



COMMUNITY TRANSPORTATION ASSOCIATION OF AMERICA



# PROMOTIONAL OPPORTUNITIES PROSPECTUS

# OVERVIEW

The Community Transportation Association of America's EXPO and Annual Meeting brings leaders in community transit together for learning, networking, and critical collaboration between CTA's member organizations from all US States and territories. The approximately 1,000 attendees include decision makers at rural, small city, tribal, and specialized transit agencies, corporate partners, and state and federal transit partners.



## Presenting Sponsor \$60,000+

Contact Vicki Cummins at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com) or 856-429-0100 to secure this sponsorship level and discuss exclusive benefits.

Sponsorship Benefits	Diamond \$40,001 - 60,000	Platinum \$20,001 - 40,000	Gold \$10,001- 20,000	Silver \$5,001- 10,000	Bronze \$5,000 or under
Logo by level on event website	x	x	x	x	x
Logo by level on event app	x	x	x	x	x
Logo by level on on-site signage	x	x	x	x	x
Logo on event email	x	x			
Two extra booth personnel	x	x			
One extra booth personnel			x	x	
One (1) priority point for 2027 Space Selection, if exhibiting	x	x	x	x	x



### Add it up

Choose your impact from the opportunities in this prospectus to determine your sponsorship level and benefits!



Questions? Contact Vicki Cummins at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com) or 856-429-0100

# NETWORKING EVENTS

All include branded signage. Evening event sponsorships include a three (3) minute speaking opportunity.

## Breaks

Coffee and tea (or lemonade/iced tea) breaks. Includes branded napkins and an opportunity to distribute swag items. Sponsor can provide branded table cloth or drape. Two (2) breaks per day. Choose one, two, or all three days.

**\$3,500 for Monday (two breaks)**

**\$3,500 for Tuesday (two breaks)**

**\$3,500 for Wednesday (two breaks)**

**\$9,000 for all three (six total breaks)**

## Water Station

Several water stations placed in strategic, high-traffic areas for the duration of the three-day conference. Includes branded signage.

**\$4,000**



## Welcome Reception

This sponsorship includes the opportunity for a company representative to speak for up to 3 minutes during the reception. Includes branded napkins and signage. Opportunity to send branded swag for display and distribution at the event.

Platinum sponsor

**\$25,000**

Gold Sponsor

**\$12,500 each**

*One (1) available*

*Two (2) available*

## Trade Show Grand Opening Reception

This is a great opportunity to get your brand in front of attendees and exhibitors. Your logo on reception signage, branded napkins at the bar or food area, and a shout out from the DJ/entertainment.

Gold sponsor

**\$15,000**

Silver sponsor

**\$7,500 each**

*One (1) available*

*Two (2) available*

# NETWORKING EVENTS (CONTINUED)

## Trade Show After Party

This popular event features drinks, bites, and entertainment. Showcase your brand in front of attendees and other exhibitors. Choose a representative for a three (3) minute speaking opportunity. Also includes your company logo on party signage, a shoutout from the DJ/entertainment, and branded napkins at the bar or food area.

Silver sponsor *One (1) available*  
**\$10,000**

Bronze sponsor *Two (2) available*  
**\$5,000 each**

## Leadership Academy Alumni Networking Social Hour

Stand out with a self-selected group of highly motivated transit leaders. Your logo on signage, branded napkins at the bar. Opportunity to display and distribute branded swag items to attendees.

Silver sponsor *One (1) available*  
**\$10,000**

Bronze sponsor *Two (2) available*  
**\$5,000 each**



## Closing Party

Supporting this favorite event gives your company an incredible platform to showcase your products and services and give attendees a memorable night!

Platinum sponsor\*  
**\$40,000** *One (1) available*

Logo on event tickets, opportunity for a representative to speak on stage for up to three (3) minutes, help choose the winners for the costume contest, send branded swag for display and distribution at the event. Logo on branded signage on-site. Mentioned as Platinum Sponsor of the Closing Party in at least one (1) email newsletter and one (1) social media post.

Gold Sponsor  
**\$19,500** *Two (2) available*

Logo on branded signage on-site. Branded napkins and signage at one (1) food station. Shout out from entertainment. Send branded swag for distribution at the event.

Silver Sponsor  
**\$6,500** *Two (2) available*

Logo on branded signage on-site. Shout out from entertainment. Send branded swag for display and distribution at the event.

\*Check  
page 2 for  
more sponsor  
benefits!

# EDUCATIONAL OPPORTUNITIES

All include branded signage.

## Opening General Session Gold Sponsor - Monday

One (1) available. On stage branding and a 5 minute pitch/presentation. Strong recommendation to include a video. Opportunity to designate a registered team member to welcome attendees at the main ballroom entrance and distribute branded printed literature or swag.

\$10,000

## Closing General Session Gold Sponsor - Wednesday

One (1) available. On stage branding and a 5 minute pitch/presentation. Strong recommendation to include a video. Opportunity to designate a registered team member to welcome attendees at the main ballroom entrance and distribute branded printed literature or swag.

\$10,000



## Workshop Sponsor

3 minute pitch/presentation at the beginning of a selected workshop including why the workshop topic is so important. This sponsorship is for a workshop already listed on our schedule. This is not an opportunity to create your own workshop. *Grant-funded workshops are not eligible.*

\$3,500

## Create your own Workshop: 45 minutes or 75 minutes

Provide content directly to attendees! Present your product or service, alongside a current user, to your intended customer. These workshops must include a current user that can provide operation details on your product. *Limited number of 45- and 75-minute workshops available, secure now!*

45-minute Workshop  
\$6,500

75-minute Workshop  
\$9,000

# EXHIBIT BOOTH ADD-ON OPPORTUNITIES

These opportunities are added to an already purchased booth space.

\*To become an exhibitor, contact Vicki Cummins at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com) or 856-429-0100.

## Attendee Lounge

Two (2) available. Sponsor a themed attendee lounge set up throughout the trade show exhibit hall. Themes include massage therapist, charging/tech refresh, snack bar, or specialty coffee/tea bar. Exact pricing will reflect specific food and beverage and other selections.

**\$5,000 - 10,000**

## Driving Experiences

Pick up attendees from the conference site and show them your latest and greatest vehicle or technology with a ride around Omaha.

**\$4,000**

## Hotel Key Cards

Branding on key cards or envelopes given to attendees at hotel check-in.

**\$7,500**

## Lanyards

Branding on name badge lanyards worn by all conference attendees.

**\$7,500**

## Lunch and Learn

A 20 minute presentation including time for Q&A with one speaker in exhibit hall during lunch time on the show floor. Includes a mic announcement and app push notification.

**\$1,500**

## Solution Showcase

A 20 minute presentation including time for Q&A with one speaker in exhibit hall. Includes a mic announcement and app push notification.

**\$750**

## Mic Announcement

Share your booth location and up to 30 word announcement from the DJ booth on the trade show floor. Submit for CTAA approval 2 weeks in advance.

**\$750**

## Trade Show Aisle Floor Stickers

Your logo appears as a floor sticker in your exhibit booth's aisle or on all aisles.

**\$1,500 for one aisle**

**\$7,000 for all aisles**

## Wheelchair Securement Demo

CTAA's on-site PASS class (30 participants) will learn how to secure a wheelchair in your vehicle on the trade show floor. Led by a PASS trainer prior to trade show hours, lasting 40 minutes.

**\$1,000 One (1) available**

# 2026 ROADEO PROMOTIONAL OPPORTUNITIES

Your company will be listed as a sponsor on digital and printed materials.

## National Roadeo Presenting Sponsor

One (1) available. Company name and logo on attendee name badges, welcome bags for drivers and judges, and on all event signage and digital promotions.

**\$30,000**

## Roadeo Celebration Benefactor

One (1) available. Sponsor the celebration of the day's events for drivers, judges, and guests including on-site signage, napkins, and a 3 minute on-stage pitch/presentation (video encouraged). Send a representative to present the Driver of the Year Award, including photo. Opportunity to provide a small swag item or printed literature for welcome bag (distributed at Roadeo registration).

**\$25,000**

### T-Shirts

Branded t-shirts worn by all drivers and judges.

**\$10,000**

### Hats

Branded hats worn by all drivers and judges.

**\$10,000**

### Breakfast

Branded signage, napkins, and to-go box for driver and judge breakfast.

**\$8,000**

### Lunch

Branded signage, napkins, and to-go box for driver and judge lunch.

**\$8,000**

### Lanyard

Branding on name badge lanyards for drivers and judges.

**\$3,000**

## Driver + Judge Wellness Sponsor

Be a hero to the drivers and judges by offering an exclusive area to get wellness items, including refreshments, snacks, and seating during the competition. Also includes branded water refill stations on the course.

**\$8,000**

*\*Add branded water bottles or cups  
\$2,000*

### Sunscreen

Branded sunscreen given in welcome bag (distributed during registration) to all participants and judges.

**\$5,000**

### Golf Cart Visibility

Branding on two (2) golf carts used on the course to deliver essential support to drivers and judges during the Roadeo.

**\$5,000**





# CONTRACT

## CTAA EXPO 2026 - May 10-13 - Omaha, Nebraska

### CONTACT INFORMATION

Organization\_\_\_\_\_

Address\_\_\_\_\_

Submitted by\_\_\_\_\_ Title\_\_\_\_\_

Phone\_\_\_\_\_ Email\_\_\_\_\_

Website\_\_\_\_\_

### CONFERENCE SPONSORSHIP

By signing this contract and submitting this contract, I/we agree to abide by the Terms and Conditions below. In addition, the signer represents and warrants that he/she is authorized by the above-mentioned company to bind that company to this contract.

#### PROMOTIONAL OPPORTUNITY DESCRIPTION:

#### COST:


### TERMS AND CONDITIONS:

I/We understand this is officially a contract when submitted to and accepted by CTAA. A 50% deposit is due with the contract. The balance must be paid in full by **February 9, 2026**. I/We understand that the deposit is due and non-refundable regardless of participation if canceled before **February 9, 2026** and the balance is due and non-refundable for cancellations after **February 9, 2026**. This will not release us from financial obligation.

Sponsorships are subject to availability and are on a first-come, first-serve basis (exception for the prior year's sponsor's right of first refusal).

If CTAA is unable to legally convene due to ordinances put in place by local, state, and/or federal governments, sponsors and exhibitors will be given the option to utilize their paid sponsorship towards a virtual sponsorship (if applicable), receive a refund of the paid sponsorship or transfer paid sponsorship to the following year's event. Sponsors who decide to cancel their participation prior to an official event cancellation announcement from CTAA will do so in accordance with the normal cancellation schedule and will not be eligible for any additional refunds should CTAA be forced to cancel the event at a later date.

### TOTAL FEES

\$\_\_\_\_\_

Authorized Signature\_\_\_\_\_ Date\_\_\_\_\_

### PAYMENT INFORMATION

Make Checks Payable to: CTAA, 1341 G St NW, Ste 210, Washington, DC, 20005

Credit Card Payments Through Link Below or Scan QR Code →

<https://ctaa.formstack.com/forms/sponsorship>



**SUBMIT COMPLETED CONTRACT TO Vicki Cummins at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com)**

ACCEPTED BY CTAA Signature\_\_\_\_\_ Date\_\_\_\_\_



COLETTE  
FUTURA  
Roboto

#6f1442

#135b54

#bd9569

#01416f

#5b799a

#dff6f0