



2022 SPONSORSHIP PROSPECTUS

**CANADIAN URBAN TRANSIT
ASSOCIATION**

Inspire and influence the evolution of Integrated Urban Mobility

A MESSAGE FROM OUR PRESIDENT & CEO

Dear colleague,

CUTA's conference is eagerly anticipated every year, but this year businesses have even more reason for anticipation as it will be our first in-person transit show in three years held in conjunction with our conference. The Spring summit and Fall conference offer the opportunity to showcase products and services, interact with transit systems one-on-one, and position your business as a leader in our field.

I don't have to tell anyone that 2020 and 2021 were years unlike any we've seen. And I'd like to extend my appreciation to all the sponsors who supported our virtual events during the pandemic. Just as many business members adapted products and services for Covid's new normal, you also joined us in adapting to a virtual world for which we are grateful.

With 2022 on the horizon, we all hope for a return to normalcy. Which is why we can't wait to be returning to in-person events (with all the safety protocols governments recommend) in a hybrid model that allows for remote, virtual participation. We're expecting hundreds of people in Quebec City, and many more in Montreal.

Please examine our sponsorship opportunities for either, or both, events. For the first time in 2022, we're also offering a full-year corporate partner package to maximize your business's profile within the transit sector. More details about all sponsorship options are included in this prospectus.

Our summit and conference are our—and your—opportunity to showcase business leadership in the sector, and keep abreast of the many changes underway. Public health, obviously, has been front-and-centre during Covid. But there are many other emerging issues, as well, such as dynamic new service models, adapting to modern workforce challenges, greater equity, fleet modernization and electrification, and the increased emphasis on “human focused” transit. As always, our events will feature some of the leading experts over a breadth of issues.

Please consider sponsoring this year's events—or even the year itself. There's a wide range of packages available, with more detail about each in the package that follows. Thank you again for your support, and we look forward to seeing you in-person (or virtually) in Quebec City and Montreal, and I wish you prosperity and health for 2022.

Sincerely,

Marco D'Angelo

Marco D'Angelo
CUTA President & CEO



Our Reach



WEBSITE

10,000+ monthly visitors



EMAIL

5,000 recipients



SOCIAL MEDIA

10,000+ total followers



PRINT

2,000+ Urban Mobility
FORUM magazine readers

"I wanted to personally thank CUTA for all your efforts in helping make this a successful event.

We know and appreciate that there's a tireless amount of work; meetings, emails and "dry-runs" that go into these various virtual formats and we truly appreciate them all."

- 2021 Spring Summit
Sponsor

1500+
CONFERENCE ATTENDEES

48%
TRANSIT SYSTEM REPRESENTATIVES

10%
GOVERNMENT REPRESENTATIVES

40%
DIRECTORS & C SUITE

4.4/5
DELEGATE SATISFACTION



“CUTA goes out of its way to make sure it’s a worthwhile investment for Business Members - always responsive and making sure that sponsors receive contact information they need”

- 2020 Conference Sponsor



Corporate Partner 2022

CUTA is excited to launch a brand-new Corporate Partner sponsorship opportunity. As a Corporate Partner, you will not only receive visibility during the months leading up to our conferences and transit show, but during the entire calendar year. CUTA personnel will work closely with Corporate Partners to promote their brand across the transit sector nationwide for all of 2022. For more information, please contact Jonah Vetro at vetro@cutaactu.ca.

CORPORATE PARTNER INCLUDED BENEFITS

- 1 webinar hosted through CUTA promoted to our membership base
- 1 custom benefit at a CUTA event (*see list of custom sponsorship benefit ideas)
- Featured Corporate Partner logo placement on the CUTA website for the calendar year
- Corporate Partner recognition in all CUTA event promotions for the calendar year
- Corporate Partner recognition on delegate name badges
- Opportunity to play two, one-minute promotional videos for both the Spring and Fall conferences
- 1 speaking opportunity at a CUTA event of your choice (Montreal or Toronto)
- 4 complimentary registrations at both CUTA events for 2022
- All general sponsorship benefits included in the Corporate Partner package (Please see list of general benefits in the Corporate Partner package)
- 1 ad in the Spring and Fall issues of CUTA magazine

SOLD



\$40,000

CUSTOMER ENGAGEMENT AND SPONSORSHIP BENEFIT IDEAS

Sponsored on-site recreation and activities:

- Face off against your colleagues in a friendly competition of ping pong or table hockey. We'll provide the equipment, you!

Sponsored team-building activities that aligns with your organization's social and environmental responsibility goals:

- Giving back to the community through a philanthropic CSR to organizations that share your values and solidarity with delegates.

Raffle prize giving:

- Place a raffle ticket in delegate bags and announce the winner at the end of our closing ceremony. We'll provide the raffle and sponsored sponsorship. We'll ensure delivery of the prize to the winner with your provided approval.

On-Site Catering and Beverage Sponsorship:

- Share your products with our delegates! Host a virtual device activation or a virtual cocktail bar on site with one of our

affiliate venues. After two years, many people are looking forward to unwinding and meeting face-to-face, which presents a great opportunity to brand yourself at networking hubs throughout the course of the event.

Structured networking event:

- Host a speed-dating style networking event with attendees within the program agenda

Transit News Broadcaster:

- Interview key speakers and members at our spring summit or annual fall conference. These live interviews will be edited and released for broadcast on CUTA's social media channels.

Product Unveiling:

- Host a virtual device activation where you can showcase your latest products and services to CUTA's membership base. This can take place at any point during the 2022 calendar year.



Spring 2022

Public transit empowers communities and keeps them moving. And lots has changed since we last met in person. How transit is powered is changing. Covid changed how transit is used. And how transit systems are empowering everyone through new diversity, inclusion, and accessibility initiatives is changing, too.

Fortunately, how we're meeting is also changing. And for the first time in too long, we'll be connecting face-to-face—with a virtual option, too—at CUTA's Spring Summit. It's being held in beautiful, historic Quebec City from April 3-5, 2022.

SPONSORSHIP OPPORTUNITIES

**Please note, sponsorship is sold per benefit, not per tier.*



Speaking Opportunity

- Speaking opportunity as part of the conference agenda
- 20-minute speaking opportunity followed by a 10-minute Q & A period. The speaking opportunity will be recorded and included in the virtual conference which will be live for one month during the spring event. Placement in the event program will be confirmed with the sponsor based on speaker availability.

SOLD

Exclusive Opening Reception Sponsorship

- Be the exclusive sponsor at CUTA's opening reception that welcomes members back to our first in-person event. Have your company logo on screens inside the event space as branded cocktail napkins. An opportunity to provide opening remarks at the reception.

SOLD



Webinar Host

- Host a webinar on a topic relevant to the spring event. This is an opportunity to highlight your involvement in the upcoming event.

SOLD

Mask and Sanitizers

- Help keep attendees safe by providing masks and sanitizers. The sponsor will be responsible for handing out masks and sanitizers to in-person attendees at the event as part of our Health and Safety Protocols.

SOLD

*Please note, sponsorship is sold per benefit, not per tier.



Lanyards

- Branded lanyard (with event attendee badges, dark red, full colour) **SOLD**

Hotel Key Cards

- Branded key cards (issued to all attendees, valid for the duration of the conference) **SOLD**

Social Media Sponsorship

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

Session Sponsorship

- Opportunity to promote your business in 30-second videos at the beginning of a session **SOLD**

Forum Magazine Expose

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

Wi-Fi Sponsor

- Naming rights to the primary Wi-Fi network at the conference **SOLD**

Technical Tour

- Exclusive sponsor of designated technical tour offered at the conference

App Sponsor

- Exclusive sponsor to the conference app that will be used by attendees during the conference



General Event Sponsorship

- 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 website
- Sponsorship profile featured on the virtual event platform

** Additional \$2,000 to place one ad in the online conference stream that will be available for all virtual attendees for up to a month after the conference



Fall
2022

It's been too long since we've seen each other face-to-face. Which is why we're so excited that our first in-person transit show in what will be three years will take place in Montreal in October in conjunction with our annual conference.

It will, as always, be a chance to hear the latest in transit developments from panels of experts and our peers. It will, as always, be an opportunity to renew old acquaintances and make new ones in our transit community. But it will also be a long-awaited opportunity to see the latest from our business members—with all the innovations, new technologies and approaches the pandemic brought on—in-person and up-close at our transit show. Your friends at CUTA can't wait to see what they have to offer, or to welcome you to Montreal next fall.

SPONSORSHIP OPPORTUNITIES

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Speaking Opportunity

- Speaking opportunity as part of the conference agenda
- 20-minute speaking opportunity followed by a 10-minute Q & A period. The session will be recorded and uploaded to our virtual conference platform which will be live for one month following the spring event. Placement in the event program will be confirmed with the sponsor based on speaker availability.

Exclusive Opening Reception Sponsorship

- Be the exclusive sponsor at CITA's opening reception that welcomes members to the event. Have your company logo featured on the venue, as well as branded swag items and an opportunity to provide opening remarks at the reception.



Promotional Wraps

- Promotional wraps at the host conference center (please reach out to Jonah Vetro, vetro@cutaactu.ca for more information)



Social Media Takeover

- Promotion of your business on our social media feeds on each day of the conference, as well as logo placement on charging stations in networking areas around the event

Webinar Host

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

Award Show Sponsorship

- Logo placement at the annual award ceremony. Opportunity to present an award.



Mask and Sanitizer

- Branded masks and sanitizers that will be handed out to every attendee at the fall event



**Please note, sponsorship is sold per benefit, not per tier.*



Lanyards

- Branded lanyards for all event attendee badges (1000 included, full colour)

SOLD

Hotel Key Cards

- Branded key cards to be provided to all attendees for the duration of the conference

SOLD

Session Sponsorship

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

Forum Magazine Expose

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

Technical Tour

- Exclusive sponsor of designated technical tour offered at the conference

App Sponsor

- Exclusive sponsor to the conference app that will be used by attendees during the conference

Charging Station

- Exclusive branding rights to charging stations located in and around conference meeting spaces



General Event Sponsorship

- Recognition in event promotions including email, print and social media
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EXCLUSIVE TRANSIT SHOW SPONSOR

For more information on this specific option,
please contact Jonah Vetro: vetro@cutaactu.ca

EXHIBITOR PRICING

BOOTH TYPE	PRICING
10x10 Booth Standard	\$1,645
10x10 Outside Aisle	\$1,810
10x10 Premium Booth	\$1,970

BUS TYPE	PRICING
Any vehicle up to 29' in length	\$4,650
Any vehicle up to 30'-35' in length	\$6,200
Any vehicle up to 36'-40' in length	\$7,750
Any vehicle up to 41'-50' in length	\$9,300
Any vehicle up to 51'-60' in length	\$10,850

FAQ

1. Where will the 2022 CUTA Transit Show be held?
 - a. The transit show will be held in Montreal's Palais des Congrès (1001 Pl. Jean-Paul-Riopelle, Montréal, QC H2Z 1H5)
2. When will the 2022 CUTA Transit Show take place?
 - a. The transit show will take place on Tuesday, October 25, 2022.
3. How can I register to be an exhibitor at the transit show?
 - a. You can register through the exhibitor page on the CUTA website. Please note that exhibitor registration won't open until early 2022.

4. Will there be a virtual component to the transit show?
 - a. At this time, we're planning on holding the transit show fully in-person with no virtual component. (The conference itself is planned as a hybrid event with both in-person and virtual components.)

Please note details surrounding the 2022 transit show are subject to change in keeping with public health advice regarding Covid-19.



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Jonah Vetro
vetro@cutaactu.ca

www.cutaactu.ca