2020 Industry Leadership Opportunities

LEADERSHIP STARTS WITH US

Honoring America!
WHO WE ARE

The New York Association for Pupil Transportation is dedicated to the support, development and representation of the professionals who are responsible for the safe and efficient transportation of our school children. 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 always met.

INDUSTRY LEADER OPPORTUNITIES

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 corporate NYAPT Industry Leader Opportunities for member access and visibility. Our Leadership Support Opportunities 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 online 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 at the NYAPT trade show 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.

Honoring America!
INDUSTRY LEADERSHIP OPPORTUNITIES

All Key support levels include VIP Service and an A-rated Exhibition Package!

Web Visibility

Member Interaction

Key Event Promotion

At NYAPT, It Starts With US...
A Student’s Education Day starts with us, Safety starts with us and Leadership starts with us.

It has been said, “The Doors to Education are painted Yellow”. At NYAPT, we realize how true that is. Without us, as members of the school 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.

Chose a sponsor level below to support NYAPT educational efforts:

AMBASSADOR $8,000

VISIBILITY
  o Your company logo to appear in the Industry Leader banner on the NYAPT webs page, with a direct link to your company website.
  o Your company profile on NYAPT website Industry Leaders Profile page.
  o Presence on NYAPT social media – Facebook and Twitter. We’ll post your logo and hashtag your company – with an option for a quarterly post on our platforms.

INTERACTION
  o Meeting space on Trade Show Day.
  o Get out in front of the group! Recognition at the opening session of the annual 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.
  o Acknowledgement and thanks at Key Events.
  o Your company logo on Key event information pages on NYAPT.org with direct link to your website.
  o Vendor Spotlight in News & Notes two weeks before the Conference.

AAA-EXHIBITOR PACKAGE
  o Industry Membership for 2020-2021.
  o Advance booth selection for 2020 Trade Show.
  o Two booths at the Annual Trade Show 2020.
  o One booth at the Annual Winter Workshop 2020.
  o Your Company flyer in each conference attendee packet.
  o One small welcome item in each attendee packet (your investment - your choice!).
  o Free Wi-fi.
  o Attendee List.
  o Conference rate at host hotel.

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ADVOCATE $5,000

VISIBILITY
- Your company logo to appear in the Industry Leader slide show on the NYAPT web page with a direct link to your company website.
- Your company profile on NYAPT website Industry Leaders Profile page.

INTERACTION
- Meeting space on Trade Show Day.
- Get out in front of the group! Recognition at the opening session of Trade Show Day.

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

EXHIBITOR PACKAGE
- One booth at the Annual Trade Show 2020.
- Attendee List.
- Conference Rate at Host Hotel.

ALLY $3,000

VISIBILITY
- 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.
- Your company profile on NYAPT website Industry Leaders Profile page.

INTERACTION
- Meeting space on Trade Show Day.
- Get out in front of the group! Choose a general session to greet attendees.

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

EXHIBITOR PACKAGE
- One booth at the Annual Trade Show 2020.
- Attendee List.
- Free Wi-Fi.
- Conference rate at host hotel.

Honoring America!
Exhibitor and Sponsorship Opportunities

2020 NYAPT Conference and Trade Show

July 12-15, 2020

The Saratoga Hilton and Saratoga Springs City Center

Honoring America!

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

Our conference this year expands on the message from Board President Michael Sweeney that Leadership Starts with Us and in our trade show, we strive to deliver the essence of its theme and bring together all branches of our industry to honor America!

As an exhibitor and Industry Leader or sponsor, join us as We Honor America – Birthplace of the School Bus!

EXHIBITION BOOTH PACKAGE

BOOTH RATES: 2 Representatives Per Booth

FLOOR Booth: $800

A benefit of Industry Membership - display includes:
- Standard 8’ high draped back wall, 3’ high draped side rails, 7”x44” signage
- 6-foot skirted display table, two chairs, trash can
- Display space is available
- Company logo included on NYAPT web program page
- Two lunch tickets and participation in any refreshment offered on the trade show floor
- Exhibitors receive attendee list prior to the show and a full updated list as follow up.

BUS DISPLAY:

ONE BUS: $500 (bus of any size)

This year’s Trade and Exhibit Show will have limited opportunities for the display of school buses as all displays will be inside the Saratoga Springs City Center. If you have questions regarding display space for buses, contact David Christopher at 518-463-4937 or email 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 will be released. Any exhibit space reserved after 5/15/2020 must be paid in full to hold reservation.

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

Applicants who cancel in writing prior to JULY 1, 2020 may receive a refund of their exhibit space payment minus a 25% handling fee. Applicants who cancel after June 30th 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.

Honoring America!
SUPPORT 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, and a list of registered attendees 3-4 weeks prior to the conference.

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

OLD GLORY AWARDS BANQUET SPONSOR $6,500
Partner with NYAPT in our Annual Awards Banquet. In addition to the core package of benefits, the OLD GLORY includes four (4) tickets to the Awards Banquet, signage at the entrance, and recognition at the Awards Banquet.

LIBERTY BELL $5,000
In addition to the core package of benefits, the LIBERTY BELL includes six tickets to the sponsored event or session, signage at the entrance, the opportunity to introduce the presenter or address the reception group and one complimentary exhibit table!
- FEATURED PRESENTER: A highlight of the Conference, a featured speaker or keynote engages the group.
- BREAKFAST/LUNCH SPONSOR: Sponsors will have the opportunity to present to the group at a breakfast or lunch event.

AMERICAN EAGLE $2,000
In addition to the core package of benefits, the AMERICAN EAGLE includes the opportunity to address the break group or introduce the session sponsor.
- TOTE: A conference favorite! Your company logo will go home with every attendee!
- SESSION SPONSOR: Select the session your company would like to highlight.
- REFRESHMENT BREAK: Acknowledgement at Refreshment Break.

STATUE OF LIBERTY $1,000
- LANYARDS: Keep in front of the crowd with your company logo on every attendee badge.
- POSTER CONTEST: Celebrate the children’s creativity in this perennial event. Luck to the winner!

ACROSS THE USA $500
- A/V SUPPORT: It starts, continues and ends with A/V delivering the education.
- CHARGING STATIONS: Keep them energized! This station could be near your booth!

Thank You!

Honoring America!
Contact Information

Authorized Representative Name ____________________________________________________

Company ____________________________________________________________________________

Address _____________________________________________________________________________

City ___________________________________________ State _________ Zip ________________

Phone _______________________________ Email ___________________________________________

*Authorized Signature _______________________________________________________________

Industry Leadership

☐ Ambassador $8,000 ☐ Advocate $5,000 ☐ Ally $3,000

Honoring America Annual Conference and Tradeshow

☐ American Flag Awards Banquet $6,500

☐ Liberty Bell $5,000

____ Featured Presenter____ Breakfast Sponsor

☐ American Eagle $2,000

____ Tote ____ Session Sponsor ____ Refreshment Break

☐ Statue of Liberty $1,000

____ Lanyards ____ Poster Contest

☐ Across the USA $500

____ AV Support ____ Charging Stations

Payment Information

If paying by check, please provide Check # ___________________

Credit Card # ________________________________

Name on Card ____________________________________________

Card Billing Address ____________________________________________

City __________________________ State _________ Zip ______________

Expiration ________________ Code _________________

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
2020 NYAPT Winter Workshop

Our popular Winter Workshop offers programming for our core membership of supervisory staff, as well as our middle managers. Promoting leadership and supporting those who will become new industry leaders starts with us.

-Sponsorship opportunities for the Winter Workshop are a benefit of Industry membership in NYAPT.

Core package of benefits for each support level includes:

Visibility: Your logo will be displayed on NYAPT registration and information pages, as well as included on Winter Workshop program handout and in the Supporter Slide Show.

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

Promotion: We will include a flyer in each attendee welcome packet. In addition, we offer an advertisement in News and Notes in the weeks prior to the Workshop.

Featured Presenter  $4,000

In addition to the core package of benefits, this sponsor option includes sponsor logo on each attendee badge or portfolio! Choose the presenter or session with content you wish to support and get the opportunity to address attendees, welcome the presenter and an exhibit table.

-FEATURED PRESENTER: A favorite – the featured presenter is sure to leave a lasting impression.

Breakfast/Refreshment Event  $2,500

In addition to the core package of benefits, this sponsor option includes one exhibit table, an opportunity to welcome the presenter -or- the opportunity to address attendees.

-BREAKFAST SESSION: Support Friday’s Breakfast Session – speaker to be determined.

-REFRESHMENT BREAK: Support a Winter Workshop Refreshment Break.

Scholarship Fund-raising Event  $1,500

Support the Thursday night scholarship fund-raising event. In addition to the core package of benefits, this sponsor option includes recognition at the event and six (6) tickets to attend the event.

Education Sessions  $1,000

In addition to the core package of benefits, this sponsor option includes the opportunity to welcome session attendees or greet participants during the break.

-EDUCATION SESSIONS: Choose the education session your organization would like to support.

Charging Stations/AV Support  $500

-CHARGING STATIONS: Keep them energized! Your logo emblazoned here is sure to be seen.

-A/V SUPPORT: It’s the infrastructure that makes the whole Workshop happen – with your support.

EXHIBIT TABLES  $300

-Register online for exhibit tables.

To Exhibit at the Winter Workshop, find the registration link at www.NYAPT.org/Winterinfo

NYAPT 2020 Winter Workshop, Albany Marriott Wolf Road, February 20-21, 2020 – www.NYAPT.org

Honoring America!
NYAPT: Leadership Starts with Us
WINTER WORKSHOP COMMITMENT 2020

CONTACT INFORMATION

Authorized Representative Name ____________________________________________________________
Company ______________________________________________________________________________
Address ________________________________________________________________________________
City ___________________ State _________ Zip __________________
Phone _ (______) __________ Email _______________________________________________________

*Authorized Signature _________________________________________________________________

2020 WINTER WORKSHOP SUPPORT OPPORTUNITIES

- Featured Presenter $4,000
  - FEATURED PRESENTER
- Breakfast/Refreshment Break $2,500
  - BREAKFAST SESSION
  - REFRESHMENT BREAK
- Scholarship/Networking Event $1,500
  - SCHOLARSHIP/NETWORKING EVENING EVENT
- Education Sessions $1,000
  - EDUCATION SESSIONS
- Charging Stations – A/V Support $500
  - CHARGING STATIONS
  - A/V SUPPORT
- EXHIBIT TABLES $300
  - REGISTER ONLINE FOR EXHIBIT TABLES

PAYMENT INFORMATION

If paying by check, please provide Check # ____________
Credit Card # ____________________________________________________________
Name ON Card ____________________________________________________________
Card Billing Address ________________________________________________________
City ___________________ State _________ Zip __________________
Expiration ____________ Code ________________

Thank you for your interest in supporting Winter Workshop! 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

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