

# nypta 2025

NEW YORK PUBLIC TRANSIT  
ASSOCIATION, INC.

## SPONSORSHIP EXHIBITING, AND MARKETING PROSPECTUS

ORGANIZATIONAL, ANNUAL CONFERENCE, AND EDUCATION OPPORTUNITIES



[www.nypta.org](http://www.nypta.org)

# NEW FOR 2025!

## SPONSORSHIP PACKAGES

NYPTA Executive Level Sponsorship \$5,000	NYPTA Education Sponsorship \$2,500
<b>Executive Level Sponsor</b> for NYPTA and Platinum sponsor for the Annual Conference and all Educational Programs	Two (2) complimentary registrations for each Education Course ( <i>Transit 101 &amp; Public Transit Leadership Institute</i> )
Select an available \$2,500 level sponsorship for the Annual Conference	<b>Recognition as Education Sponsor</b> in all communications
Complimentary booth at Annual Conference	<b>Recognition as Education Sponsor</b> in all educational materials and on course web pages
Recognition as an Executive Level Sponsor in all communications	
<b>Recognition as an Executive Level Sponsor</b> in all event materials and on event web pages	



## 2025 Annual Conference Sponsorship/Exhibitor Opportunities

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

### 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.

### 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.

## EVENT LOCATION & HOTEL INFORMATION

### NYPTA 2025 ANNUAL CONFERENCE

**OCTOBER 27-29, 2025**  
**SARATOGA CITY CENTER**

### EVENT LOCATION & HOTEL

Saratoga Springs City Center  
& Saratoga Hilton

Saratoga Hilton - \$199.00 per night

### TO MAKE RESERVATIONS:

<https://book.passkey.com/e/50922934>

### Cut-off Date:

Wednesday, October 1, 2025

### PARKING

Self-parking for overnight hotel guests is \$1.00 per vehicle per night.

Hotel parking is also available for day guests: first hour is free, \$6.00 for up to four hours, \$12.00 for over four hours.



# 2025 Annual Conference Sponsorship/Exhibitor Opportunities



## Monday Opening Reception Sponsor (Exclusive) - \$5,000.00

Welcome early arrival attendees in the Bus Display area on Tuesday evening. Your company logo will appear on event signs. This sponsorship also includes:

- 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

## Tuesday Transit Industry Hall of Fame Luncheon Sponsor (Exclusive) - \$5,000.00

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:

- 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

## Tuesday Continental Breakfast in Expo Sponsor (2 available) - \$2,500.00

Host a continental breakfast in the Expo area. Your company logo will appear on event signs. This sponsorship also includes:

- 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

## Tuesday Opening Session Sponsor (Exclusive) - \$5,000.00

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:

- 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





# 2025 Annual Conference Sponsorship/Exhibitor Opportunities



## Wednesday Breakfast with the Buses Sponsor (2 available) - \$2,500.00

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

## Conference Badges & Lanyard Sponsor (Exclusive) - \$5,000.00

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 Bag Sponsor (Exclusive) - \$3,500.00

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

## Hydration Stations Sponsor (Exclusive) - \$2,500.00

Your company sponsors a special gift for all attendees: A reusable water bottle or water station cups with your company logo that can be filled at the water stations located in the session rooms and on the trade show floor.

- Logo along with a link to your company website displayed on the conference site
- Sponsor sign at the water stations
- Reusable water bottles with your company logo
- Post-conference recognition

## Monday & Tuesday Coffee Station Sponsor (Exclusive) - \$2,500.00

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 \$1,000.00

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 \$600.00

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

