

SPONSOR AND EXHIBIT OPPORTUNITIES



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CALIFORNIA TRANSIT ASSOCIATION 44th ANNUAL FALL CONFERENCE & EXPO

October 27-29, 2009
Pasadena Convention Center
Pasadena, California

09



CALIFORNIA TRANSIT ASSOCIATION 44th ANNUAL FALL CONFERENCE & EXPO ORGANIZERS

LOCAL AND AGENCY HOSTS

Be sure to join us in downtown Pasadena October 27-29 where our local host will be Pasadena Area Rapid Transit System and our agency host will be Los Angeles County Metropolitan Transit Authority.

Agency host



Local host



Conference host



CONFERENCE HOST

California Transit Association is pleased to be the conference host. Founded in 1965, the California Transit Association provides the California public transit industry with legislative advocacy, member outreach and educational support. We are proud of our diversified membership consisting of nearly 200 organizations, ranging from public transit operators to local governments, to industry suppliers and manufacturers to consultants.

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A New Era



Michael Burns, General Manager,
Santa Clara Valley Transportation
Authority and Chair, California
Transit Association

I don't have to tell you we are in unprecedented times, the evidence is everywhere. Now more than ever we need to reach out and build relationships with stakeholders with common objectives to ours. An excellent opportunity to do so is the *California Transit Association 44th Annual Fall Conference and EXPO*. As Chair of the Association, I am writing to ask you to support this vital conference through sponsorship and by exhibiting. Without you, this much-anticipated event, with over 700 attendees exclusively focused on transit in California, would not be possible.

SPONSOR

Our conference relies upon the generous support of sponsors. We acknowledge sponsors through various pre-conference promotions, as well as onsite signage, event recognition and in select instances speaking opportunities. Those who both sponsor and exhibit receive priority placement in the tradeshow, so make your selection early.

EXHIBIT

The conference is a place where our California transit industry comes together to learn from each other, and to explore the latest in technology, products and services. As in years past, the conference offers exclusive exhibit time, with no competing sessions. Two opportunities to meet and network with transit professionals and managers are offered: an evening reception and a full three-hour event. With an indoor bus display, plenty of display space, and targeted decision makers in attendance, this venue offers a great return on time and money invested.

Your participation is very much appreciated and valued by our members. By sponsoring and exhibiting, you assist us in our efforts to band together as an industry at this event, resulting in better success as we share strategies for learning what's new, doing more with less, and to protect and grow transit funding as best we can. Please take a few minutes to review the included information and make the decision to support the California Transit Association.

See you in Pasadena,

A handwritten signature in dark ink that reads "Michael J. Burns". The signature is written in a cursive, flowing style.

Michael Burns
Chair

Past Sponsors and Exhibitors

When you sponsor and/or exhibit at the conference, you join an elite list of who's who in California transit. Past participants in 2008 include the many fine organizations listed here.

SPONSORS

AssetWorks, A Trapeze Group Company
California Department of Transportation
Clean Energy Fuels Corp.
Complete Coach Works
Creative Bus Sales, Inc.
Cummins Inc.,
Cummins Cal-Pacific, LLC
Cummins West, Inc.
Cummins Westport
First Transit
Foton America Bus Co., Inc.
Gannett Fleming, Inc.
GFI Genfare
Gillig Corporation
GIRO, Inc.
Keenan & Associates
Motor Coach Industries
MV Transportation
New Flyer
Q'Straint
Southern California Gas
TransTrack Systems Inc.
University of the Pacific
Valley Power Systems, Inc.
Veolia Transportation

EXHIBITORS

ABC Companies
ACS Transportation Management Solutions
Adaride.com
Advanced Traffic Products
Allison Transmission
Altro Transflor
American Bus Repair, LLC
American Moving Parts
American Seating Company
Ametek Technical & Industrial Products
AssetWorks, A Trapeze Group Company
Avail Technologies, Inc.
Axis Communications
A-Z Bus Sales, Inc.
Braun Corporation, The
BusWest
C.E. Niehoff & Company
California Transit Association and CalACT
California Department of Transportation
Carrier Transport Air Conditioning
Clark Pacific
Clean Energy Fuels Corp.
CMI Enterprises
Complete Coach Works
Creative Bus Sales, Inc.
Cummins Inc.
Cummins Cal-Pacific, LLC
Cummins West, Inc.
Cummins Westport
Daimler Buses North America
Diamond Manufacturing, Inc.
Digital Recorders Inc.
Electronic Data Magnetics, Inc. (EDM)
EMTRAC Sytems
Fare Logistics
First Transit
Foton America Bus Co., Inc.
Freedman Seating Company
Giesecke & Devrient
Gillig Corporation
GIRO, Inc.
H.G. Makelm Co.
HEPO Filtes, Inc.
Holdsworth Fabric LTD
InterMotive Vehicle Controls

ISE Corporation
Keenan & Associates
Kidde Aerospace and Defense
Mass Transit
Mentor Engineering
Metro Magazine
MGM Brakes
Mitsuike Corporation
Motor Coach Industries
New Flyer Industries
North American Bus Industries, Inc.
Nova Bus
On-Site Analysis, Inc.
On-Time Consulting Services, Inc.
Paratransit, Inc.
Parvus Corporation
Proterra
Q'Straint
Routematch Software
RSM Services
Safety Vision
SC Regional Transit Training Consortium
Seon Mobile Surveillance
Sportworks NW, Inc.
Syncromatics
ectrans, Inc.
Telma, Inc.
Thermo King Corporation
Trans/Air Manufacturing Corporation
TransSched Systems, Ltd.
Transit Marketing Group
TransTrack Systems Inc.
Valley Power Systems, Inc.
Ricon Corporation /
Vapor Bus International
Verint Video Solutions
Veolia Transportation
Vigil Systems
Western Highway Products
Wireless Mobile
ZF Industries



DON'T MISS THE
OPPORTUNITY TO
JOIN THE SELECT
GROUP FOR 2009!

California Transit Association 44th Annual Fall Conference & EXPO

SCHEDULE AT A GLANCE

MONDAY, OCTOBER 26

(SET UP DAY)

8:00am – 5:00pm

Exhibit Service Company Set-Up

TUESDAY, OCTOBER 27

7:00am – 5:30pm

Registration Open

8:00am – 5:00pm

Rail Operations and Regulatory (ROAR)
Committee Meeting

8:00am – 5:00pm

Exhibitor Set-Up

8:00am – 11:00am

Bus Move-in*

11:00am – 1:00pm

Small Operator Awards Luncheon

1:00pm – 2:45pm

Maintenance Committee Meeting

1:00pm – 2:45pm

Legislative Committee Meeting

3:00pm – 4:45pm

Executive Committee Meeting

5:00pm – 7:00pm

Welcome Reception in EXPO

WEDNESDAY, OCTOBER 28

7:00am – 5:30pm

Registration Open

7:30am – 8:30am

Continental Breakfast

8:30am – 9:30am

Welcome! Opening General Session

9:30am – 10:15am

Plenary Session

10:15am – 10:30am

Break

10:30am – Noon

Concurrent Sessions

Noon – 3:30pm

2009 EXPO & Luncheon

3:30pm – 5:00pm

EXPO Tear Down

3:30pm – 5:00pm

Concurrent Sessions

5:00pm – 6:00pm

New 2009 Member Reception

6:00pm – 7:30pm

Evening Reception

THURSDAY, OCTOBER 29

8:00am – Noon

Registration Open

8:00am – 8:30am

Continental Breakfast

8:30am – 10:00am

Concurrent Sessions

8:30am – Noon

Tech Tour(s)

10:00am – 10:15am

Break

10:15am – 11:45am

Concurrent Sessions

11:45am – 1:45pm

Keynote Speaker & Luncheon

1:45pm

2009 Fall Conference and EXPO Concludes

*Exact arrival date and time will be assigned.

ABOUT THE CONFERENCE AND EXPO

As in the past, we will offer a comprehensive program, with something for everyone in attendance. Year over year we have returning attendees that want to learn the latest in industry news, technology and best practices. As a sponsor and/or exhibitor this event is the perfect venue to have your organization be front and center during the conference. We continue to be committed to achieving the highest levels of satisfaction and to facilitate interactions between vendors and attendees.

Be sure to take advantage of this exceptional opportunity to network with key transit professionals from agencies throughout California.

09

Become A Sponsor

We offer a number of sponsorship opportunities. Many are limited, and are offered on a first-come basis, so make your choice today!

SIGNATURE SPONSORSHIPS

❖ All signature sponsorships include:

- Company logo featured in the conference mailer, program, and Association website for sponsorships of \$5,000 or more; company name featured for sponsorships of \$3,500 or less
- Opportunity to distribute promotional literature on one item in the conference bag
- Sponsor acknowledgement during opening and closing sessions

PLATINUM (\$8,000)

Also includes:

- One 10'x20' exhibit space at the EXPO
- Company logo featured in conference signage at the hotel, EXPO and registration desk area
- Six complimentary conference registrations

GOLD (\$6,000)

Also includes:

- One 10'x10' exhibit space at the EXPO
- Company logo featured in conference signage at the hotel, EXPO and registration desk area
- Four complimentary conference registrations

SILVER (\$5,000)

Also includes:

- Company logo featured in conference signage at the hotel, EXPO and registration desk area
- Three complimentary conference registrations

BRONZE (\$3,500)

Also includes:

- Company name featured in conference signage at the hotel, EXPO and registration desk area
- Two complimentary conference registrations

PRINCIPAL SPONSORSHIPS

❖ All principal sponsorships include:

- Company logo featured in the conference mailer, program, and Association website for sponsorships of \$5,000 or more; company name featured for sponsorships of \$3,500 or less
- Opportunity to distribute promotional literature in corresponding sponsored event room or one item in the conference bag

KEYNOTE* (\$10,000)

Also includes:

- Company logo featured on a special keynote speaker postcard
- Company logo featured on keynote session signage
- Company representative to provide a brief welcome at keynote luncheon program
- One 10'x10' exhibit space at the EXPO
- Six complimentary conference registrations
- Reserved seating for 10 at the keynote session
- Sponsor acknowledgement during opening and closing sessions

CONFERENCE BAG* (\$7,500)

Also includes:

- Company logo (2-color) featured with the event logo on all conference bags distributed at registration
- One 10'x10' exhibit space at the EXPO
- Two complimentary conference registrations

PLENARY SESSION (\$5,000)

Also includes:

- Company logo featured on plenary session signage
- Company representative to provide a brief welcome at plenary session
- Two complimentary conference registrations
- Sponsor acknowledgement during opening and closing sessions

HOSPITALITY HOST* (\$5,000)

Also includes:

- Complimentary use of hotel space
- Company logo on hospitality signage
- Two complimentary conference registrations
- Sponsor acknowledgement during opening and closing sessions

All Hospitality refreshments are the responsibility of the sponsor and should be ordered through the hotel

BREAKOUT SESSION (\$3,500)

Also includes:

- Company logo featured on sponsored session signage
- Company representative to provide a brief welcome and introduce presenters
- One complimentary conference registration
- Sponsor acknowledgement during opening and closing sessions

NAME BADGE* (\$3,500)

Also includes:

- Company name and/or logo featured on all conference name badges
- One complimentary conference registration

LANYARD SPONSOR* (\$3,500)

Also includes:

- Company logo (2-color) featured on all conference lanyards to be distributed at registration with conference badges
- One complimentary conference registration

EVENT SPONSORSHIPS

All event sponsorships includes:

- Company logo featured in the conference mailer, program, and Association website for sponsorships of \$4,500 or more; company name featured for sponsorships of \$3,500 or less
- Opportunity to distribute promotional literature or one item in the conference bag
- Company logo featured on corresponding sponsored event signage

EVENING RECEPTION** (\$7,500)

Also includes:

- Opportunity for company representative to provide a brief welcome during reception
- Five complimentary reception tickets
- Two complimentary conference registrations

EXPO LUNCHEON (\$6,000)

Also includes:

- Company representative to provide a brief welcome
- Complimentary 10'x10' exhibit space at the EXPO
- Two complimentary conference registrations

OPENING RECEPTION AT EXPO (\$4,500)

Also includes:

- Opportunity for company representative to provide a brief welcome during EXPO reception
- Two complimentary conference registrations

EXPO HALL (\$4,500)

Also includes:

- Opportunity for company representative to provide a brief welcome during EXPO event
- Two complimentary conference registrations

SMALL OPERATOR LUNCHEON (\$3,500)

Also includes:

- Company representative to provide a brief welcome at luncheon
- Sponsor acknowledgement during the luncheon
- One complimentary conference registration

EXPO PASSPORT PRIZES* (\$3,000)

Also includes:

- Company logo on EXPO Passport game card
- Company representative presents prizes at EXPO

NEW MEMBER RECEPTION (\$2,500)

Also includes:

- Opportunity for company representative to provide a brief welcome during the reception

CONTINENTAL BREAKFAST (\$2,500)

MORNING BREAK (\$2,000)

AFTERNOON BREAK (\$2,000)

* Limit One

** Limit Two

For cancelation policy see page 14

Become A Sponsor

SAVE TIME! Register online at www.caltransit.org

COMPANY CONTACT

Note: This person will not receive a name badge or be admitted to the event. Please use the Sponsor / Exhibitor Representatives form to register personnel.

NAME

TITLE

COMPANY NAME (as it will appear in signage and for recognition)

E-MAIL

PHONE

FAX

ADDRESS

CITY

STATE

ZIP

COMPANY REPRESENTATIVES

All company representatives must be registered for admittance to the tradeshow floor and any conference events. Please complete the Sponsor / Exhibitor Representatives form with your company attendee information.

Additional registrations may be purchased.

PAYMENT

Visa MC AMEX Check Number _____

Make checks payable to: California Transit Association

CARD NUMBER

CSV (CARD SECURITY VALUE)

EXP.

CARDHOLDER NAME

CARDHOLDER SIGNATURE

SPONSORSHIP LEVELS

Please check sponsorship level

SIGNATURE

- Platinum \$ 8,000
- Gold \$ 6,000
- Silver \$ 5,000
- Bronze \$ 3,500

PRINCIPAL

- Keynote \$ 10,000
- Conference Bag \$ 7,500
- Plenary Session \$ 5,000
- Hospitality Host \$ 5,000
- Breakout Session \$ 3,500
- Name Badge \$ 3,500
- Lanyard \$ 3,500

EVENT

- Evening Reception \$ 7,500
- EXPO Luncheon \$ 6,000
- Opening Reception at EXPO \$ 4,500
- EXPO Hall \$ 4,500
- Small Operator Luncheon \$ 3,500
- EXPO Passport Prizes \$ 3,000
- New Member Reception \$ 2,500
- Continental Breakfast \$ 2,500
- Morning Break \$ 2,000
- Afternoon Break \$ 2,000

QUESTIONS?

Call Mary Zavislan for additional information at **916-446-4656** or email at mzavislan@caltransit.org

PLEASE RETURN THIS FORM TO: California Transit Association, 1415 L Street, Suite 200, Sacramento, CA 95814

Phone: 916-446-4656 **Fax:** 916-446-4318 **Email:** exhibit@caltransit.org

Full payment MUST be received with this form TO GUARANTEE sponsorship.

Sponsor / Exhibitor Representatives EARLY REGISTRATION CLOSURES AFTER OCTOBER 9, 2009

SAVE TIME! Register online at www.caltransit.org

All company representatives must be registered for admittance to the trade show floor and any conference events.

1. COMPANY REPRESENTATIVE

NAME _____

TITLE _____

COMPANY _____

E-MAIL _____

PHONE _____ FAX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Full Conference Tuesday only Wednesday only Thursday only

2. ADDITIONAL REPRESENTATIVE

NAME _____

TITLE _____

COMPANY _____

E-MAIL _____

PHONE _____ FAX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Full Conference Tuesday only Wednesday only Thursday only

SPECIAL NEEDS

Representative name(s): _____

Needs special assistance during the conference

3. ADDITIONAL REPRESENTATIVE

NAME _____

TITLE _____

COMPANY _____

E-MAIL _____

PHONE _____ FAX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Full Conference Tuesday only Wednesday only Thursday only

REGISTRATION FEES:

EARLY REGISTRATION BEFORE OCTOBER 9

	MEMBERS	NON MEMBERS			
Full conference	\$330	\$380	x	= \$	_____
3 or more (each)	\$275	NA			
Single day	\$200	\$250	x	= \$	_____

REGISTRATION AFTER OCTOBER 9

	MEMBERS	NON MEMBERS			
Full conference	\$380	\$430	x	= \$	_____
3 or more (each)	\$325	NA			
Single day	\$225	\$280	x	= \$	_____

TOTAL = \$ _____

PAYMENT

Visa MC AMEX Check Number _____

Make checks payable to: California Transit Association

CARD NUMBER _____

CSV (CARD SECURITY VALUE) _____ EXP. _____

CARDHOLDER NAME _____

CARDHOLDER SIGNATURE _____

PLEASE RETURN THIS FORM TO: California Transit Association, 1415 L Street, Suite 200, Sacramento, CA 95814

Phone: 916-446-4656 **Fax:** 916-446-4318 **Email:** exhibit@caltransit.org

Become an Exhibitor

With dedicated EXPO time, exhibitors have the opportunity to network with public transit organizations, industry leaders and decision makers. Our EXPO is an excellent way to visit customers and develop new business opportunities.

EXHIBIT SPACE

Booth (10' x 10')

Member \$1,000 Non-Member \$1,500

Includes: Booth Space, Booth Carpet, 6' Draped Table, ID Sign, Two Chairs, One Wastebasket, One Exhibitor Representative, and Member Labels (pre-show)

VEHICLE EXHIBIT

Member \$2,000 Non-Member \$2,500

Includes: Space for vehicle, One Exhibitor Representative, and Member Labels (pre-show). Please Note: When registering, we will need to know the vehicle type and length. Exact arrival date and time will be assigned.

BOOTH REPRESENTATIVES

Includes: One complementary registration. All company representatives must be registered for admittance to the trade show floor and any conference events. Registration is non-transferable.

RESERVE A BOOTH

Please visit www.caltransit.org, or complete the exhibitor contract form provided on page 12. See page 9 to add company representatives.

JOIN AND SAVE!

Receive the member rate (a \$500 savings!) by joining the California Transit Association with your exhibitor registration. Contact Mary Zavislan, Meetings & Membership Director, California Transit Association at 916-446-4656.



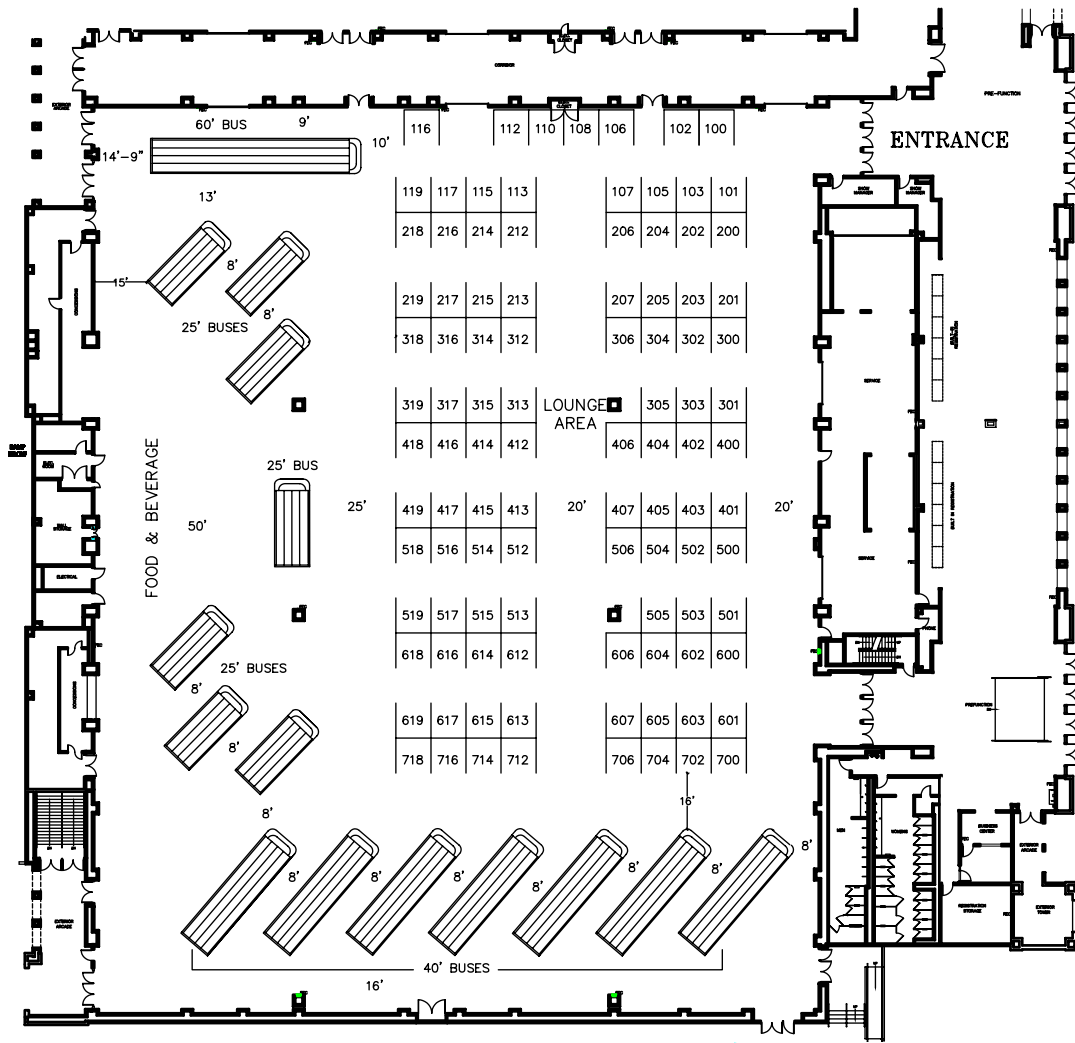
EXPO MIXER

As in previous years, EXPO attendees will receive an EXPO Passport game card as they enter the EXPO hall. In order to win prizes, tradeshow goers must visit booths and have their "passports" stamped by exhibitors. Prizes are awarded by random drawing at the conclusion of the EXPO; attendees must be present to win.

DOOR PRIZES

You may bring door prizes. Association staff can help announce winners near the end of the EXPO.

EXPO Floorplan



Rules and Regulations

These rules and regulations governing the exhibits under the auspices of California Transit Association (“Show Management”), are part of the agreement for space.

TERMS & CONDITIONS

Exhibitors agree to abide by all terms and conditions as set forth in this prospectus, which forms an agreement between the Exhibitor and Show Management.

Failure to abide by these regulations may result in removal of the exhibit and Exhibitor from the tradeshow floor and/or prohibition from exhibiting with Show Management in the future.

PAYMENT & SPACE ASSIGNMENT

Space assignment is on a first-come, first-served basis per the date and time your contract form is received. Show Management will control booth assignments. Sponsors receive priority exhibit locations. Full payment (check or credit card) for your space must BE RECEIVED with the Exhibitor contract TO GUARANTEE spaces(s).

Exhibitor contracts will be accepted online, by fax and mail, but are not confirmed until receipt of payment or authorization of credit card. Booth spaces are available to all exhibitors.

Show Management reserves the right to reject any application.

SHOW LISTING

Each booth space and sponsorship is limited to one company name for listing and recognition.

Sharing of booth space is not permitted.

SHOW DECORATOR

Space furnishings, electrical requirements, additional signage and labor to set up and dismantle displays are to be ordered on the forms provided in the exhibitor service kit from TriCord Tradeshow Services, Show Management’s official decorator. For assistance, please contact TriCord at (831) 883-8600 or email info@tricord.net, or visit www.tricord.net.

UNION LABOR

Decorator’s Union

Members of this union claim jurisdiction over all set up and dismantling of exhibits, including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. If your exhibit preparation, installation or dismantling requires more than one-half (1/2) hour, you must use union personnel supplied by the Official Decorating Contractor. As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Pasadena on a one-to-one basis.

Teamsters Union

Members of this union claim jurisdiction on the operation of all material handling equipment, all unloading and reloading and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

Electrical Union

Members of this union claim jurisdiction for hardwiring ordered outlets to the line side of the Exhibitor’s equipment and wiring of caps over 120 volts, to the raw cord feeding Exhibitor’s equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

TIPPING

Our work rules prohibit the solicitation and/or acceptance of tips by any of our employees. Our employees are paid excellent hourly wages, denoting a professional status, and tipping is not allowed.

TRADESHOW ADMITTANCE

All booth personnel must be registered to receive a name badge, which will allow admittance on to the tradeshow floor and any conference room.

Show Management reserves the right to remove anyone without proper identification. Show Management shall have sole control over all admission policies at all times. Exhibitor badges must be worn at all times and badge swapping is strictly prohibited and will result in removal from the show floor.

BOOTH SPECIFICATIONS

Booth space is a draped and carpeted 10’ x 10’ exhibit booth and includes an 8’ high back, 3’ sidewall dividers, one (1) 6’ table draped in white, one (1) one-line identification sign, two (2) chairs and one (1) wastebasket. Exhibitors automatically receive one (1) set of Association member mailing labels for pre-show marketing. One booth space entitles the Exhibitor to one (1) complimentary exhibitor badge.

USE OF SPACE – BOOTH

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits or line of sight. Exhibits should be so arranged that Exhibitor representatives, materials and equipment are inside the space assigned and do not infringe on aisles. For booths, display materials or equipment may not exceed the 3’ sidewall height within 5’ from the front of the exhibit space. Display materials may not be higher than 60” above the sidewalls in the back 5’ of the exhibit space. For island exhibit spaces, the maximum height for materials is 16’. All decoration materials must be flame-retardant. Exhibit hall fire exits and safety equipment must be left accessible and in full view at all times.

Display materials and equipment of significant size (over 5’ square) must be submitted in writing and pre-approved by Show Management by **September 29, 2009**. Aisle space may not be incorporated as part of an exhibitor’s space. Exhibitors are expressly prohibited from “brief casing” in the aisle space.

RESTRICTIONS

Show Management reserves the right to prohibit any display or exhibit, or any part of a proposed exhibit, that it deems not suitable or in accordance with the accepted professional ethics of its members.

NOISE & MUSIC LICENSING

Public address, sound or amplifying systems that project beyond the exhibit booth are prohibited. Due to music licensing restrictions, exhibitors are prohibited from playing recorded or live music in their exhibit space.

CANCELLATION

Exhibitors and Sponsors

Cancellation must be received in writing and will be controlled by envelope postmark or fax transmittal dates. In the event an Exhibitor and/or Sponsor must cancel, the following refund policy applies. Cancellation prior to 11:59 PM, **September 14, 2009** will receive a full refund. Cancellation after **September 14, 2009** will result in loss of 50% of the total fee.

Cancellation prior to 11:59 PM, **October 1, 2009** will result in loss of 75% of the total fee. No refund will be issued for cancellations received after **October 1, 2009**. Any Space NOT PAID IN FULL by 11:59 PM **October 1, 2009** may be reassigned to another exhibitor. Downsizing of contracted exhibit space will be subject to the same refund schedule. Special cancellation circumstances may be sent to the Executive Committee for review. For individual representatives, cancellations received before **October 9, 2009** will receive a full refund. For cancellations received after **October 9, 2009** no refunds will be issued. Cancellations must be received in writing. Cancellations should be mailed to: California Transit Association, 1415 L Street, Suite 200, Sacramento, CA 95814 or transmitted via fax: 916-446-4318.

FAILURE TO OCCUPY

Show Management routinely maintains a waiting list for booth space. Any Exhibitor who fails to occupy their booth by 12:00 Noon, **October 27, 2009** will be replaced with a wait-listed exhibitor or Show Management will institute forced labor to set up materials or lounge furniture. All costs will be the responsibility of the Exhibitor.

Subject to the cancellation policy, no refund will be issued to the exhibitors who fail to occupy their booth space.

EXHIBITOR LIABILITY

Neither the California Transit Association, TriCord Tradeshow Services, or the Pasadena Convention Center shall be held liable to an Exhibitor for any damage, loss or destruction of an exhibit or the property of an Exhibitor, or injury to Exhibitor personnel resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the Exhibitor. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save meeting sponsor, Exhibitor Management, convention and hotel facilities and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installations, removal, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the above. In addition, Exhibitor acknowledges that exhibit services contractor, Show Management, conference center and hotel facilities do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses to Exhibitor. California Transit Association shall provide security service throughout the hours of installation, exhibit hours and dismantling, and shall exercise reasonable care for the protection of the

Exhibitor's materials and equipment. Neither Show Management, the show facility, nor any officers, director nor staff member thereof will be responsible for the safety of the properly or Exhibitor personnel from any cause. Exhibitor is to provide to the California Transit Association a copy of all insurance and/or policy riders to cover booth contents.

EXHIBITOR PRIZES

Exhibitor prizes may be given from private drawings at any of the exhibit booths. Exhibitors will assume responsibility for the distribution of their prize(s). Prizes can be announced by Show Management.

SHIPPING AND STORAGE

Information on shipping and storage will be outlined in the exhibitor kit provided by TriCord. All exhibit materials must be shipped to TriCord. Exhibit materials addressed directly to the hotel or conference center will be refused. If you choose to ship exhibit materials directly to the conference center or hotel, you are responsible for locating your materials. All shipments are at the Exhibitor's risk and expense.

SMOKE FREE POLICY

California Transit Association has a smoke free policy for all sponsored events. The Pasadena Convention Center is smoke-free building. Violators will be prosecuted per CA Assembly Bill 13, Section 6404.5.

FOOD & BEVERAGE POLICIES

The Pasadena Convention Center is pleased to provide an exclusive in-house food and beverage department operated by Distinctive Gourmet Services (DGS). Any questions about specific food items should be directed to the Pasadena Convention Center, 626-793-2122, www.pasadenacenter.com.

Hotel Accommodations

Lodging for those involved and attending **California Transit Association 44th Annual Fall Conference & EXPO** have two hotels from which to choose. A discounted rate of \$179* Single/Double, plus tax, is available at the following hotels:

Sheraton Pasadena Hotel

303 East Cordova Street, Pasadena, CA 91101

- Book by **October 10, 2009** to receive the discounted group rate.
- Reservations 626-449-4000, or 800-457-7940

Hilton Pasadena

168 South Los Robles Avenue, Pasadena, CA 91101

- Book by **September 30, 2009** to receive the discounted group rate.
- Reservations 626-577-1000, or 1-800-HILTONS

Mention the California Transit Association to receive the group rate. These rates are applicable for the evenings of October 26, 27 and 28, 2009 only.

TRANSPORTATION

Airports. Pasadena has two local airports: Bob Hope Airport and Los Angeles International Airport (LAX). Bob Hope Airport is located in Burbank, 20 minutes from Pasadena and is serviced by regional airlines such as America West and Southwest. LAX is located 50 minutes from Pasadena and offers non-stop and direct flights daily from every major national airline carrier.

Transit. To find out about public transit options to Pasadena Convention Center and hotels, visit the websites of the Los Angeles County Metropolitan Transportation Authority (METRO) www.metro.net; or the Pasadena Area Rapid Transit System (ARTS), www.cityofpasadena.net/artsbus.

Important Dates



PRINTED MATERIAL DEADLINES

Your company will be displayed on our website as a sponsor and exhibitor as soon as your contract is complete – so sign up soon for maximum visibility!

JULY 13

For inclusion in the conference registration mailer

SEPTEMBER 14

For inclusion in the conference program

OCTOBER 1

For inclusion in the conference signage

OCTOBER 20

For inclusion of promotional materials in conference bag

EXHIBIT SCHEDULE

SET-UP AND TEARDOWN

MONDAY, OCTOBER 26

Exhibit Service Company Set-Up
8:00am – 5:00pm

TUESDAY, OCTOBER 27

Exhibitor Set-Up
8:00am – 5:00pm

Bus Move-in
8:00am – 11:00am

WEDNESDAY, OCTOBER 28

EXPO Tear Down
3:30pm – 5:00pm

SHOW HOURS

TUESDAY, OCTOBER 27

Welcome Reception in EXPO
5:00pm – 7:00pm

WEDNESDAY, OCTOBER 28

2009 EXPO & Luncheon
Noon – 3:30pm



Five Reasons to Sponsor or Exhibit in 2009!

5. **Support the efforts of California Transit Association.**

This conference is an important learning and networking event for our members. Your participation enables us to continue to offer the conference.

4. **Expand your connections.**

The conference is a great way to meet and mingle with more than 700 of the most influential people in California transit.

3. **Educate prospective customers by demonstrating your product or technology in this perfect sized venue.**

The EXPO is user-friendly and easy to navigate so attendees never feel overwhelmed or miss the opportunity of meeting you.

2. **Excellent value for the dollar and time spent.**

In these days of cautious spending, sponsoring and exhibiting offers an excellent return of high-quality leads in just two days.

1. **Visibility is exclusively yours as a sponsor and / or exhibitor of California Transit Association 44th Annual Fall Conference and EXPO.**

Prior to the conference, our marketing efforts prominently feature your company logo or name in a variety of formats. At the conference, your company's presence at the event is recognized in many ways promoting your brand, complimenting your marketing efforts, and assisting with traffic building.

LEARN MORE ABOUT BECOMING A SPONSOR OR EXHIBITOR

Visit www.caltransit.org for more information. For questions please email info@caltransit.org or call California Transit Association (916) 446-4656.



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