



***Exhibitor and Sponsorship  
Opportunities  
for  
NYAPT Summer Conference  
2024***

***“The Roads Traveled,  
50 Years of Traditions”***

# NYAPT Summer Conference 2024

The New York Association for Pupil Transportation invites you to partner with us at our 65th Annual Conference and Trade Show in Saratoga Springs, New York, on July 7-10, 2024. Trade Show – July 8, 2024.

NYAPT offers one of the largest state trade shows in the country, bringing together professionals from all areas of the pupil transportation industry. Our attendees represent school transportation operations from all areas of New York State.

Summer Conference 2024 theme *“The Roads Traveled - 50 Years of Traditions”* will highlight our past and look forward to our future. Join us at the special event!

## EXHIBITION BOOTH PACKAGE

**BOOTH RATES: 2 Representatives Per Booth**

FLOOR Booth: \$850

A benefit of Industry Membership - display includes:

- Standard 8' high draped back wall, 3' high draped side rails,
- 10' wide x 8' deep, 7"x44" signage
- 6 or 8-foot skirted display table, two chairs, trash can
- Display space is available
- Company logo included on NYAPT Website Program page
- Two tickets for the Post Trade Show President's Reception/Scholarship Fundraiser Event and participation in any refreshment offered on the Trade Show floor
- Exhibitors receive attendee list prior to the show.

### **BUS DISPLAY:**

Leadership Sponsors - \$750 /bus

All other Industry Members- \$4000/bus

The Trade Show has limited opportunities for the display of school buses as all are displayed inside the Saratoga Springs City Center. Bus display space is prioritized. Industry Leaders have priority – all others will be considered on space availability. If you have questions regarding display space for buses, contact David Christopher at 518-463-4937 or email [dave@nyapt.org](mailto:dave@nyapt.org).

## PAYMENT SCHEDULE

Booth: Reserved exhibit space will be considered “PENDING” until paid in full. Any advance reservation unpaid 60 days prior to the Trade Show may be released. Any exhibit space reserved after 5/8/2024 must be paid in full to hold reservation.

Conference Sponsorships: A deposit of 50% and signed contract is due within ten days of reserving sponsorship to secure sponsorship. Balance due no later than 90 days prior to the event.

## CANCELLATION

Exhibitors who cancel in writing on or prior to JUNE 7, 2024, will receive a refund of their exhibit space payment, minus a 25% handling fee. Exhibitors who cancel after June 7, 2024, will receive no refund, regardless of cause. Future sponsorships or exhibit opportunities will not be available to vendors with outstanding cancellation fees. Cancellations must be received in writing to the NYAPT office, 1764 Route 9, P.O. Box 356, Clifton Park, NY 12065 or email at [dave@nyapt.org](mailto:dave@nyapt.org).

**The Roads Traveled, 50 Years of Traditions!**

# Summer Conference 2024 Sponsorship Opportunities

All Conference support levels include the VIP Service as described below!

**Visibility:** Your logo will be displayed on NYAPT Website program page, as well as included on Conference Program handout and in the Supporter Slide Show.

**Interaction:** Includes opportunity to greet group of sponsored session and tickets to associated meal, if applicable.

**Promotion:** We will also include a flyer in attendee welcome packet if provided. In addition, we offer visibility in News & Notes in the weeks leading up to the Trade Show.

## **Awards Banquet Sponsor - \$9,000 or up to 3 Co-sponsors @ \$3,000 each**

Partner with NYAPT in the Annual Awards Banquet. In addition to VIP benefits, the full sponsorship includes six (6) tickets to the Awards Banquet OR two (2) tickets for each \$3,000 sponsorship, signage at the entrance, and recognition at the Awards Banquet.

## **Platinum Sponsor - \$5,000**

In addition to VIP benefits, this sponsorship includes six tickets to the sponsored event or session, signage at the entrance, the opportunity to introduce the keynote speaker or address attendees at breakfast/lunch.

\*KEYNOTE SPEAKER: A highlight of the Conference, a keynote speaker engages the group.

\*BREAKFAST/LUNCH SPONSOR: Sponsors will have the opportunity to present to the group (limit 15 minutes) at a breakfast or lunch event. **Only Wednesday breakfast is available**

## **Special Platinum Induction Luncheon Sponsor - \$4,000**

In addition to VIP benefits, this sponsorship includes six tickets to the sponsored event, signage at the Entrance and recognition at the event.

\*INDUCTION LUNCHEON SPONSOR: Sponsors will be acknowledged but there will not be a speaking opportunity at this special event.

## **Gold Sponsor - \$2,500**

In addition to VIP benefits, this sponsorship as defined below includes:

\*TOTE: A conference favorite! Your company logo will go home with every attendee!

\*SESSION SPONSOR: Select the session your company would like to highlight and introduce the session.

\*REFRESHMENT BREAK: Acknowledgement at Refreshment Break.

\*HOTEL KEY CARDS – Your company logo on every attendee's hotel key card

## **Silver Sponsor - \$1,500**

In addition to VIP benefits, this sponsorship as defined below includes:

\*LANYARDS: Keep in front of the crowd with your company logo on every attendee lanyard. **SOLD**

\*ATTENDEE BADGES: Your company logo will appear on all attendee badges with our thanks **SOLD**

\*AUDIO VISUAL: It starts, continues and ends with A/V delivering the education. (4 AVAILABLE)

\*WIFI– Keep them connected during the sessions in the hotel & have your company name as the password **SOLD**

## **Bronze Sponsor - \$750**

In addition to VIP benefits, this sponsorship as defined below includes:

\*CHARGING STATIONS: Keep them energized! This station could be near your booth! **SOLD**

\*BANQUET MUSIC– Keep them entertained at the Awards Banquet! **SOLD**

## **Post Trade Show NYAPT President's Reception/Scholarship Fundraising Event - \$20,000**

\*Multiple co-sponsors requested. Immediately following the Trade Show, 5:00-7:00pm.

**Thank You!**

**The Roads Traveled, 50 Years of Traditions!**

# *Summer Conference 2024*

## **SPONSORSHIP OPPORTUNITIES Continued**

### ***Trade Show Sponsor Opportunities***

#### **Ben & Jerry's Ice Cream- \$4650 or 3 Co-sponsors @ \$1550 each**

Who doesn't like ice cream...especially Ben & Jerry's? Have *Our local Ben & Jerry's Ice Cream Shop provide an Old-Fashioned Ice Cream Cart with an Umbrella serving your guests a choice of cup or cone, placed near your booth if space allows*

(Please note full sponsorship is required to move forward with this offering)

#### **Dessert & Coffee Sponsor \$ 3000 or 2 Co-sponsors @ \$1500 each (1 Co-Sponsor Available)**

Satisfy their sweet tooth & sponsor cookies and brownies with freshly brewed coffee and tea

#### **Water Station- \$150**

Keep them hydrated and have a water cooler/bubbler in your booth. So, what exactly is the water cooler conversation???

## **Thank You!**

# INDUSTRY LEADER COMMITMENT 2024

## CONTACT INFORMATION

Authorized Representative Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_(\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

## Annual Summer Conference and Tradeshow Sponsorship

- AWARDS BANQUET \$9,000 sole sponsor OR three co-sponsor \$3,000 sponsorships available

\_\_\_\_ \$9,000      \_\_\_\_ \$3,000 (3) AVAILABLE

- \$5,000 – Platinum

\_\_\_\_ Keynote Speaker    \_\_\_\_ Breakfast Sponsor –1 available    \_\_\_\_ Lunch Sponsor-SOLD

- \$4,000 – Induction Luncheon Sponsor

\_\_\_\_ Induction Luncheon Sponsor

- \$2,500 - Gold

\_\_\_\_ Tote                      \_\_\_\_ Session Sponsor                      \_\_\_\_ Refreshment Break

\_\_\_\_ Hotel Room Key Card

- \$1,500 - Silver

\_\_\_\_ Lanyards-SOLD    \_\_\_\_ Attendee Badges-SOLD    \_\_\_\_ A/V Support (4) AVAILABLE

\_\_\_\_ WIFI-SOLD

- \$750 - Bronze

\_\_\_\_ Banquet Music- SOLD    \_\_\_\_ Charging Stations SOLD

- Post Trade Show President's Reception/Scholarship Fundraiser Event \*Multiple Co-sponsors requested      Sponsored Amount \$ \_\_\_\_\_

*Thank you for your interest in our Leadership Programs! Please contact us with any questions at 518-463-4937 or email membership@NYAPT.org. Submit payment to NYAPT at 1764 Route 9/ PO Box 356 Clifton Park, NY 12065*

# INDUSTRY LEADER COMMITMENT 2024

## CONTACT INFORMATION

Authorized Representative Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_(\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

## Annual Summer Conference and Tradeshow Sponsorship

- Ben & Jerry's Break- \$4,650 sole sponsor OR three co-sponsor \$1,550 sponsorships available**

\_\_\_\_\_ \$4,650                      \_\_\_\_\_ \$1550 (3) available

\*Please note full sponsorship is required to move forward with this offering

- Dessert & Coffee Sponsor—\$3,000 OR two co-sponsor \$1,500 sponsorships available**

\_\_\_\_\_ \$3,000                      \_\_\_\_\_ \$1,500 (1) co-sponsorship available

\*Please note full sponsorship is required to move forward with this offering

- Water Station—\$150**

\_\_\_\_\_ \$150 (multiple available)

*Thank you for your interest in our Leadership Programs! Please contact us with any questions at 518-463-4937 or email [membership@NYAPT.org](mailto:membership@NYAPT.org). Submit payment to NYAPT at 1764 Route 9/ PO Box 356 Clifton Park, NY 12065*