



OCTOBER 15-17, 2024
BUFFALO NIAGARA CONVENTION CENTER
BUFFALO, NY

PRESENTED BY:

NEW YORK PUBLIC TRANSIT ASSOCIATION
FEDERAL TRANSIT ADMINISTRATION REGION II
NYS DOT RURAL TRANSPORTATION ASSISTANCE PROGRAM

Beyond the Route: **Ideas, Insights, and Innovations** **in Public Transit.**

Beyond the Route: Ideas, Insights, and Innovations in Public Transit

October 15-17, 2024

Buffalo Niagara Convention Center, Buffalo, NY

Presented by:

New York Public Transit Association

Federal Transit Administration Region II

NYS DOT Rural Transportation Assistance Program



YOU'RE INVITED!

The New York Public Transit Association's Conference is the largest gathering of public transportation managers and professionals in New York State. Transit professionals from across the state come to the conference each year to learn and preview the latest innovative products and services.

NYPTA's partnership with the New York State Department of Transportation (NYSDOT), the Rural Transportation Assistance Program (RTAP) and the Federal Transportation Administration (FTA) has resulted in increased attendance of large and small operators, transit professionals and decision-makers at all levels of these organizations.

YOUR AUDIENCE

- › Chief Executive Officers
- › General Managers
- › Transportation Directors
- › Maintenance Managers
- › Mechanics
- › Planners
- › Procurement and Grants Staff
- › Mobility Managers
- › Trainers
- › Foremen
- › And others

EVENT LOCATION & HOTEL

Hyatt Regency Buffalo & Hilton Garden Inn Buffalo Downtown near Buffalo International Airport.

There are two options for making your hotel arrangements:

Hyatt Regency Buffalo - \$169 [Reserve your room.](#)

Cut-off Date: Monday, September 16, 2024

Space is limited, so reserve your room early! Mention NYPTA to receive the discounted group rate for \$169 per night plus applicable taxes.

Hilton Garden Inn - \$162 [Reserve your room.](#)

Cut-off Date: Monday, September 16, 2024

Phone: Contact the Hilton Garden Inn directly at 716-848-1000. Please inform the Hilton Associate that you wish to book under the code NYPTA and provide your arrival/departure dates.

Online: On the home page, enter your arrival/departure dates. **BEFORE** selecting the "Check Rooms and Rates" button, click the "Add a Special Rate" link and enter the **Group Code NYPTA**. This will adjust the rate to the conference rate.

Visit [NYPTA Website](#) for Reservation Information



SPONSORSHIP

Complement your company's marketing plan by increasing your visibility as an official Conference sponsor! Investing in sponsorship demonstrates your commitment to public transit in New York State and to professional training and development for transit professionals. There are a variety of sponsorship opportunities to fit any budget and to increase your exposure to this active targeted audience.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP KEY

	Exclusive Sponsorships: Get more exposure with a distinctive sponsorship opportunity. No competition. A direct connection!		Wed. Expo Hall Reception – \$3,500 (2 Available) Welcome attendees to the Expo Hall. Your company logo will appear on event signs. This sponsorship also includes: <ul style="list-style-type: none">• One complimentary conference registration per sponsor (excluding hotel accommodations)• Promotional literature will be included in the tote bag each attendee receives at registration• Your company logo imprinted on cocktail napkins• Logo along with a link to your company website displayed on the conference site• Sponsor listing in the conference program• Post-conference recognition
	Co-Sponsorships: Explore many opportunities to get the exposure you want at a lower cost when you collaborate with another sponsor.		
	General Sponsorship: Demonstrate your overall support of NYPTA and gain recognition by participants.		
	Tuesday Early-Arrival Reception – \$3,000 (2 Available) Welcome early arrival attendees in the Bus Display area on Tuesday evening. Your company logo will appear on event signs. This sponsorship also includes: <ul style="list-style-type: none">• One complimentary conference registration per sponsor (excluding hotel accommodations)• Promotional literature will be included in the tote bag each attendee receives at registration• Your logo imprinted on cocktail napkins• Logo along with a link to your company website displayed on the conference site• Sponsor listing in the conference program• Post-conference recognition		Wednesday Continental Breakfast in the Expo – \$2,500 (2 Available) Host a continental breakfast in the Expo area. Your company logo will appear on event signs. This sponsorship also includes: <ul style="list-style-type: none">• Promotional literature will be included in the tote bag each attendee receives at registration• Your company logo imprinted on cocktail napkins• Opportunity to present the Grand Prize provided by NYPTA• Logo along with a link to your company website displayed on the conference site• Sponsor listing in the conference program• Post-conference recognition
	Wednesday Transit Industry Hall of Fame Luncheon – \$4,000 (2 Available) Host the premier conference event, which includes the NYPTA Annual Business Meeting, Public Transit Hall of Fame ceremonies and Public Transit Leadership Institute graduation ceremony. Your company logo will appear in the room and on event signs. This sponsorship also includes: <ul style="list-style-type: none">• Two complimentary conference registrations per sponsor (excluding hotel accommodations)• Promotional literature/item will be included in the tote bag each attendee receives at registration• An opportunity to submit an article on your product or services in one of NYPTA's e-communications within six months of securing your sponsorship (NYPTA reserves the right to edit for length and content)• Logo along with a link to your company website displayed on the conference site• Sponsor listing in the conference program• Post-conference recognition		Wednesday's Opening Session – \$4,500 (Exclusive) Host a discussion on the state of the industry, the opportunities and risks it faces, and hear experts discuss current industry issues and policies affecting public transit. Your company logo will appear on session signs. This sponsorship also includes: <ul style="list-style-type: none">• Two complimentary conference registrations (excluding hotel accommodations)• Opportunity to give a three-minute opening remarks at the session• Promotional literature/item will be included in the tote bag each attendee receives at registration• Logo along with a link to your company website displayed on the conference site• Sponsor listing in the conference program• Post-conference recognition



Thursday Transit Industry Breakfast – \$2,000 (2 Available)

Your company will host a breakfast for attendees and hear an update on federal and state issues impacting public transit. Your company logo will appear in the room and on session signs. This sponsorship includes:

- One complimentary conference registration per sponsor (excluding hotel accommodations)
- Promotional literature will be included in the tote bag each attendee receives at registration
- Opportunity to give a three-minute opening remarks at the session
- Logo along with a link to your company website displayed on the conference site
- Sponsor listing in the conference program
- Post-conference recognition



Lanyards – \$4,500 (Exclusive)

Get exposure to all conference attendees with your company logo on the lanyards. Lanyard design must be approved by conference management prior to production. This sponsorship also includes:

- Logo along with a link to your company website displayed on the conference site
- Sponsor listing in the conference program
- Post-conference recognition



Conference Tote Bags – \$3,000 (Exclusive)

Get noticed with your logo imprinted on the tote bags attendees receive at registration. This sponsorship also includes:

- Placement of promotional literature in the canvas bag
- Logo along with a link to your company website displayed on the conference site
- Sponsor listing in the conference program
- Post-conference recognition



Wednesday & Thursday Coffee Station – \$1,500 (Exclusive)

Attendees grab "a cup of joe" compliments of your company. Special signage, plus your promotional literature will be placed on each station. Sponsorships are for both Wednesday and Thursday, and includes:

- Logo along with a link to your company website displayed on the conference site
- Sponsor sign at the coffee stations
- To-go cups with your company logo
- Post-conference recognition



General Sponsorship – \$1,000 (per company)

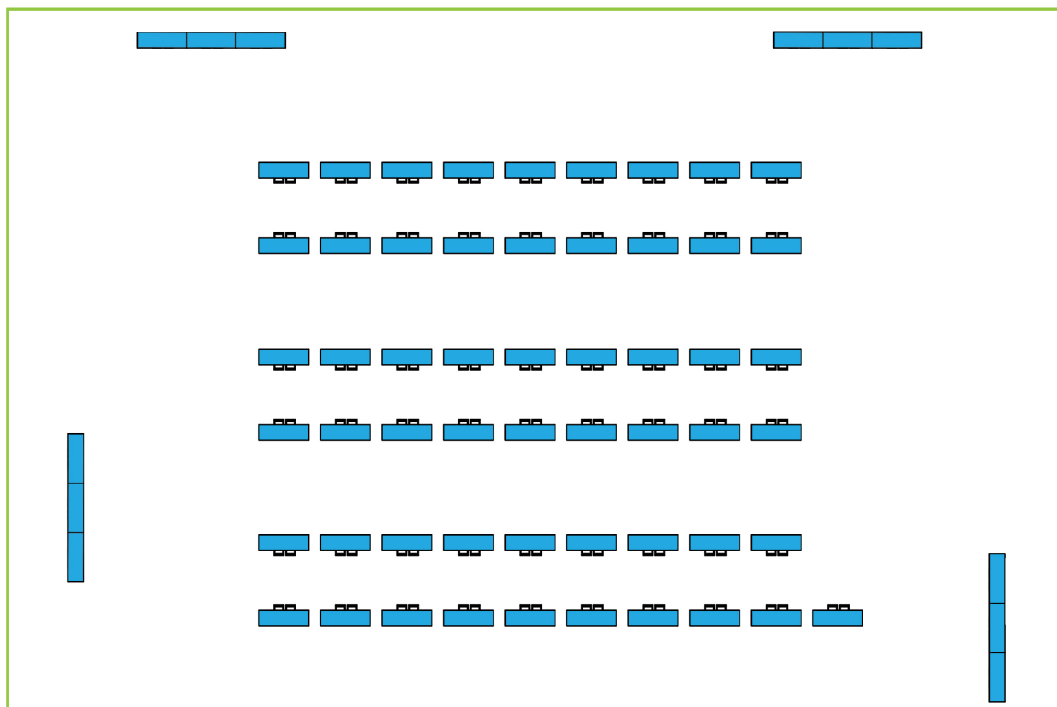
Demonstrate your support for the overall professional development training program. Your company listed on the conference website and listing in the conference program.



Tote Bag Insert – \$600 (per company)

Company provides promotional literature/item delivered to each attendee in the tote bag received at registration. Subject to NYPTA approval. (300+ pieces)

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CANCELLATION POLICY: Cancellations or adjustments made by the Exhibitor after September 14, 2024 will not be refunded. ALL cancellations or adjustments must be confirmed in writing and forwarded to NYPTA via email (info@nytransit.org)



WHY EXHIBIT?

The NYPTA Conference & Expo brings together more than 300 public transit professionals from small, rural and medium-sized transit agencies from across the state for two days of professional training, education and networking with their colleagues.

This conference provides YOU with the opportunity to showcase your company and improve your visibility to this exclusive audience.

REGISTER ONLINE by September 14, 2024

Exhibit space is based on availability. Confirmation materials and event communications will be sent to the company representative listed.



EXHIBIT OPTIONS

8' x 8' Vendor Space (Approximate) - \$1,400/\$1,950* (member/non-member*)

- One six-foot draped table with two chairs
- Two complimentary exhibitor conference registrations which include complimentary Wednesday lunch and Thursday breakfast tickets
- A list of pre-registered and post registration attendees

*NYPTA non-member rate of \$1,950 includes a 2025 NYPTA membership

Add A Vehicle - \$1,000

Bring your equipment for display!

- Dedicated space for your vehicle in the Marriott Hotel parking lot
- An early-arrival reception in a tented area by the vehicle display

ADD-ONS

Booth Electric Usage \$75

Additional Booth Personnel Registrations \$125 each

Additional Meal Tickets

(No meal tickets will be sold on site.)

Wednesday Lunch \$50

Thursday Breakfast \$30

PRELIMINARY EXHIBITOR SCHEDULE

TUE
OCT. 15

8:00 AM - 5:00 PM	Exhibitor/Bus Move-in
4:00 PM - 5:00 PM	Corporate Committee Meeting (All Welcome!)
5:00 PM - 7:00 PM	Early Arrival Reception in Bus Display Area

Continue Building Relationships: Participate in Thursday's sessions and be side-by-side with your customers.

WED
OCT. 16

6:30 PM	Exhibitor Move Out
7:00 AM - 6:00 PM	Conference Registration Check-in
7:30 AM - 9:00 AM	Continental Breakfast in Transit Expo Hall
7:30 AM - 12:30 PM	Transit Industry Expo Hall Open
9:00 AM	Opening Session
9:50 AM - 10:00 AM	Coffee Break in the Expo
10:00 AM	Concurrent Sessions Management, FTA/DOT, Maintenance, and Mobility tracks
10:50 AM - 12:00 PM	Exclusive Expo Time
12:00 PM - 1:15 PM	Transit Industry Luncheon
1:30 PM - 2:20 PM	Concurrent Sessions Management, FTA/DOT, Maintenance, and Mobility tracks
2:20 PM	Coffee Break in the Expo
2:30 PM - 3:20 PM	Concurrent Sessions Management, FTA/DOT, Maintenance, and Mobility tracks
3:30 PM - 4:20 PM	Concurrent Sessions Management, FTA/DOT, Maintenance, and Mobility tracks
4:30 PM - 6:30 PM	Transit Industry Expo & Reception

THU
OCT. 17

7:00 AM - 11:50 AM	Conference Check-in
7:30 AM - 9:20 AM	Transit Industry Breakfast
9:20 AM	Coffee Break
9:30 AM - 10:20 AM	Concurrent Sessions Management, FTA/DOT, Maintenance, and Mobility tracks
10:20 AM	Coffee Break
10:30 AM - 11:20 AM	Concurrent Session Management, FTA/DOT, Maintenance, and Mobility tracks
11:20 AM	Coffee Break
11:30 AM - 12:30 PM	Closing Session