



Sponsorship Opportunities

OCTA Business Expo sponsorships provide an opportunity to increase your visibility while helping businesses become successful. Last year, more than 400 business representatives attended. This year, we hope to attract even more. Don't miss this chance to promote your goods and services to this unique audience at this dynamic event.

PLATINUM

Our most exclusive opportunity includes prominent placement at the VIP Reception. Your presence at this popular event signifies the highly desirable status of your goods and services.

VIP RECEPTION: \$7,500

- Premium placement exhibitor table
- Premium placement and reserved table at lunch program
- Special recognition as Platinum sponsor during welcome and VIP reception
- Opportunity to introduce keynote speaker
- 10 full-access passes, including 10 tickets to VIP Reception
- Full-page, color ad on back cover in conference program
- Product placement opportunity inside registration tote bag
- Recognition as a Platinum Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations, and print advertising
- Additional exposure onsite with an enhanced listing in the conference mobile app

DIAMOND

WI-FI SPONSORSHIP: \$5,000 (3 available)

Your logo will appear on hundreds of Wi-Fi cards. The size of a business card, these highly visible mini-ads display internet log-in information.

- Premium placement exhibitor table
- Reserved table at lunch program
- 8 full-access passes, including 8 tickets to VIP Reception
- Half-page, premium placement color ad in conference program
- Product placement opportunity inside registration tote bag
- Recognition as a Diamond Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations, and print advertising
- Additional exposure onsite with an enhanced listing in the conference mobile app

LANYARD SPONSORSHIP: \$5,000 (2 available)

Everyone will wear your logo throughout the conference. Imagine hundreds of walking advertisements promoting your brand.

- Premium placement exhibitor table
- Reserved table at lunch program
- 8 full-access passes, including 8 tickets to VIP Reception
- Half-page, premium placement color ad in conference program
- Product placement opportunity inside registration tote bag
- Recognition as a Diamond Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations, and print advertising
- Additional exposure onsite with an enhanced listing in the conference mobile app

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REGISTRATION BAG SPONSORSHIP: \$5,000 (2 available)

Your logo will appear on the outside of the sturdy registration bags that get maximum exposure at the conference and beyond when repurposed for home and office use.

- Premium placement exhibitor table
- Reserved table at lunch program
- 8 full-access passes, including 8 tickets to VIP Reception
- Half-page, premium placement color ad in conference program
- Product placement opportunity inside registration tote bag
- Recognition as a Diamond Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations, and print advertising
- Additional exposure onsite with an enhanced listing in the conference mobile app

GOLD // \$3,000

- Exhibitor table
- Reserved table at lunch program
- 5 full-access passes, including 5 tickets to VIP Reception
- Half-page, color ad in conference program
- Product placement opportunity inside registration tote bag
- Recognition as a Gold Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations
- Additional exposure onsite with an enhanced listing in the conference mobile app

SILVER // \$2,000

- Exhibitor table
- 3 full-access passes, including 2 tickets to VIP Reception
- Quarter-page, color ad in conference program
- Product placement opportunity inside registration tote bag
- Recognition as a Silver Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations

BRONZE // \$1,000

- Exhibitor table
- 2 full-access passes, including 1 ticket to VIP Reception
- Quarter-page, color ad in conference program
- Recognition as a Bronze Sponsor at the event and promotions
- Logo on sponsored event signage, website and all multimedia presentations



Sponsorships for Visibility

BENEFIT LEVEL	PLATINUM	DIAMOND			Gold \$3,000	Silver \$2,000	Bronze \$1,000
	VIP Reception \$7,500 (1 available)	Wi-Fi \$5,000 (3 available)	Lanyard \$5,000 (2 available)	Registration Bag \$5,000 (2 available)			
Name and logo on program cover	✓						
Ad space in conference program	Full page, color ad, back cover	Half page, color ad, premium placement	Half page, color ad, premium placement	Half page, color ad, premium placement	Half page, color ad	Quarter page, color ad	Quarter page, color ad
Logo in Print Advertising	✓	✓	✓	✓			
Added-value	· Opportunity to introduce keynote speaker · Special recognition as Platinum sponsor during welcome and VIP reception	· Business card sized wi-fi cards that show log in info · Recognition as Diamond sponsor	· Company branded lanyards · Recognition as Diamond sponsor	· Company branded registration bags · Recognition as Diamond sponsor	Recognized as Gold sponsor	Recognized as Silver sponsor	Recognized as Bronze sponsor
Product placement opportunity in registration bags	✓	✓	✓	✓	✓	✓	
Logo on event website, banners, and multimedia presentations	✓	✓	✓	✓	✓	✓	✓
Enhanced listing in mobile app	✓	✓	✓	✓	✓		
Reserved table during lunch program	Premium placement	1 table	1 table	1 table	1 table		
Conference registrations	10	8	8	8	5	3	2
VIP reception tickets	10	8	8	8	5	2	1
Exhibitor table	Premium placement	Premium placement	Premium placement	Premium placement	✓	✓	✓

GAIN VISIBILITY, BECOME A SPONSOR!

Secure your sponsorship today.

Contact businessexpo@octa.net, Bekele Demissie at (714) 560-5657
or Ted Nguyen at (714) 560-5334





Sponsorship Commitment

PLEASE SELECT A SPONSORSHIP LEVEL:

☐ **PLATINUM SPONSOR - VIP RECEPTION \$7,500**

DIAMOND SPONSOR \$5,000 (please choose one)

☐ Registration Bag ☐ Wi-Fi ☐ Lanyard

☐ **GOLD SPONSOR \$3,000**

☐ **SILVER SPONSOR \$2,000**

☐ **BRONZE SPONSOR \$1,000**

Company Name: _____

Contact Name/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Website: _____

Company Name for Program: _____

Signature: _____

PLEASE MAKE CHECK PAYABLE TO OCTA AND MAIL ALONG WITH COMPLETED SPONSORSHIP FORM TO:

Orange County Transportation Authority
Attn: 2014 Business Expo
550 S. Main Street
P.O. Box 14184
Orange, CA 92863-1584

For more information, please contact businessexpo@octa.net, Bekele Demissie at (714) 560-5657
or Ted Nguyen at (714) 560-5334

