



CUTA
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CANADIAN URBAN TRANSIT ASSOCIATION
ASSOCIATION CANADIENNE DU TRANSPORT URBAIN

2020

CUTA VIRTUAL CONFERENCE

Transit's new normal:
moving forward with confidence

A MESSAGE FROM OUR PRESIDENT & CEO

Dear colleague,

Every year, businesses in the transit sector look forward to CUTA's annual conference. It's an opportunity to showcase products and services, interact with transit systems one-on-one, and position your business as a leader in our field.

As is news to no-one, 2020 is a year like no other. And so this year, CUTA's taking our conference virtual. Because, pandemic or not, transit is still essential to millions of Canadians every single day—and many businesses have shown how quickly they can innovate to help transit systems keep their passengers and employees safe.

That's why I'm so excited about this year's conference. It will deliver the same quality content you've come to expect, before an expected audience of 700 people. It will also allow for more international content as presenters can be anywhere a webcam works. And we've worked hard to find the right platform to maximize networking opportunities, logo placement, and product displays. You can see an example of how it will look below.

Already this year, CUTA has supported the transit sector in ways we'd never have thought. We pushed governments to deliver up to \$3.6 billion in direct support for transit systems. We've brought systems together every week to learn from each other's approach to the pandemic. And we've developed guidelines to help transit support the economic recovery safely.

The conference is our—and your—next opportunity to showcase leadership in the industry and learn more about emerging issues in transit. Public health, obviously, but other issues, too, such as lower-emission vehicles.

Please consider being part of this year's conference as a sponsor. There's a full range of packages available, described below, to meet any need. Our success in advocacy, training, and supporting the transit industry depends on partnerships with organizations like yours. Please help us build on the good work already done, and thank you for your ongoing support.

Sincerely,

Marco D'Angelo

Marco D'Angelo,
President & CEO, CUTA



CUTA VIRTUAL CONFERENCE SPONSORSHIP PACKAGE

CUTA Annual Conference & Tradeshow – Virtual Platform, November 16-19

Sponsorship allows your business's logo to appear on our virtual platform, as well as inclusion in the agenda and printed program.

Exclusive transit show sponsor (\$20,000)

Platinum: (\$15,000)

Exclusive Product Activation

This offers exclusive product promotion outside of the main transit show and into the main conference itself

Speaking Opportunity

Speaking opportunity as part of the conference agenda

Diamond (\$10,000)

Exclusive Networking Sponsor

Sponsorship of the networking room that's a unique feature of a virtual conference to maintain and build relationships

Award Show Sponsor

Each year, CUTA awards are presented to systems and business members who've shown exceptional innovation

Zero Emissions Product Walk-Through

We'll be highlighting zero emission vehicles, and offer sponsorship of this important part of our agenda

CUTA Social Media Takeover

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

Landing Page Sponsor (x3)

In our specialized virtual platform, we can offer sponsorship of the main landing page

Gold (\$5,000)

Featurette in *Forum Magazine*

Sponsor will be featured in an exclusive expose in the post-conference edition of *Forum* magazine

Game Rooms

In the virtual conference world, games play an important role and we're offering sponsorship of our "Transit Trivia" game room

Sessions

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

Health Breaks (x4)

15-minute breaks in which sponsor may host an activity of their choosing

Silver (\$2,500)

General Event Sponsorship

Recognition in event promotions including email, print and social media

Logo recognition on plenary slides

Logo recognition on virtual event platform

Logo and sponsor recognition on CUTA website

Logo recognition in post conference edition of Forum Magazine

Featured booth at CUTA Annual Tradeshow (if applicable)

