



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

***Driving the Future of School  
Transportation Together***

# NYAPT Summer Conference

The New York Association for Pupil Transportation invites you to partner with us at our Annual Conference and Trade Show in Saratoga Springs, New York, on July 9-12, 2023. Trade Show – July 10, 2023.

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.

The Conference this year expands on the message from NYAPT President Ted Nugent “**Driving the Future of School Transportation Together**” preparing members for the changes the school transportation industry is experiencing. NYAPT commits to helping our members succeed as we move forward.

As an Exhibitor and Industry Leader or Sponsor, join us as together we drive the future of school transportation into the 2023-2024 school year!

## 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,
- 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 meal tickets for lunch on opening Trade Show day and participation in any refreshment offered on the Trade Show floor
- Exhibitors receive attendee list prior to the show.

### **BUS DISPLAY:**

ONE BUS: \$500 = Leadership Sponsors

\$3000 - other Industry Members

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 5/15/2023 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 before June 10, 2023, will receive a refund of their exhibit space payment, minus a 25% handling fee. Exhibitors who cancel after June 10, 2023, 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).

**Driving the Future of School Transportation Together**

# 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 the core package of benefits, this sponsorship includes six (6) tickets to the Awards Banquet – 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 the core package of 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 the reception group.

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

\*Keynote #1– Sunday, July 9, 1:00 PM [DAVE DAVLIN](#)

\*Keynote #2– Tuesday, July 11, 3:00 PM- [ANDY MASTERS](#)

\*BREAKFAST/LUNCH SPONSOR: Sponsors will have the opportunity to present to the group at a breakfast or lunch event. Available Monday Breakfast– **SOLD**, Monday Lunch–**SOLD**, Tuesday Breakfast-**SOLD**, Tuesday Lunch & Wednesday Breakfast

## **Gold Sponsor - \$2,000**

In addition to the core package of benefits, this sponsorship includes the opportunity to address the attendees or introduce the session sponsor.

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

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

\*REFRESHMENT BREAK: Acknowledgement at Refreshment Break.

\*HOTEL KEY CARDS – Have your company logo on every attendees hotel key card. **SOLD**

## **Silver Sponsor - \$1,000**

\*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 for your support. **SOLD**

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

\*WIFI- Keep them connected during the sessions in the hotel and have your company name as the password.

## **Bronze Sponsor - \$500**

\*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 Scholarship Fundraising Event - \$20,000**

\*Multiple co-sponsors requested. Event location is Vapor Night Club, to include food, music and dancing.

# **SPONSORSHIP OPPORTUNITIES Continued**

## **Trade Show Sponsor Opportunities**

**Trade Show Closing Reception Sponsor \$7500 or 15 Co-sponsors @ \$500 each**

\*Enjoy light hors d'oeuvres in the Trade Show

\*Drink tickets for beer and wine can be purchased in advance so you can distribute as you wish

@ \$11 per ticket

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

**Ben & Jerry's Ice Cream- \$4500 or 3 Co-sponsors @ \$1500 each SOLD**

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 \$ 2500 or 2 Co-sponsors @ \$1250 each- 1 co-sponsor**

**SOLD-1 co-sponsor still 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!**

# SPONSORSHIP COMMITMENT 2023

## 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-(2) Available    \_\_\_ Breakfast Sponsor-Wed available    \_\_\_ Tuesday Lunch Sponsor

- \$2,000 - Gold

\_\_\_ Tote-**SOLD**      \_\_\_ Session Sponsor      \_\_\_ Refreshment Break

\_\_\_ Hotel Room Key Cards-**SOLD**

- \$1,000 - Silver

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

\_\_\_ WIFI

- \$500 - Bronze

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

- Post Trade Show NYAPT Scholarship Fundraising 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](mailto:membership@NYAPT.org). Submit payment to NYAPT at 1764 Route 9/ PO Box 356 Clifton Park, NY 12065*

**Driving the Future of School Transportation Together**

# SPONSORSHIP COMMITMENT 2023

## CONTACT INFORMATION

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

## Annual Summer Conference and Tradeshow Sponsorship

- Trade Show Reception- \$7,500 sole sponsor OR fifteen co-sponsor \$500 sponsorships available**

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

\_\_\_ \$7,500                      \_\_\_ \$500 (15) AVAILABLE

- Ben & Jerry's Break- \$4,500 sole sponsor OR three co-sponsor \$1,500 sponsorships available**

\_\_\_ \$4,500 **SOLD**                      \_\_\_ \$1500-(0) AVAILABLE

- Dessert & Coffee Sponsor—\$2,500 OR two co-sponsor \$1,250 sponsorships available**

\_\_\_ \$2,500                      \_\_\_ \$1,250 (1) **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*

**Driving the Future of School Transportation Together**