

2026 SPONSORSHIP PROSPECTUS



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A MESSAGE FROM **OUR PRESIDENT & CEO**



In 2025, our signature events continued to be vital platforms for industry leadership, collaboration, and insight. At the Spring Summit in Vancouver, the Fall Conference and Transit Show in Montreal, and the Policy Forum in Ottawa, sponsors were positioned in front of key decision-makers, partners, and customers—ensuring strong visibility with those shaping the future of transit in Canada. With featured sessions, dedicated networking, and high-visibility placements, sponsors built meaningful connections, gained insights, and generated new business opportunities.

We look forward to welcoming sponsors back in 2026, with Quebec City hosting our Spring Summit in early June. Later in the year, Ottawa will host our annual Policy Forum, followed by Winnipeg hosting the Fall Conference, Transit Show, and Awards Ceremony.

Beyond our events, CUTA reached key milestones that will strengthen the value of membership and partnership in the year ahead. The launch of CUTA Exchange, our online members-only community and forum, is helping members stay informed with the latest transit news, connect through committee spaces, and build relationships nationwide. We also relaunched the Transit Ambassador brand, expanding our reach into the United States.

Details on sponsorship opportunities are outlined in the pages that follow. Opportunities are limited, and we encourage you to connect with us soon to secure your participation. CUTA remains open to creative collaborations that support your business objectives, and I look forward to continuing our work together to build a stronger, more connected future for communities across Canada.

All the best in 2026,

Marco D'Angelo
CUTA President & CEO

OUR REACH



WEBSITES

100,000+ annual visitors
to our public and members-only sites



EMAIL MARKETING

7,000+ recipients
of the most connected professionals



SOCIAL MEDIA

19,500+ followers
of transit leaders and enthusiasts



PRINT

2,000+ estimated readers
leading publication in the transit sector

“It’s hard to beat having most of your customers in one place at the same time”

- 2025 Montreal Conference Sponsor & Transit Show Attendee

OUR NETWORK



2000+

ANNUAL EVENT
ATTENDEES



75+

TRANSIT SYSTEM
DECISION MAKERS AND BUYERS



**ALL
LEVELS OF
GOVERNMENT
REPRESENTATIVES**



40%

DIRECTORS
& C SUITE

“The opportunity to connect and network with peers and business partners from across the country, to chat about our shared experiences, and share our lessons learned.”

- 2025 Montreal Conference Sponsor & Transit Show Attendee



CORPORATE PARTNER

Our Corporate Partner designation is CUTA's premier annual sponsorship opportunity, offering unparalleled, year-round visibility to our national membership. This exclusive level is reserved for a single organization each year, ensuring a unique platform to elevate your brand. As our Corporate Partner, your organization will benefit from prominent exposure leading up to both annual conferences and the Transit Show, along with sustained recognition across CUTA's 2026 content calendar. We are committed to collaborating closely with our Corporate Partner to create meaningful, high-impact co-branding opportunities that advance your business development objectives. For more information about the Corporate Partner sponsorship package, please contact our team at conferences@cutaactu.ca



CUTA'S ANNUAL **CORPORATE PARTNER**

\$45,000 Annual Price

Included Benefits

- Featured Corporate Partner logo placement on the CUTA website homepage for one year
- 1 webinar hosted through CUTA promoted to our membership base
- 1 custom benefit at a CUTA event
- Corporate Partner recognition in major CUTA event promotions for one year
- Corporate Partner recognition on delegate name badges for one event
- Opportunity to play two, one-minute promotional videos at a plenary event for both the Québec City and Winnipeg conferences
- 1 speaking opportunity at CUTA's Spring conference in Québec City or CUTA's Annual Fall Conference in Winnipeg
- 4 complimentary registrations for both conferences
- All general sponsorship benefits included at CUTA's Spring conference in Québec City and CUTA's Annual Fall Conference in Winnipeg (Please see list of general benefits in silver tier)
- 1 full page ad in the Spring and Fall issues of Forum Magazine



SPRING SUMMIT & AGM

QUÉBEC CITY, QUÉBEC | MAY 31 - JUN 2

Join us in Québec City for one of Canada's leading gatherings of transit professionals. The Spring Summit & AGM brings together organizations and experts from across the country, offering a strong platform to elevate your brand, exchange ideas, and connect with decision-makers shaping public transit. This year's event will run from May 31 to June 2, 2026, at the Hilton Québec, set within the charm and energy of Quebec's historic capital. Over three days, participants will dive into emerging issues, opportunities, and innovations influencing the sector. For details about CUTA's spring sponsorship opportunities, please contact conferences@cutaactu.ca



SPRING SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



PLATINUM

\$15,000 per benefit

Speaking Opportunity - \$15,000

- Speaking slot during the conference's opening or closing plenary session.
- 10-minute speaking opportunity followed by a Q&A period. The session will be recorded and uploaded to CUTA's members-only-site. Placement in the event program will be confirmed with the sponsor based on speaker availability.

Exclusive Opening Reception Sponsorship - \$15,000

- Be the exclusive sponsor at CUTA's opening reception. Have your company logo featured on screens and on branded cocktail napkins.

Promotional Wraps - \$15,000

- Promotional wraps at the host conference center. For more information, please reach out to conferences@cutaactu.ca

App Sponsor - \$15,000

- Sponsor to the event app that will be used by attendees during the conference



DIAMOND

Prices vary per benefit

Forum Magazine Expose - \$12,500

- Sponsor will be featured in an exclusive article in the post event issue of Forum Magazine

Reusable Water Bottle Sponsor - \$12,500

- Branded reusable water bottles for all attendees

Hotel Key Cards - \$10,000

- Branded key cards to be distributed to all attendees staying in the hotel for the duration of the conference

Lanyards - \$10,000

- Branded lanyards for the official event attendee badges (double sided, full colour)



SPRING SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



GOLD

\$10,000 per benefit

Session Sponsorship - \$10,000

- Opportunity to place two, one-minute videos at the beginning and end of a session

Technical Tour - \$10,000

- Exclusive sponsor of designated technical tour offered at the conference

Charging Station - \$10,000

- Exclusive sponsor branding at the conference's busy power station for phones and laptops

Coffee Break Sponsorship - \$10,000

- Daily coffee break sponsored by your organization, featuring a branded promotional item at your own cost.

Social Media Takeover - \$10,000

- Promotion of your business on our social media feeds on each day of the conference

Webinar Host - \$10,000

- Host a webinar one week prior to the fall conference, highlighting your involvement at the upcoming event



SILVER

Prices vary per benefit

General Event Sponsorship - \$5,000

- Recognition in event promotions including email, print and social media
- Logo recognition on plenary slides
- Logo recognition on the virtual event platform
- Logo recognition on the CUTA event app
- Sponsorship profile featured on the virtual event platform



POLICY FORUM

OTTAWA, ONTARIO | SEPTEMBER

Join us in Ottawa in September for a Policy Forum that brings together leading voices in transit, urban mobility, and public policy. This year's event will explore emerging priorities shaping Canada's transit and infrastructure landscape and provide timely briefings from federal representatives following CUTA's Lobby Day the day before. Last year, more than 120 attendees—including elected leaders, senior transit executives, industry partners, and prominent city-building thinkers—took part. The Forum offers a collaborative space to assess what's needed to sustain today's systems and build future networks that are stronger, more customer-centred, and supportive of economic growth. To learn more about sponsorship opportunities, contact our team at conferences@cutaactu.ca



POLICY FORUM SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*

Exclusive Policy Forum Title Sponsor - \$10,000

- Networking breakfast
- Speaking opportunity

Exclusive Cocktail Reception Sponsorship - \$5,000

- Be the exclusive sponsor at CUTA's cocktail reception. Have your company logo featured on signage, and provide opening remarks at the reception.

Exclusive Lanyard Sponsor - \$3,000

- Branded lanyards for the official event attendee badges (double sided, full colour).

General Event Sponsor - \$2,500

- Recognition in event promotions including email, print and social media
- Logo recognition on introductory slides
- Logo recognition on the event program
- Logo recognition on the CUTA website
- Sponsorship profile featured on the event program



FALL CONFERENCE

WINNIPEG, MANITOBA | NOV 15 – 18

Join us for Canada's flagship gathering of transit professionals. The Fall Conference offers a prime opportunity to share your organization's insights, highlight your expertise, and engage with leaders from across the public transit sector. The 2026 edition will take place in Winnipeg from November 15 to 18 at the RBC Convention Centre Winnipeg and Delta Hotel by Marriott Winnipeg, set in a city known for its innovation, cultural vibrancy, and growing momentum in sustainable mobility. Over several days, attendees will explore the issues, ideas, and opportunities shaping the future of transit in Canada. For details about CUTA's Fall Conference sponsorship opportunities, please contact conferences@cutaactu.ca



FALL SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



PLATINUM

Prices vary per benefit

Speaking Opportunity - \$20,000

- Speaking slot during the conference's opening or closing plenary session
- 10-minute speaking opportunity followed by a Q&A period. The session will be recorded and uploaded to CUTA's members-only-site. Placement in the event program will be confirmed with the sponsor based on speaker availability.

App Sponsor - \$17,500

- Sponsor to the event app that will be used by attendees during the conference

Exclusive Opening Reception Sponsorship - \$15,000

- Be the exclusive sponsor at CUTA's opening reception. Have your company logo featured on screens and on branded cocktail napkins.

Promotional Wraps - \$15,000

- Promotional wraps at the host conference center. For more information, please reach out to conferences@cutaactu.ca



DIAMOND

Prices vary per benefit

Forum Magazine Expose - \$12,500

- Sponsor will be featured in an exclusive article in the post event issue of Forum Magazine

Reusable Water Bottle Sponsor - \$12,500

- Branded reusable water bottles for all attendees

Lanyards - \$12,500

- Branded lanyards for the official event attendee badges (double sided, full colour)

Hotel Key Cards - \$10,000

- Branded key cards to be distributed to all attendees staying in the hotel for the duration of the conference



FALL SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



GOLD

Prices vary per benefit

Award Show Sponsorship - \$10,000

- Logo placement at CUTA's annual award ceremony and on the award microsite, with the opportunity to present an award

Technical Tour - \$10,000

- Exclusive sponsor of designated technical tour offered at the conference

Charging Station - \$10,000

- Exclusive sponsor branding at the conference's busy power station for phones and laptops

Coffee Break Sponsorship - \$10,000

- Daily coffee break sponsored by your organization, featuring a branded promotional item at your own cost

Social Media Takeover - \$10,000

- Promotion of your business on our social media feeds on each day of the conference

Session Sponsorship - \$7,500

- Opportunity to place two, one-minute videos at the beginning and end of a session

Webinar Host - \$6,000

- Host a webinar one week prior to the fall conference, highlighting your involvement at the upcoming event



SILVER

Prices vary per benefit

WiFi Sponsor - \$7,500

- Naming rights to the complimentary Wi-Fi network provided at the conference

General Event Sponsorship - \$5,000

- Recognition in event promotions including email, print and social media
- Logo recognition on plenary slides
- Logo recognition on the virtual event platform
- Logo recognition on the CUTA event app
- Sponsorship profile featured on the virtual event platform



FALL SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



SILVER (CONTINUED)

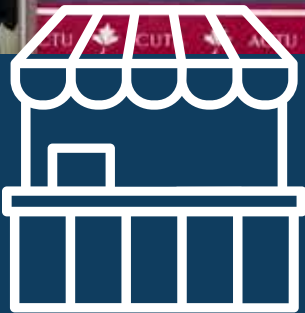
Prices vary per benefit

Exclusive Program Printout - \$5,000

- Exclusive logo placement on the conference program printout

Promotional Item Sponsor - \$2,500

Your branded promotional item included in all attendees' conference goodie bags



TRANSIT SHOW

WINNIPEG, MANITOBA | NOV 17

Join us for Canada's premier transit industry showcase. The Transit Show offers an unmatched platform to highlight your organization's innovation and connect with professionals from across the sector. The 2026 Transit Show will take place in Winnipeg on November 17 at the RBC Convention Centre Winnipeg, bringing together manufacturers, suppliers, transit agencies, and technology leaders under one roof. We look forward to welcoming you to Winnipeg to experience new products, emerging solutions, and the ideas shaping the future of transit. For details about CUTA's Transit Show sponsorship opportunities, please contact conferences@cutaactu.ca



TRANSIT SHOW SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



PLATINUM

\$15,000 per benefit

Tradeshow Cocktail Hour - \$15,000

- Sponsored 'happy hour' on the tradeshow floor. With cocktails, light refreshments, and exclusive branding opportunities, this event is the perfect way to showcase your company and connect with industry professionals



DIAMOND

\$10,000 per benefit

Tradeshow Networking Breakfast - \$15,000

- Display your company across screens and signage throughout the floor, and take advantage of a short speaking opportunity on-stage to connect with an eager audience full of transit industry professionals.

Promotional Wraps - \$10,000

- Promotional wraps at the host conference center. For more information, please reach out to conferences@cutaactu.ca

Exclusive Rail Connect Theatre Sponsor - \$10,000

- Sponsored materials throughout the Rail Connect Theatre stage including screens and signage, and a short speaking opportunity to greet the audience.



TRANSIT SHOW SPONSORSHIP OPPORTUNITIES

**Please note that sponsorship is sold on a per-benefit basis, not as bundled tiers.*



GOLD

Prices vary per benefit

Tradeshow Bags - \$8,000

- Showcase your company's logo throughout the event and beyond with branded tradeshow bags - handed out to every attendee of the event while supplies last.

Charging Stations - \$7,500

- Exclusive sponsor branding at the conference's busy power station for phones and laptops

Tradeshow Coffee Sponsor - \$7,500

- Daily coffee provided to all attendees with branded coffee cups



SILVER

\$3,000 per benefit

Banner - \$3,000

- Display your company's logo on the branded entryway sponsor banner for all attendees to see as they enter the event.



CUSTOM SPONSORSHIP

Let us help you create the experience you desire for your clients. Contact us at conferences@cutaactu.ca