prices are net*

#### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Available on a first come, first serve basis, these high-impact, high-visibility opportunities will increase your brand recognition and make a lasting impression.

##### **EXPO & Annual Meeting Attendee Bags\***

##### **\$25,000 Co-sponsorship (only one remaining!)**

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

Quantity - 10,000

*\*Must be an APTA member to sponsor*

##### **Pre-Show Promotional Video**

##### **\$10,000- Only one available!**

Present your company front and center every time someone visits the EXPO 2017 website! A video of your choosing will be embedded and promoted on the APTA EXPO homepage for 30 days.

*Video content to be provided by sponsor.*

##### **Headshot Photo Station**

##### **\$40,000 exclusive price or \$20,000 for co-located sponsorship**

Attendees will line up for the chance to receive a complimentary professional headshot. Equipped with professional makeup artists & photographers, attendees will receive a printed headshot photo with sponsor's branding printed on edges.

##### **Hotel Elevator Door Clings**

##### **\$2,000 each, only 8 opportunities left!**

Attendees will be reminded to stop by your booth with this prominent branding opportunity at the Marriott Marquis.

*Art to be provided by the sponsor*

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## SPONSORSHIP OPPORTUNITIES LISTING

### INTERACTIVE EXPERIENCES

#### Interactive Floor Feature

**Starting at \$15,500 - Multiple Customization Options Available!**

This multimedia visual display system projects interactive special effects immersing users in your brand and allowing them to control the dynamic display with simple gestures and movements. Inquire for more details on this unforgettable opportunity!

#### Interactive Light Bright Display

**\$20,000**

See your name in lights! This super-sized, interactive light bright display features your company logo. Attendees will have a hard time forgetting this playful display!

#### Sidewalk Chalk Live Art

**Starting at \$10,000**

Attendees will be anxious to see your custom sidewalk chalk art display progress throughout the duration of the show. Watch as your brand comes to life at the hands of an artist outside the convention center. Duration and size of artwork can be customized!

#### Photo Booth

**\$5,000 per day**

Host a pop up photo booth station in a high traffic area. Attendees will capture memories with friends and take home a photo with your company logo at the bottom. Options include a traditional back drop style photo booth or an interactive mirror photo station!

#### Air Graphiti Photo Booth

**\$30,000**

Create a branded experience that attendees can share on social media. Attendees interact with your brand by personalizing with "air spray paint". Then ...snap! They post it on social media for global exposure. The Air Graphiti wall will be placed in a high traffic area.

### DIGITAL OPPORTUNITIES

#### Digital Product Showcase

**\$6,500**

Showcase your latest products to the thousands of APTA attendees through an easy-to-use digital display. Instantly generate leads based on attendee preference, enabling you to quickly close sales. Prominently displayed outside Hall B and C, attendees use interactive kiosks to access product information and send themselves product details directly from the display.

#### Mobile App Game

**\$5,000 (10 opportunities available)**

Grab one of the limited spots for the mobile app game to have attendees flocking to your booth! Attendees will visit your booth for a chance to win prizes and will be encouraged to engage with booth staff or products to obtain the required validation code.

#### Georgia World Congress Center

##### Digital Signage

**Starting at \$10,000 (12 available)**

Drive customers to your booth utilizing the digital signage opportunities at the Georgia World Congress Center. Available in 10 second increments on several brand new LED screens throughout the convention center, these digital displays are sure to catch the eye of attendees as they traverse through the center.

#### Georgia World Congress Center

##### Outdoor Digital Billboard

**Starting at \$8,000 per billboard**

Space is also available on the giant digital billboard outside the building as well. Catch the attention of attendees before they even arrive to the center!

#### EXPO 2017 Web Banner Ads

**\$5,000 (6 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.

#### Light Box Signage

**\$5,500 each**

Capture everyone's attention with a high-impact, double-sided 6' tall LED light boxes. Each fixture features a backlit panel of your advertising or marketing message in addition to your name and the EXPO 2017 logo!

*Sponsor must provide artwork.*

#### Onsite Attendee E-Newsletter **\$1,500 (3 available)**

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

*Sponsor must supply a company logo, 50 word description and a URL.*

#### Customizable Charging Station

**\$1,500-\$8,000 per unit**

After using your branded charging station, attendees will be compelled to visit your booth. Charging stations range in size with final placement determined by show management.

#### Mobile App Gold Sponsor

**\$20,000**

The mobile app is a powerful tool used by attendees throughout the show. Gain maximum exposure with a top-billed banner ad and splash page and a screen shot on download sites/pages.

*Artwork to be provided by sponsor.*

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## SPONSORSHIP OPPORTUNITIES LISTING

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

#### Station Domination at Peachtree Center Station

**\$100,000**

Cover the entirety of MARTA's Peachtree Station with your branding with Station Domination! Surround consumers with multiple messages throughout their commute to the heart of downtown Atlanta!

#### Attendee Water Bottles

**\$30,000**

Gift attendees with a memorable souvenir and let it promote your brand for years to come. These reusable water bottles are the perfect way for your company to place your brand directly into attendees' hands. Water bottles will be distributed at registration.

*Sponsor to provide logo.*

*Showmanagement to produce. Or talk to sales team about providing your own water bottles for a reduced rate!*

#### Atlanta Transit Advertising

**Starting at \$10,000**

Attendees won't be able to miss your branding splashed across the MARTA trains all over Atlanta. With a variety of placement and sizing options available, you can be sure to find an opportunity that's just right for your company.

#### EXPO Online Registration Sponsor

**\$8,000 each for up to 4 sponsors or \$30,000 exclusive**

Your brand will be seen by every attendee as they register for EXPO 2017! Your logo will be included on the registration site and in all EXPO attendees' registration confirmation emails.

#### Registration Prize Giveaway

**\$15,000 (Limited to 5 companies)**

Send the attendees straight to your booth after registering onsite! The first 2,500 attendees will be given a coupon when they pick up their badges at registration, directing them to your booth for a free giveaway.

*Giveaway to be provided by sponsor and is subject to approval by APTA.*

### ONSITE BRANDING OPPORTUNITIES

#### Convention Center Banners

**Starting at \$5,000**

EXPO attendees will see your logo on one of the many banners strategically located throughout the convention center. Banners set you apart and drive traffic to your booth. Contact sales for placement and sizing options today! Learn more [here](#).

*Artwork to be provided by sponsor.*

#### Main Aisle Carpet Logos

**\$10,000 each (5 available)**

Every attendee will see your company logo on the main aisle of the EXPO 2017 show floor! Logos must be one color, provided by the sponsor, and will be custom dyed onto 10'x10' carpet squares.

#### Column Wraps

**\$7,500**

Grab the attention of EXPO attendees with custom column wraps. Limited number [available!](#)

*Artwork to be provided by sponsor.*

#### Window Clings on Bridge between Omni Hotel and Georgia World Congress Center

**\$2,500 for two 3'x3' clings**

Maximize your branding with advertising on the bridge from the Omni Hotel to the convention center.

#### Double-Sided Meter Panels

**\$2,500 each**

These free-standing advertising displays with 38"x87" panels will drive traffic to your booth. Final placement determined by Show Management.

#### Outdoor Sidewalk Decals

**\$2,500 (one 6'x6' or two 3'x3')**

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.

*Artwork to be provided by the sponsor.*

#### Escalator Hand Rail Runners

**\$15,000 per escalator bank (2 runners)**

You'll be front of mind as attendees head to and from the exhibit halls with this noticeable signage! Only a limited number of opportunities exist.

#### Tram Stop Park Bench

**\$2,000 (per bench)**

Give attendees a place to relax while they wait for the tram! Capture attendee's attention with your company logo and booth number placed on a sign beside the bench or provide your own bench with branding!

#### Hand Sanitizing Stations

**\$10,000 (2 opportunities available)**

With all the hand-shaking, attendees will be grateful you've provided a hand sanitizing station. EXPO will provide and install the stations with unlimited sanitizer. Includes 20 units placed throughout the convention center. Exact locations determined by Show Management.

*Artwork to be provided by sponsor.*

#### Stair Graphics

**\$15,000 (Only 1 available!)**

Showcase your brand on a prominently positioned staircase within the Georgia World Congress Center! These steps will be traversed by thousands of attendees every day as they walk to and from the shuttle buses to the expo halls and the meeting rooms.

*Artwork to be provided by the sponsor.*