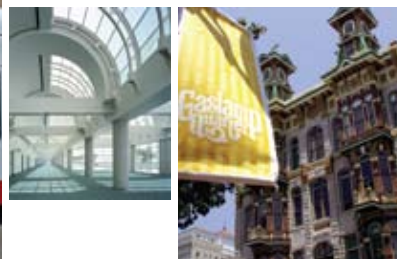


CALIFORNIA TRANSIT ASSOCIATION 45th ANNUAL FALL CONFERENCE & EXPO

SEPTEMBER 14 – 15, 2010
SAN DIEGO, CALIFORNIA



SPONSORSHIP & EXHIBIT OPPORTUNITIES



WHY SPONSOR OR EXHIBIT?

QUALIFIED ATTENDEES: Year over year, more than 700 movers and shakers of California transit gather together at the conference.

COMPREHENSIVE MARKETING: Print and online mailings, recognition opportunities, event promotions – all delivered directly to decision makers.

EXCELLENT VALUE: Minimal time and dollars spent yield high quality leads in a compact, easy to navigate venue.

SUPPORT CALIFORNIA TRANSIT ASSOCIATION: As a sponsor or exhibitor, you enable the association to offer this premier networking and learning event.



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Agency Host

San Diego Metropolitan Transit System (MTS) is the agency host. MTS provides bus and rail service through San Diego Trolley, Inc. (SDTI), San Diego Transit Corporation (SDTC), San Diego & Arizona Eastern (SD&AE) Railway Company, and San Diego Vintage Trolley, Inc. The agency serves 290,000 passengers each weekday and covers about 570 square miles of the urbanized areas of San Diego County, as well as the rural parts of East County.

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 over 200 organizations, ranging from public transit operators to local governments, to industry suppliers and manufacturers to consultants.

2010 Preliminary Agenda

MONDAY, SEPTEMBER 13, 2010

8:00a.m. – 5:00p.m.	Exhibit Service Company Set-Up
1:00p.m. – 4:00p.m.	Bus Move-In*

TUESDAY, SEPTEMBER 14, 2010

8:30a.m. – 11:00a.m.	Executive Committee Meeting
8:30a.m. – 11:00a.m.	Maintenance Committee Meeting
9:00a.m. – 4:00p.m.	Exhibitor Set-Up
11:00a.m. – 12:45p.m.	Small Operator Awards Luncheon
1:00p.m. – 3:00p.m.	Welcome and Opening General Session
3:00p.m. – 3:15p.m.	Break
3:15p.m. – 4:45p.m.	Concurrent Educational Sessions
5:00p.m. – 7:00p.m.	Welcome Reception and EXPO

WEDNESDAY, SEPTEMBER 15, 2010

7:30a.m. – 8:30a.m.	Continental Breakfast
8:45a.m. – 10:15a.m.	Concurrent Educational Sessions
8:45a.m. – Noon	Tech Tour
10:15a.m. – 10:30a.m.	Break
10:30a.m. – 12:00p.m.	Concurrent Educational Sessions
11:00a.m. – 3:00p.m.	EXPO
Noon – 2:00p.m.	Lunch in EXPO
3:00p.m. – 5:00p.m.	EXPO Tear Down
3:15p.m. – 4:30p.m.	Keynote and Closing General Session
4:30p.m.	2010 Fall Conference Concludes

**Exact arrival time will be assigned*





Event Location

Rising 30-stories above the edge of San Diego Bay, the **Hilton San Diego Bayfront** hotel is the West Coast’s newest waterfront hotel and the site of our conference. The hotel is adjacent to the San Diego Convention Center, site of the EXPO, and a short walk to downtown’s historic Gaslamp Quarter, and its many entertainment and recreational amenities.

Hilton San Diego Bayfront

One Park Blvd., San Diego, CA 92101
 619-564-3333
www.hiltonsandiegobayfront.com

Be sure to mention the “California Transit Association” when booking your room to receive the negotiated group rate of \$159 for single or double occupancy. Our rate is available three days pre- and post-conference, based on hotel availability and reservations must be made by **Monday, August 17**.

San Diego Convention Center

111 W. Harbor Drive, San Diego, CA 92101
www.visitsandiego.com

TRANSPORTATION

The Hilton San Diego Bayfront is located three miles from the San Diego International Airport (SAN). If you are driving to the hotel, please visit the hotel Web site for a map and driving directions. Hotel valet parking is \$35 and self-parking is \$25.

Printed Material Deadlines

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

JULY 1

For inclusion in the conference registration mailer

AUGUST 2

For inclusion in the conference program

AUGUST 9

For inclusion in appropriate conference signage

SEPTEMBER 3

For inclusion of promotional materials in conference bag

Additional Representatives

All company representatives must be registered for admittance to the trade show floor and conference events. Registration is non-transferable. Many of the sponsor and exhibitor opportunities include complimentary registration for one; additional conference registration can be purchased at the following rates:

REGISTRATION FEES

EARLY REGISTRATION **BEFORE** AUGUST 17

	MEMBERS	NON-MEMBERS
Full Conference (first two persons)	\$330	\$380
Each Additional Person	\$275	NA
Single Day	\$200	\$250

REGISTRATION **AFTER** AUGUST 17

	MEMBERS	NON-MEMBERS
Full Conference (first two persons)	\$380	\$430
Each Additional Person	\$325	NA
Single Day	\$225	\$280

To **register** additional representatives, go to www.caltransit.org

Sponsor

We offer a number of sponsorship opportunities. Many are limited, so make your choice today!

Signature Sponsorships

All signature sponsorships include:

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

PLATINUM \$8,000

Includes the above, plus:

- 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

Includes the above, plus:

- 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

Includes the above, plus:

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

BRONZE \$3,500

Includes the above, plus:

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

Event Sponsorships

All event sponsorships include:

- Company logo featured in the conference mailer, program, and Association Web site 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

WELCOME RECEPTION AT EXPO \$7,500

In addition, receive:

- Opportunity for company representative to provide a brief welcome during EXPO reception
- Sponsor acknowledgement during opening session
- Two complimentary conference registrations
- Extra reception tickets

EXPO LUNCHEON \$6,000

In addition, receive:

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

EXPO HALL \$5,000

In addition, receive:

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

SMALL OPERATOR LUNCHEON \$3,500

In addition, receive:

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

EXPO PASSPORT GAME* \$3,000

In addition, receive:

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

CONTINENTAL BREAKFAST \$2,500

MORNING BREAK \$2,000

AFTERNOON BREAK \$2,000

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 PRESENTATION*

\$10,000

Also includes:

- Company logo featured in a special keynote speaker promotion
- Company logo featured on keynote session signage
- Company representative to provide a brief welcome at keynote presentation
- One 10'x10' exhibit space at the EXPO
- Six complimentary conference registrations
- Reserved seating for eight 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 session

*Limited to one sponsor

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

NAME BADGE* \$3,500

Also includes:

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

LANYARD* \$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



How to Become a Sponsor

Sponsorship forms are available at www.caltransit.org for download or to complete online.

DON'T MISS THE CHANCE TO RECEIVE:

- Pre-conference Promotions
- Onsite Signage
- Event Recognition
- Literature Distribution
- Speaking Opportunities

Exhibit

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, 6' draped table, ID sign, two chairs, one wastebasket, one full conference registration, and member labels (pre-show). Discounted booth carpet can be ordered through exhibitor services.

Vehicle Exhibit

Member \$2,000

Non-Member \$2,500

Includes: Space for vehicle, one full conference registration, and member labels (pre-show). Please Note: When registering, we will need to know the vehicle type and length. **Exact arrival time will be assigned.**

Booth Representatives

One complimentary registration is included. All company representatives must be registered for admittance to the trade show floor and any conference events. Registration is non-transferable. See page 2 for rates and registration deadline for additional representatives.

Door and EXPO Mixer Prizes

Exhibitors are encouraged to bring door prizes. Association staff can help announce winners near the end of the EXPO. You may also contribute to the EXPO game prizes. To participate, contact info@caltransit.org

Exhibit Schedule

SET-UP AND TEAR DOWN

Monday, September 13

Exhibit Service Company Set-Up
8:00a.m. – 5:00p.m.

Bus Move-In
1:00p.m. – 4:00p.m.

Tuesday, September 14

Exhibitor Set-Up
9:00a.m. – 4:00p.m.

Wednesday, September 15

EXPO Tear Down
3:00p.m. – 5:00p.m.

SHOW HOURS

Tuesday, September 14, 2010

Welcome Reception in EXPO
5:00p.m. – 7:00p.m.

Wednesday, September 15, 2010

EXPO
11:00a.m. – 3:00p.m.

Lunch in EXPO
Noon – 2:00p.m.

Join and Save!

Receive the member rate (a \$500 savings!) by joining the California Transit Association with your exhibitor registration. Contact Amy J. Lai, CMP, Association Services Director, at 916-446-4656 x1017 or email amy@caltransit.org.

How to Become an Exhibitor

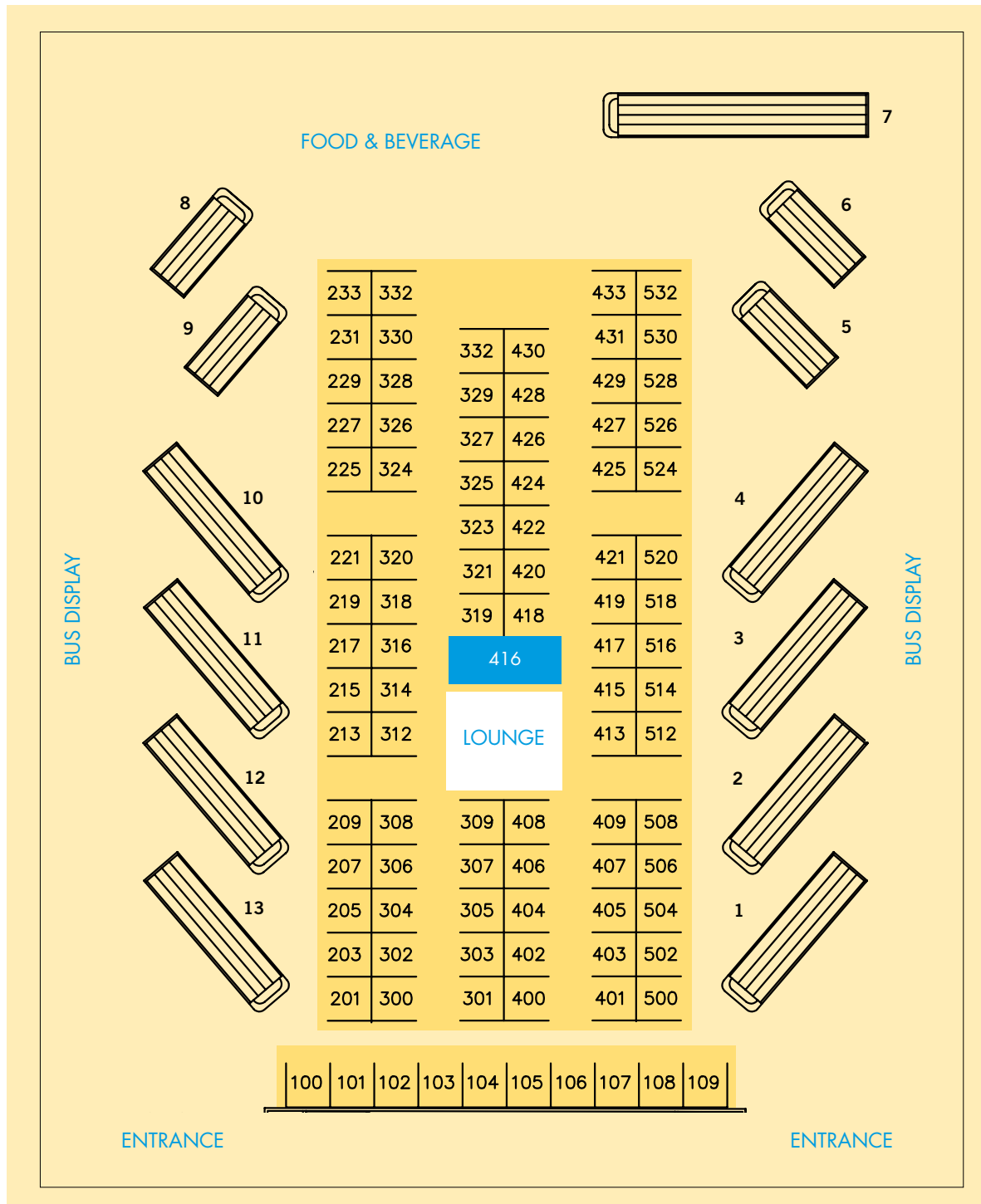
Exhibitor forms are available at www.caltransit.org for download or to complete online.

DON'T MISS THE CHANCE TO RECEIVE:

- Exclusive Exhibit Time
- Indoor Bus Display
- Plenty of Display Space
- Networking Time with Decision Makers
- Full Conference Access to Sessions and Events

EXPO Floorplan

San Diego Convention Center, **Hall E**





1415 L Street, Suite 200
Sacramento, CA 95814



Doran Barnes
*Executive Director, Foothill Transit
Chair, California Transit Association*

CALIFORNIA TRANSIT ASSOCIATION 45th ANNUAL FALL CONFERENCE & EXPO

This year we mark the 45th offering of the Association's fall conference; a vital event that provides the forum for us to come together as an industry. With today's economic environment, the importance of the conference has grown even more. As Chair of the Association, I am writing to ask you to support us through sponsorship and by exhibiting. Without you, this much-anticipated event would not be possible.

Beyond supporting us, it also gives you an excellent opportunity to conduct business. Each year the California transit industry looks forward to this conference to learn from each other and to explore the latest in technology, products and services. Don't miss the chance to have your organization be front and center during the conference. Conference organizers are committed to achieving the highest levels of satisfaction and to facilitate interactions between vendors and attendees.

Take advantage of this exceptional opportunity to network with key transit professionals from agencies throughout the state. Hope to see you in San Diego.



Sponsorship or Exhibit Questions

Need more information? Please email info@caltransit.org or call the California Transit Association at (916) 446-4656.