

## OHIO **NEEDS** TRANSIT



CONFERENCE &  
OPTA EXPO

AT THE HILTON COLUMBUS  
DOWNTOWN & THE GREATER  
COLUMBUS CONVENTION CENTER  
NOV. 18-20, 2024

BE A PART OF THE LARGEST PUBLIC TRANSIT  
CONFERENCE IN THE STATE OF OHIO



OPTA represents nearly 70 transit agencies across the state of Ohio, as well as mobility managers and companies in the transit related space. Our members make up a vibrant and ever-changing transit landscape, while providing valuable economic and workforce development benefits to the state.

The annual conference draws over 400 individual attendees including transit CEO's, policy makers, and influential decision makers in the public transit space in Ohio. Join us for incomparable education opportunities, a massive trade show, and networking!

FOR MORE INFORMATION, CONTACT:

Elle Crader, OPTA Administrator  
[admin@ohioneedstransit.org](mailto:admin@ohioneedstransit.org)





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### SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER.....\$15,000

#### MEMBERSHIP

OPTA 2025 Membership Included (\$520 Value)

#### MARKETING AND COMMUNICATIONS

Presenting Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media – Conference and EXPO Signage

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion - Digital Scroll of Honor

Opportunity to provide materials or promo gifts to attendees. Items provided by Presenting Partner.

Access to attendee list with contacts

#### VISIBILITY

One 10x20 OPTA EXPO 2024 Booth – Two Tables, Carpet, Signage, Linens, Chairs, and Waste Can

Opportunity to Pick Your Booth Location First

OPTA EXPO 2024 Vehicle Display – Maximum Two Vehicles

Roadside Rest – OPTA EXPO 2024 – Beverage Service in the Expo Hall near your display

Speaking Opportunity – Open or Close One General Session

#### ENGAGEMENT AND NETWORKING

Four OHIO NEEDS TRANSIT Conference 2024 Registrations

OPTA Welcome Reception – Four Guests – Monday Evening

After-Hours Event – Four Guests – Tuesday Evening

Reserved Seating with Table Signage – Four Guests – Luncheon Monday and Tuesday

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### SPONSORSHIP OPPORTUNITIES

AWARDS RECEPTION HOST.....\$10,000

#### MEMBERSHIP

OPTA 2025 Membership Included (\$520 Value)

#### MARKETING AND COMMUNICATIONS

Awards Reception Host level recognition all areas

Business Logo – Print, Digital, Web, and Media – Conference and EXPO Signage

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion - Digital Scroll of Honor

Opportunity to provide materials or promo gifts to attendees. Items provided by Awards Reception Sponsor.

Access to attendee list with contacts

#### VISIBILITY

One 10x20 OPTA EXPO 2024 Booth – Two Tables, Carpet, Signage, Linens, Chairs, and Waste Can

Opportunity to Pick Your Booth Location After Presenting Partner

OPTA EXPO 2024 Vehicle Display – Maximum Two Vehicles

Roadside Rest – OPTA EXPO 2024 – Beverage Service near your Display

Speaking Opportunity – Open or Close One General Session

#### ENGAGEMENT AND NETWORKING

Four OHIO NEEDS TRANSIT Conference 2024 Registrations

OPTA Welcome Reception – Four Guests – Monday Evening

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### SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION HOST.....\$7,500

#### MEMBERSHIP

OPTA 2025 Membership Included (\$520 Value)

#### MARKETING AND COMMUNICATIONS

Welcome Reception Host level recognition all areas

Business Logo – Print, Digital, Web, and Media – Conference and EXPO Signage

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion - Digital Scroll of Honor

Opportunity to provide materials or promo gifts to attendees. Items provided by Welcome Reception Host.

Access to attendee list with contacts

#### VISIBILITY

One 10x10 OPTA EXPO 2024 Booth – One Table, Carpet, Signage, Linens, Chairs, and Waste Can

Opportunity to Pick Your Booth Location After Higher Sponsors

OPTA EXPO 2024 Vehicle Display – Maximum Two Vehicles

Roadside Rest – OPTA EXPO 2024 – Beverage Service near your Display

Speaking Opportunity – Open or Close One General Session

#### ENGAGEMENT AND NETWORKING

Four OHIO NEEDS TRANSIT Conference 2024 Registrations

OPTA Welcome Reception – Four Guests – Monday Evening

After-Hours Event – Four Guests – Tuesday Evening

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### SPONSORSHIP OPPORTUNITIES

**GOLD PARTNER**.....\$5,000

#### MEMBERSHIP

OPTA 2025 Membership Included (\$520 Value)

#### MARKETING AND COMMUNICATIONS

Gold Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media – Conference and EXPO Signage

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion - Digital Scroll of Honor

Opportunity to provide materials or promo gifts to attendees. Items provided by Gold Partner.

#### VISIBILITY

One 10x10 OPTA EXPO 2024 Booth – One Tables, Carpet, Signage, Linens, Chairs, and Waste Can

Premier Spot in Expo Hall for your Booth

OPTA EXPO 2024 Vehicle Display – Maximum Two Vehicles

Speaking Opportunity – Open or Close One General Session

#### ENGAGEMENT AND NETWORKING

Three OHIO NEEDS TRANSIT Conference 2024 Registrations

OPTA Welcome Reception – Three Guests – Monday Evening

After-Hours Event – Three Guests – Tuesday Evening

Reserved Seating with Table Signage – Three Guests – Luncheon Monday and Tuesday

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### SPONSORSHIP OPPORTUNITIES

SILVER PARTNER.....\$3,000

#### MEMBERSHIP

OPTA 2025 Membership Included (\$520 Value)

#### MARKETING AND COMMUNICATIONS

Silver Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media – Conference and EXPO Signage

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

#### VISIBILITY

One 10x10 OPTA EXPO 2024 Booth – One Table, Carpet, Signage, Linens, Chairs, and Waste Can

Premier Spot in Expo Hall for your Booth

OPTA EXPO 2024 Vehicle Display – Maximum One Vehicle

#### ENGAGEMENT AND NETWORKING

Two OHIO NEEDS TRANSIT Conference 2024 Registrations

OPTA Welcome Reception – Two Guests – Monday Evening

After-Hours Event – Two Guests – Tuesday Evening

Reserved Seating with Table Signage – Two Guests – Luncheon Monday and Tuesday

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### SPONSORSHIP OPPORTUNITIES

BRONZE PARTNER.....\$1,500

#### MARKETING AND COMMUNICATIONS

Bronze Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media – Conference and EXPO Signage

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

#### VISIBILITY

One 10x10 OPTA EXPO 2024 Booth – One Table, Carpet, Signage, Linens, Chairs, and Waste Can

#### ENGAGEMENT AND NETWORKING

One OHIO NEEDS TRANSIT Conference 2024 Registration

OPTA Welcome Reception – One Guest – Monday Evening

After-Hours Event – One Guest – Tuesday Evening

Reserved Seating with Table Signage – One Guest – Luncheon Monday and Tuesday

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### ADD-ON SPONSORSHIP OPPORTUNITIES

LANYARD SPONSOR.....\$2,500

#### YOUR LOGO EXCLUSIVELY ON THE EVENT LANYARD

Only one company will get the opportunity to have their logo on the lanyards worn by every attendee. This can be purchased in conjunction with another sponsorship category or alone. This sponsorship does not include any other benefits such as tickets, expo booth, etc.

EXPO HAPPY HOUR SPONSOR.....\$2,500

#### MUST BE PURCHASED AS AN ADD ON TO ANOTHER SPONSORSHIP

At the opening of the vendor expo, OPTA hosts a reception with food and drinks inside the expo hall. Be the official sponsor of the happy hour and enjoy the opportunity to speak in front of the expo attendees and kick-off the happy hour. Ample signage will be posted throughout the happy hour promoting the sponsor.

GIFT BAG SPONSOR.....\$2,500

#### YOUR LOGO EXCLUSIVELY ON THE GIFT BAG

Your sponsorship will purchase premium totes for attendees and speakers filled with essentials for getting through a conference: water, snacks, and other goodies. Your sponsorship will also allow you to put whatever information or giveaways you desire in the bags. This sponsorship does not include any other benefits such as tickets, expo booth, etc. and can be purchased in conjunction with another sponsorship category or alone.

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**SOLD**







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TAKE THE NEXT STEP & MAKE IT OFFICIAL

### **PARTNERSHIP AGREEMENT**

SPONSORSHIP PACKAGE SELECTED \_\_\_\_\_  
ORGANIZATION NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE \_\_\_\_\_  
POINT OF CONTACT \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_  
WEBSITE \_\_\_\_\_

TOTAL AMOUNT DUE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

#### **CREDIT CARD INFORMATION**

CARD NUMBER \_\_\_\_\_ NAME ON CARD \_\_\_\_\_  
CVV \_\_\_\_\_ EXPIRATION \_\_\_\_\_ ZIP \_\_\_\_\_

PREFER AN INVOICE? CHECK HERE \_\_\_\_\_

PLEASE INCLUDE A COPY OF A HI-RES COMPANY LOGO TO BE USED FOR MEDIA, PRINT  
AND CONFERENCE MARKETING PURPOSES. DON'T FORGET TO FILL OUT THE NEXT PAGE!

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MANY SPONSORSHIP PACKAGES INCLUDE ATTENDEE TICKETS (1-4 DEPENDING ON THE PACKAGE). PLEASE LIST THE NAMES OF ATTENDEES AS WELL AS THEIR EMAILS SO WE CAN REGISTER THEM

NAME OF ATTENDEE \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_

NAME OF ATTENDEE \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_

NAME OF ATTENDEE \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_

NAME OF ATTENDEE \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_

WE APPRECIATE YOUR PATRONAGE AND LOOK FORWARD TO SEEING  
YOU AT THE CONFERENCE THIS YEAR!

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