

LEADERSHIP STARTS WITH US

2019 Industry Leadership Opportunities



WHO WE ARE

New York Association for Pupil Transportation: In New York State, over 2.3 million children ride a yellow school bus to and from school each day. NYAPT was founded in 1974 with the belief and purpose of ensuring that their school bus ride should be a safe and secure ride. We believe that the school bus should be appropriately equipped and carefully maintained for safety. We believe that every school bus driver should be fully qualified, licensed and trained to perform his or her duties. We believe that it is our role as school transportation professionals to ensure that all the elements of a safe and efficient school bus ride are met at all times.

INDUSTRY LEADER OPPORTUNITIES

Leadership & Marketing Opportunities / Event Support & 2019 Exhibitor Prospectus

The membership is truly grateful for the dedicated investment in NYAPT from our Industry Leaders. Participation in our annual educational events clearly shows commitment to the safe transport of millions of children in New York State –and beyond. NYAPT appreciates these investments and looks ahead to building on our partnerships.

Leader Opportunities

Demonstrate your support and maximize your exposure! Take advantage of one or more of the NYAPT Industry Leader Opportunities for the member access that you need and the visibility that you want! Our Leader packages are formulated to address your interaction and marketing needs with year-round and event specific exposure.

- Leader opportunities available to current, individual NYAPT Industry Members only.
- Industry Leader packages are available on a first-come, first-served basis.

Marketing Opportunities

Target your marketing dollars and heighten your visibility with on line opportunities via NYAPT's website and e-newsletter. Up to date and information packed -NYAPT's News & Notes delivers! An excellent resource and the jumping off point for members to sign in or sign up – www.NYAPT.org is where you want to be!

Event Support Opportunities

Exhibit with NYAPT and get out in front of the crowd. As an exhibitor or sponsor you are a partner in education and in safety -at one of the largest state transportation shows in the country! Your contributions will resonate well beyond the Annual Conference or Winter Workshop.

LEADERSHIP

All Key support levels include VIP Service and an A-rated Exhibition Package! See Prospectus for base booth package.

Web Visibility
Member Interaction
Key Event Promotion

AT NYAPT It Starts With US...

A Students Education Day starts with us, Safety starts with us and Leadership starts with us.

A quote from a trade journal years ago reads: "The Doors to Education are painted Yellow", and at NYAPT we realize how true that is. Without us, as members of the transportation community, children would not have a safe ride to and from school each day!

It starts with us. Each and every person in our greater NYAPT family plays a role in our success.

AMBASSADOR \$8,000 – LIMIT FOUR

VISIBILITY:

- o Your company logo to appear in the Industry Leader slide show on the NYAPT web page with direct link to your company website.
- o Choose one page on the NYAPT website where you want a presence and find your company logo prominently placed.
- o Your company profile on NYAPT website Industry Leaders Profile page.
- o Presence on NYAPT social media -FB and Twitter. We'll post your logo and hashtag your company – with an option for a quarterly post on our platforms.

INTERACTION

- o Command the room! We'll provide a room on trade show day for your use –as you wish!(showcase your wares or hold a demonstration -one room for one hour during the show!)
- o Get out in front of the group! Recognition at the opening session of the conference.

PROMOTION

- o Your company logo to appear in Key Event Industry Leader slide show in all general sessions and on signage at the registration desk at Key Events
- o Acknowledgement and thanks at Key Events
- o Your company logo on Key event information pages on NYAPT.org with direct link to your site.
- o Vendor Spotlight in News & Notes two weeks before the Conference

AAA-Exhibitor Package –includes in addition to base booth package:

- o Industry Membership for 2019-20
- o Advance booth selection for 2019 Trade Show
- o Two booths at the Annual Trade Show 2019
- o One booth at the Annual Winter Workshop 2019
- o Your Company flyer in each Conference attendee packet
- o One small welcome item in each attendee packet (your investment -your choice!)

ADVOCATE \$5,000 – *LIMIT FOUR*

VISIBILITY:

- o Your company logo to appear in the Industry Leader slide show on the NYAPT web page with a direct link to your company website.
- o Choose a page on the NYAPT website where you want to be seen -we'll put your logo there!
- o Your company profile on NYAPT website Industry Leaders Profile page.

INTERACTION

- o Meet in the Moment! Meeting space on the morning of trade show day! (4 small rooms available for one hour prior to start of trade show)
- o Get out in front of the group! Recognition at the opening session of Trade Show Day.

PROMOTION

- o Your company logo to appear in Key Event Industry Leader slide show in all general sessions and signage at the registration desk at Key Events
- o Acknowledgement and thanks at Key Events
- o Your company logo on Key event information pages on NYAPT.org
- o Vendor Spotlight in News & Notes three weeks before the Conference

ALLY \$3,000

VISIBILITY:

- o Your company logo to appear in the Industry Leader slide show on the NYAPT web page with link to your company profile on the NYAPT website.
- o You provide your company profile and post it on NYAPT website Industry Leaders Profile page.

INTERACTION

- o Meeting space on Opening Day of the conference -Sunday (contact NYAPT to discuss details)
- o Get out in front of the group! Choose a general session to greet the group at the conference

PROMOTION

- o Your company logo to appear in Industry Leader slide show in all general sessions and signage at the registration desk at Key Events
- o Acknowledgement and thanks at Key Events
- o Your company logo on Key event information pages
- o Vendor Spotlight in News & Notes four weeks before the Conference

LEADERS EXHIBITOR PACKAGE:

MEMBERSHIP: July 1, 2019 – June 30, 2020 includes opportunity to exhibit at Key Events, log in access to NYAPT membership directory, entries of up to 5 company members in your group membership, delivery of weekly News & Notes ...and more!

TRADE SHOW 2019:

Booth -Standard 8x10 exhibit booth—see 2019 Exhibitor Prospectus for full description.

Packet -Promote your company with a flyer that will be placed in the hand of each conference attendee.

Hotel -NYAPT member rate for hotel extended to all exhibitors.

Attendee List -Exhibitors receive attendee list prior to the show and a full updated list as follow up.

MARKETING

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Target your marketing dollars and heighten your visibility with a full range of opportunities to promote your company. Start on line with NYAPT's website and e-newsletter. Up to date and information packed - NYAPT's News & Notes delivers! An excellent resource and the jumping off point for members to sign in or sign up - www.NYAPT.org is where you want to be! Want more? Sponsor a Keynote presenter, a refreshment break or go face to face with an exhibit at one of our educational events. Whatever works for your company - work with NYAPT and take the lead!

THE NEWSLETTER

Up to date and information packed NYAPT's News & Notes delivers! Arriving in over 600 email boxes each week this newsletter presents an excellent opportunity to get your name in front of the NYS pupil transportation community.

With three banner openings at affordable rates each week News & Notes is a great choice!

THE NYAPT WEBSITE

An excellent resource and the jumping off point for members to sign in or sign up - www.NYAPT.org is where you want to be! Get out front with a Homepage banner, target your message to the Advocacy or Education pages or go with the Employment page for the higher traffic.

Whether ever present in the key supporter slide show as an Industry Leader or with strategically placed ads - you can get your message delivered.

Visit www.NYAPT.org/Leadership for more information!

--News & Notes delivered Wednesdays 48 weeks a year.

--Submissions are subject to approval. With consideration to NYAPT's mission we reserve the right to refuse ad content.

--A benefit of Industry membership! -Currently advertisement opportunities are available *only to NYAPT Industry Members*.

EVENT SUPPORT OPPORTUNITIES

Whether it's underwriting a single webinar or booking a booth & sponsorship at a large event; NYAPT offers you the opportunity to support our excellent educational programming and to get your company name out in front of the group! The Winter Workshop opens the year with a bang! The webinar series is an ongoing opportunity month to month. The Annual Conference can't be beat for exposure! And hey there's more! With offerings for Associate level staff, the Law course and Finance related programs you're sure to find the avenue for your company. Contact us for a plan that fits *your* needs.

Visit www.NYAPT.org/resources/Documents/2019/Form.pdf for submissions!