



# ***2024 Industry Leadership Opportunities***

***~The Roads Traveled ~  
50 Years of Traditions!***

## **WHO WE ARE**

The New York Association for Pupil Transportation provides support, advocacy and professional development for the professionals who are responsible for the safe and efficient transportation of our school children. NYAPT was founded in 1974 with the belief and purpose of ensuring that the school bus ride should be the safest mode of transportation available to our students in our State. We believe that the school bus should be appropriately equipped and carefully maintained for safety. We believe that every school bus driver should be fully qualified, licensed and trained to perform his or her duties to the best of their ability. We believe that it is our role as school transportation professionals to ensure that all the elements of a safe and efficient school bus ride are always met.



***The Roads Traveled, 50 Years of Traditions!***

# Welcome



Thank you for considering an opportunity to support the New York Association for Pupil Transportation. NYAPT is committed to providing the best services possible for our members to develop leadership skills that translate back home to a safer, more effective school transportation system. You can help us do that! We believe our professional development programs directly affect that safe ride to and from school each day for the students in our communities. As Industry Leadership sponsors, you play an important role in supporting our programs. We cannot stress enough the importance of your partnership and how much we appreciate what you do for the Association. We look forward to another successful year and ask for your support by signing on as a Industry Leadership Sponsor.



Thank you,

Ted Nugent  
NYAPT President

## INDUSTRY LEADERSHIP OPPORTUNITIES

The Membership is truly grateful for the dedicated investment in NYAPT from our Industry Leaders. Participation in our annual educational events clearly shows commitment to the safe transport of millions of children in New York State. NYAPT appreciates these investments and looks ahead to building on our partnerships.

We offer the following opportunities for Industry Members who wish to support NYAPT.

### ***Leadership Opportunities***

Demonstrate your support and maximize your exposure! Take advantage of one or more of the corporate NYAPT Industry Leadership Opportunities for member access and visibility. Our leadership support opportunities are formulated to address your interaction and marketing needs with year-round and event-specific exposure. Leadership support opportunities are available to current, individual NYAPT Industry Members only.

### ***Marketing Opportunities***

Target your marketing dollars and heighten your visibility with online opportunities via NYAPT's Website and e-newsletter. Up to date and information packed - NYAPT's News & Notes delivers! An excellent resource and the jumping off point for members to sign in or sign up – [www.NYAPT.org](http://www.NYAPT.org) is where you want to be!

### ***Event Support Opportunities***

Exhibit at the NYAPT Trade Show and Winter Workshop. Get out in front of the crowd. As an exhibitor or sponsor, you are a partner in education and in safety at one of the largest state transportation trade shows in the country! Your contributions will resonate well beyond the Annual Summer Conference or Winter Workshop.

# VIP Service and an A-rated Exhibition Package!

Web **V**isibility

Member **I**nteraction

Key Event **P**romotion



## *At NYAPT, It Starts With US...*

It has been said, “The doors to education are painted yellow.” The school bus provides access to education for millions of students and is an integral part of the educational system. School transportation professionals take the responsibility of safely transporting millions of children to and from school each day in support of the educational process. NYAPT’s mission is to provide services to those members to help make that possible.

To support our mission, we ask for your support!

Choose a sponsor level below to support NYAPT educational efforts – Leadership Sponsorships are in place for the entire calendar year (not prorated) – January 1, 2024, through December 31, 2024:

## **AMBASSADOR \$8,000**

### ***VISIBILITY***

- Your company logo will appear on the Industry Leadership banner located on the NYAPT Website Home page, with a direct link to your company Website.
- Your company profile will appear on the NYAPT Website Industry Leaders Profile page.
- Presence on NYAPT social media – Facebook and Twitter. We’ll post your logo and hashtag your company – with an option for a quarterly post on our platforms.
- Virtual Trade Show opportunities – 4 Included in Ambassador Sponsorship.

### ***INTERACTION***

- Meeting space provided at Summer Conference upon request.
- Recognition at the opening session of the Annual Summer Conference.

### ***PROMOTION***

- Your company logo will appear on the event Industry Leadership banner in all General Sessions and on signage at the Registration Desk.
- Acknowledgement and thanks at key events.
- Your company logo on event information pages on NYAPT.org with direct link to your Website.
- Vendor spotlight in News & Notes two weeks before the Conference.
- Opportunity to be featured on Association Podcast—“NYAPT Talks.”

### ***AAA-EXHIBITOR PACKAGE***

- Industry Membership for 2024-2025.
- Advance booth selection for the Summer Trade Show 2024.
- Two booths at the Summer Trade Show 2024.

- One booth at the Annual Winter Workshop 2024.
- Your company-provided flyer provided to conference attendees.
- One small welcome item in each attendee packet (your investment - your choice!).
- Attendee list provided prior to the Conferences.
- Conference rate at host hotel.
- Two registrations at all Summer Conference attendee activities.

## **ADVOCATE \$5,000**

### ***VISIBILITY***

- Your company logo will appear on the Industry Leadership banner located on the NYAPT Website Home page, with a direct link to your company Website.
- Your company profile on the NYAPT Website Industry Leadership Profile page.
- Virtual Trade Show opportunities – 3 Included in Advocate Sponsorship.

### ***INTERACTION***

- Meeting space provided at Summer Conference upon request.
- Recognition at the opening session of the Annual Summer Conference.

### ***PROMOTION***

- Your company logo will appear on the event Industry Leadership banner in all General Sessions and on signage at the registration desk.
- Acknowledgement and thanks at key events.
- Your company logo on event pages on NYAPT.org with direct link to your Website.
- Vendor Spotlight in News & Notes two weeks before the Conference.

### ***EXHIBITOR PACKAGE***

- Industry Membership for 2024-2025.
- One booth at the Summer Trade Show 2024.
- One booth at the Annual Winter Workshop 2024.
- Attendee list provided prior to the Conferences.
- Conference rate at host hotel.
- One registration for all Summer Conference attendee activities.

## **ALLY \$3,000**

### ***VISIBILITY***

- Your company logo will appear on the Industry Leadership banner located on the NYAPT Website Home page, with a direct link to your company website.
- Your company profile on NYAPT Website Industry Leaders Profile page.
- Virtual Trade Show Opportunities – 2 Included in Ally Sponsorship.

### ***INTERACTION***

- Recognition at the Opening Session of the Annual Summer Conference

### ***PROMOTION***

- Your company logo to appear on the Industry Leadership banner in all General Sessions and on signage at the Registration Desk and at key events.
- Acknowledgement and thanks at key events.
- Your company logo on key event information pages.
- Vendor Spotlight in News & Notes two weeks before the Conference.

### ***EXHIBITOR PACKAGE***

- Industry Membership for 2024-2025.
- One booth at the Summer Trade Show 2024.
- Attendee List provided prior to the Conferences.
- Conference rate at host hotel.
- One registration for all Summer Conference attendee activities.





***Exhibitor and Sponsorship  
Opportunities  
for  
NYAPT Summer Conference  
and Winter Workshop  
2024***

# NYAPT Summer Conference 2024

The New York Association for Pupil Transportation invites you to partner with us at our 65th Annual Conference and Trade Show in Saratoga Springs, New York, on July 7-10, 2024. Trade Show – July 8, 2024.

NYAPT offers one of the largest state trade shows in the country, bringing together professionals from all areas of the pupil transportation industry. Our attendees represent school transportation operations from all areas of New York State.

Summer Conference 2024 will celebrate the 50<sup>th</sup> Anniversary of the NYAPT Association. Our conference theme *“The Roads Traveled - 50 Years of Traditions”* will highlight our past and look forward to our future. Join us at the special event!

## EXHIBITION BOOTH PACKAGE

**BOOTH RATES: 2 Representatives Per Booth**

FLOOR Booth: \$850

A benefit of Industry Membership - display includes:

- Standard 8' high draped back wall, 3' high draped side rails,
- 10' wide x 8' deep, 7"x44" signage
- 6 or 8-foot skirted display table, two chairs, trash can
- Display space is available
- Company logo included on NYAPT Website Program page
- Two meal tickets and participation in any refreshment offered on the Trade Show floor
- Exhibitors receive attendee list prior to the show.

### **BUS DISPLAY:**

Leadership Sponsors - \$750 /bus

All other Industry Members- \$4000/bus

The Trade Show has limited opportunities for the display of school buses as all are displayed inside the Saratoga Springs City Center. Bus display space is prioritized. Industry Leaders have priority – all others will be considered on space availability. If you have questions regarding display space for buses, contact David Christopher at 518-463-4937 or email [dave@nyapt.org](mailto:dave@nyapt.org).

## PAYMENT SCHEDULE

Booth: Reserved exhibit space will be considered “PENDING” until paid in full. Any advance reservation unpaid 60 days prior to the Trade Show may be released. Any exhibit space reserved after 5/8/2024 must be paid in full to hold reservation.

Conference Sponsorships: A deposit of 50% and signed contract is due within ten days of reserving sponsorship to secure sponsorship. Balance due no later than 90 days prior to the event.

## CANCELLATION

Exhibitors who cancel in writing on or prior to JUNE 7, 2024, will receive a refund of their exhibit space payment, minus a 25% handling fee. Exhibitors who cancel after June 7, 2024, will receive no refund, regardless of cause. Future sponsorships or exhibit opportunities will not be available to vendors with outstanding cancellation fees. Cancellations must be received in writing to the NYAPT office, 1764 Route 9, P.O. Box 356, Clifton Park, NY 12065 or email at [dave@nyapt.org](mailto:dave@nyapt.org).

**The Roads Traveled, 50 Years of Traditions!**

# Summer Conference 2024 Sponsorship Opportunities

All Conference support levels include the VIP Service as described below!

**Visibility:** Your logo will be displayed on NYAPT Website program page, as well as included on Conference Program handout and in the Supporter Slide Show.

**Interaction:** Includes opportunity to greet group of sponsored session and tickets to associated meal, if applicable.

**Promotion:** We will also include a flyer in attendee welcome packet if provided. In addition, we offer visibility in News & Notes in the weeks leading up to the Trade Show.

## **Awards Banquet Sponsor - \$9,000 or up to 3 Co-sponsors @ \$3,000 each**

Partner with NYAPT in the Annual Awards Banquet. In addition to VIP benefits, the full sponsorship includes six (6) tickets to the Awards Banquet OR two (2) tickets for each \$3,000 sponsorship, signage at the entrance, and recognition at the Awards Banquet.

## **Platinum Sponsor - \$5,000**

In addition to VIP benefits, this sponsorship includes six tickets to the sponsored event or session, signage at the entrance, the opportunity to introduce the keynote speaker or address attendees at breakfast/lunch.

\*KEYNOTE SPEAKER: A highlight of the Conference, a keynote speaker engages the group.

\*BREAKFAST/LUNCH SPONSOR: Sponsors will have the opportunity to present to the group (limit 15 minutes) at a breakfast or lunch event.

## **Gold Sponsor - \$2,500**

In addition to VIP benefits, this sponsorship as defined below includes:

\*TOTE: A conference favorite! Your company logo will go home with every attendee!

\*SESSION SPONSOR: Select the session your company would like to highlight and introduce the session.

\*REFRESHMENT BREAK: Acknowledgement at Refreshment Break.

\*HOTEL KEY CARDS – Your company logo on every attendee’s hotel key card

## **Silver Sponsor - \$1,500**

In addition to VIP benefits, this sponsorship as defined below includes:

\*LANYARDS: Keep in front of the crowd with your company logo on every attendee lanyard.

\*ATTENDEE BADGES: Your company logo will appear on all attendee badges with our thanks for your support.

\*WIFI– Keep them connected during the sessions in the hotel and have your company name as the password

## **Bronze Sponsor - \$750**

In addition to VIP benefits, this sponsorship as defined below includes:

\*CHARGING STATIONS: Keep them energized! This station could be near your booth! (2 AVAILABLE)

\*BANQUET MUSIC– Keep them entertained at the Awards Banquet!

## **Post Trade Show NYAPT Reception - \$20,000**

\*Multiple co-sponsors requested. Event location to be determined, more to follow.

# Thank You!

The Roads Traveled, 50 Years of Traditions!



# INDUSTRY LEADER COMMITMENT 2024

## CONTACT INFORMATION

Authorized Representative Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_(\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

## INDUSTRY LEADERSHIP

\_\_\_\_ Ambassador \$8,000    \_\_\_\_ Advocate \$5,000    \_\_\_\_ Ally \$3,000

## Annual Summer Conference and Tradeshow Sponsorship

- AWARDS BANQUET \$9,000 sole sponsor OR three co-sponsor \$3,000 sponsorships available

\_\_\_\_ \$9,000                      \_\_\_\_ \$3,000 (3) AVAILABLE

- \$5,000 – Platinum

\_\_\_\_ Keynote Speaker                      \_\_\_\_ Breakfast Sponsor                      \_\_\_\_ Lunch Sponsor

- \$2,500 - Gold

\_\_\_\_ Tote                      \_\_\_\_ Session Sponsor                      \_\_\_\_ Refreshment Break

\_\_\_\_ Hotel Room Key Card

- \$1,500 - Silver

\_\_\_\_ Lanyards                      \_\_\_\_ Attendee Badges                      \_\_\_\_ A/V Support (4) AVAILABLE

\_\_\_\_ WIFI

- \$750 - Bronze

\_\_\_\_ Banquet Music                      \_\_\_\_ Charging Stations (2) AVAILABLE

- Post Trade Show NYAPT Scholarship Fundraising Event- \*Multiple Co-sponsors requested

Sponsored Amount \$ \_\_\_\_\_

*Thank you for your interest in our Leadership Programs! Please contact us with any questions at 518-463-4937 or email membership@NYAPT.org. Submit payment to NYAPT at 1764 Route 9/ PO Box 356 Clifton Park, NY 12065*

# NYAPT Winter Workshop

February 21-23, 2024

Our popular Winter Workshop offers programming for our core membership of supervisory staff, as well as our middle managers and new transportation supervisors. Promoting leadership and supporting those who will become the future transportation leaders is important to us and the children we transport.

## Sponsor Opportunities

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### Breakfast/Lunch Sponsor OR Keynote Speaker

**\$4,500**

Support the keynote speaker with the opportunity to address attendees and welcome the presenter OR as a breakfast or lunch sponsor you will be given the opportunity to address the breakfast/lunch crowd! Presentations are limited to ten minutes. Sponsors may bring up to three team members to breakfast/lunch events. Sponsor recognition will be provided at the event sponsored.

### Refreshment Event

**\$2,500**

This sponsor option includes an opportunity to welcome the attendees before, during or after the break – your choice!

\*REFRESHMENT BREAK: Support a Winter Workshop Refreshment Break.

\*Hotel Key Cards– your company logo on every attendee’s hotel key card

### Scholarship Fund-Raising Event – (3) Co-sponsor opportunities

**\$2,000**

Support the evening scholarship fund-raising event. In addition to the core package of benefits, this sponsor option includes recognition at the fund-raising event and three (3) tickets to attend the event. This event supports students of NYAPT members in their post high school educational goals.

### Education Session/Audio Visual Support/Lanyards/Registration Support

**\$1,500**

[This sponsor option](#) includes the opportunity to welcome attendees during the sponsored educational session of your choice. Choose the education session your organization would like to support.

\*A/V SUPPORT: It’s the infrastructure that makes the whole Workshop happen – with your support.

\*LANYARDS: Keep in front of the crowd with your company logo on every attendee lanyard.

\*REGISTRATION SUPPORT: Your logo included on all Attendee Badges with our thanks.

### Charging Stations (2) Co-sponsor opportunities

**\$750**

\*CHARGING STATIONS: Keep them energized! Your logo emblazoned here is sure to be seen.

### EXHIBIT TABLES

**\$500**

To Exhibit at the Winter Workshop, go to the registration link found in [WINTER WORKSHOP 2024](#)

All sponsorships include your logo displayed on the NYAPT Registration Page, Program and support banners. Networking time is built into the agenda, and you will receive tickets to events you sponsor. Lastly all exhibitors will have the opportunity to provide a flyer in the welcome packet and an attendee listing will be provide to you one week prior to the Workshop.

**The Roads Traveled, 50 Years of Traditions!**

# 2024 Winter Workshop Support Opportunities

## CONTACT INFORMATION

Authorized Representative Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Breakfast/Lunch Sponsor or Keynote Speaker \$4,500

- Keynote Speaker       Breakfast Sponsor       Lunch Sponsor

Refreshment Break \$2,500

- Refreshment Break       Hotel Room Key Sponsor

Scholarship/Networking Event (3) Available \$2,000

- Scholarship/ Networking Event

Education Sessions/ Audio Visual Support/Registration Support \$1,500

- Education Sessions       A/V Support       Lanyards       Registration Support/Name Badges

Charging Stations (2) Available \$ 750

- Charging Stations (2) Available

EXHIBIT TABLES \$ 500

- REGISTER ONLINE FOR EXHIBIT TABLES

Thank you for your interest in supporting Winter Workshop. Please submit check payments to NYAPT at 1764 Route 9/PO Box 356/ Clifton Park, NY 12065 or make payment via credit card using our secure online portal – Affinipay.

For questions contact Joyce @ membership at [membership@nyapt.org](mailto:membership@nyapt.org)  
OR call 518-463-4937