



# 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



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

*\*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 session will be recorded and uploaded to our virtual conference platform which will be live for one month following the 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 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.

SOLD

## 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 Sponsor

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

SOLD

## Mask and Sanitizer

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

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



#### Lanyards

- Branded lanyards for 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

#### 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
- 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

# EXCLUSIVE TRANSIT SHOW SPONSOR

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

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

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[www.cutaactu.ca](http://www.cutaactu.ca)