

2027 SPONSORSHIP OPPORTUNITIES



Join community transportation industry leaders in Atlantic City
Choose your level, choose your impact

National Rodeo: June 6, 2026
Conference and EXPO: June 7-9, 2026

 **Harrah's, Atlantic City, New Jersey**

www.ctaa.org/expo-2027



SHOWCASE YOUR COMPANY TO KEY DECISION MAKERS

The Community Transportation Association of America's EXPO and Annual Meeting brings leaders in community transit together for learning, networking, and critical collaboration between CTAA'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.

www.ctaa.org/expo-2027



We bring your target audience within reach, providing the access and opportunities you need to meet your objectives.



Achieve Your Sales Goals and Build Trust in the Industry

CTAA EXPO is your gateway to the community public transportation sector. This event unites decision-makers from rural, small city, tribal, and specialized transit systems across the United States under one roof to explore innovative solutions.

TABLE OF CONTENTS

YOU
ARE
HERE

Introduction	page 2
Table of Contents	page 3
Benefits Matrix	page 4
Premier Opportunities	page 5
Networking Events	page 6
Networking Events (<i>continued</i>)	page 7
Educational Opportunities	page 8
Exhibit Booth Add-on Opportunities	page 9
2027 National Rodeo Promotional Opportunities	page 10
Rodeo Promotional Opportunities (<i>continued</i>)	page 11
Contract and payment information	page 12

www.ctaa.org/expo-2027

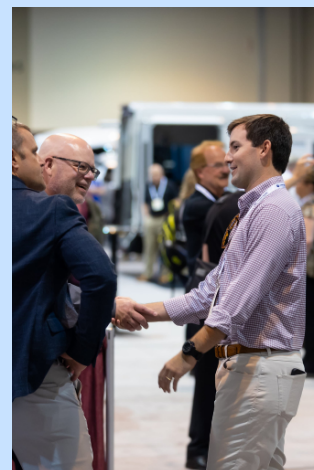


Sponsorship Benefits	Diamond \$40,001 - 60,000	Platinum \$20,001 - 40,000	Gold \$10,001- 20,000	Silver \$5,001- 10,000	Bronze \$5,000 or under
Logo by level on event website	X	X	X	X	X
Logo by level on event app	X	X	X	X	X
Logo by level on on-site signage	X	X	X	X	X
Logo in event email	X	X			
Two extra booth personnel	X	X			
One extra booth personnel			X	X	
One (1) priority point for 2028 Space Selection	X	X	X	X	X
Post-EXPO Attendee List	X	X	X	X	X

...Plus all of the benefits of your specific activity or activation!

PREMIER OPPORTUNITIES

Maximize your brand's impact by choosing one of these elite options. These premier opportunities are expected to sell out quickly.



Presenting Sponsor

SOLD OUT

\$100,000+ Contact Vicki Cummins at vcummins@showmgmt.com or 856-429-0100 to secure this sponsorship level and discuss exclusive benefits.

Closing Party "Boardwalk Bash" Activations

Depending on the sponsorship level, partners can choose up to four activations to "own" with signage and/or other acknowledgement(s). First come, first served.

- Photo Booth
- Custom Cocktail/Mocktail Station
- Band Stage
- Performer
- Swag Bag/Giveaway Station
- Lounge
- Airbrush Hat
- Airbrush T-shirt Station
- Savory Food Station
- Sweet Food Station

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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.

\$9,000
for all (6 total breaks)
\$3,500
for Mon. (2 breaks)
\$3,500
for Tues. (2 breaks)
\$3,500
for Wed. (2 breaks)

Water Station

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

\$4,000
for all days of conference

Shore to Be Fun: The Welcome Reception

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.

\$25,000
Platinum sponsor, one (1) available

\$12,500
Gold sponsor, one (1) available

SOLD OUT

Leadership Academy Alumni Networking Social Hour

Stand out with a 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.

\$10,000
Silver sponsor, one (1) available

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



Networking Events *continued*

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

Trade Show Grand Opening Reception

Logo on reception signage, branded napkins, and a shout out from the DJ/entertainment. Give a 1-3 minute welcome announcement and a 1-3 minute closing message (optional).

\$15,000

Gold Sponsor - one (1) available

\$7,500

Bronze Sponsor - two (2) available

Trade Show After Party

This popular event features drinks, bites, and entertainment. Three (3) minute speaking opportunity. Company logo on party signage, shoutout from the DJ/entertainment, and branded napkins at the bar or food area.

\$10,000

Gold Sponsor - one (1) available

SOLD OUT

\$5,000

Bronze Sponsor - two (2) available

Boardwalk Bash - Closing Party

Platinum sponsor \$35,000 One (1) available

Logo on event tickets, opportunity for a representative to speak on stage for up to three (3) minutes, help choose winners for the costume contest, send branded swag for distribution at the event. Logo on party signage. Mentioned as Platinum Sponsor of the Closing Party in at least one (1) email newsletter and one (1) social media post. Choose 4 activations (list on page 5).

Gold sponsor \$15,000 One (1) **sold**, three (3) still available

Logo on party signage. Branded napkins and signage at one (1) food station. Shout out from entertainment. Send branded swag for distribution at the event. Choose 2 activations (list on page 5).

Silver sponsor \$6,500 Four (4) available

Logo on party signage. Shout out from entertainment. Send branded swag for display and distribution at the event. Choose 1 activation (list on page 5).



Educational Opportunities



Opening General Session - Monday

On stage branding. 5 minutes of stage time. Strong recommendation to include video. Opportunity to designate a registered team member to welcome attendees at the main ballroom entrance and distribute printed literature or swag.

\$10,000
General Session (1) available
SOLD OUT

Closing General Session - Wednesday

On stage branding. 5 minutes of stage time. Strong recommendation to include video. Opportunity to designate a registered team member to welcome attendees at the main ballroom entrance and distribute printed literature or swag.

\$10,000
General Session (1) available
SOLD OUT

Create Your Own Workshop

This popular sponsorship option allows you to provide content directly to attendees! Present your product or service, alongside a current user, to your prospective customers. These workshops must include a current user who can provide operational details on your product.

Limited number of 45- and 75-minute workshops available, secure now!

\$5,000
45-minute workshop*

**Want more time? Please inquire for details on a limited number of extended time workshops.*



Exhibit Booth **Add Ons**

These opportunities are added to an already purchased booth space

Attendee Lounge

\$5,000 - \$10,000

Two (2) available.

Sponsor a themed attendee lounge on 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.

Driving Experiences

\$4,000

One (1) available.

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

Hotel Keys

\$7,500

One (1) available.

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

Lanyards

\$7,500

One (1) available.

Branding on name badge lanyards worn by all conference attendees.

Mic Announcement

\$750

One **sold**, two (2) available

Share a 30 word announcement from the DJ booth on the trade show floor. Submit for CTAA approval 2 weeks in advance.

Trade Show Aisle Floor Stickers

\$1,500

\$7,500 for all aisles

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

2027 ROADEO PROMOTIONAL OPPORTUNITIES



The only national stage for community transit drivers!
Choose your level, choose your impact

📍 Harrah's Parking Lot, Atlantic City, New Jersey

www.ctaa.org/roadeo-2027





Rodeo Activations

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

T-Shirts

Branded t-shirts worn by all drivers and judges.

\$15,000

One (1) available.

Hats

Branded hats worn by all drivers and judges.

\$15,000

One (1) available.

Breakfast

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

\$8,000

One (1) available.

Lunch

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

\$8,000

One (1) available.

Lanyard

Branding on name badge lanyards for drivers and judges.

\$3,000

One (1) available.

SOLD OUT

Driver + Judges 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

One (1) available.

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



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 **March 6, 2027**. I/We understand that the deposit is due and non-refundable regardless of participation if canceled before **March 6, 2027** and the balance is due and non-refundable for cancellations after **March 6, 2027**. 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

ACCEPTED BY CTAA Signature _____ Date _____