CalAct
Prospectus 2020
# Reasons to Sponsor

## CALACT 2020 Spring Conference

## CALACT 2020 Maintenance Conference

## CALACT Fall 2020 Conference

## Sponsorship Descriptions

## Sponsorship Pricing

## Additional Information
REASONS

1. **PRIORITY PLACEMENT**
   
   CALACT sponsors and members receive priority placement for the EXPO.

2. **EXPOSURE**
   
   All sponsors will receive recognition for their support through signage and will be included in the meeting program.

3. **MARKET YOUR PRODUCTS**
   
   You will have the opportunity to discuss your products and services directly with the organizational decision makers.

4. **ONLINE PRESENCE**
   
   Sponsorships will be announced during the Conference & further acknowledged in the conference information on the CALACT website.

5. **PARTICIPANT CONTACT INFO**
   
   All Sponsors & fast break attendees will receive participant contact information to use for follow-up marketing opportunities.
Registered Sponsors and Exhibitors will be announced in conference email updates that go out to over 3500 individuals and on the CALACT website.

Most Sponsorships and Exhibitor opportunities include a complimentary registration.

Product giveaway with your company logo, & mini-message breaks are just a few ideas to spice up the meeting while creating a memorable event for attendees.

CALACT offers different levels of Sponsorships, including shared & event sponsorship, all providing enhanced exposure for your products & services.

Sponsorship dollars help CALACT host a variety of different networking events depending on the meeting locale. Members are aware that sponsorships help defray meeting costs and provide affordable meetings to industry leaders.
TRANSIT: Think Globally, Act Locally

REGISTRATION

ATTENDEE REGISTRATION IS OPEN. TO REGISTER PLEASE VISIT WWW.CALACT.ORG BY MARCH 5TH, 2020 TO RECEIVE EARLY BIRD RATES.

APRIL 21 - 24, 2020

RENAISSANCE ESMERALDA RESORT & SPA

INDIAN WELLS, CA
ACCOMMODATIONS
The Conference Hotel is the Renaissance Esmeralda Resort & Spa located at 44400 Indian Wells Ln, Indian Wells, CA 92210

CALACT Room block rates start at $189/night. You must register for the Conference to access the room block—reservations can only be made through a special link.

Reservations must be guaranteed by credit card or advance deposit and received 30 business days prior to arrival. Individual reservations will automatically be billed for one night unless canceled 24 hours prior to arrival. Only registered Conference Attendees will be able to reserve rooms under the room block. Room block closes on March 18th, 2020.

*Sponsors will receive priority placement at the EXPO
CONFERENCE SCHEDULE

Tuesday, April 21, 2020
9:00 am  Pre-Conference Workshops
9:30 am  CALACT Board Meeting
12:30 pm  Golf Outing
1:30 pm  RTAP Committee Meeting
2:00 pm  Registration Opens
3:30 pm  Conference Committee Meeting

Wednesday, April 22, 2020
7:00 am  Registration Opens
7:00 am  Breakfast
8:00 am  Opening Session/Keynote
9:45 am  Breakout Session I
11:45 am  Awards Luncheon
1:00 pm  Breakout Session II
2:30 pm  Breakout Session III
4:15 pm  Fast Break Meetings
4:15 pm  Breakout Session IV
6:30 pm  EXPO Reception

Thursday, April 23, 2020
7:30 am  Registration Opens
7:30 am  Continental Breakfast
8:00 am  Breakout Session IV
9:45 am  Breakout Session V
11:20 am  Plenary
12:50 pm  Bus Show Luncheon
2:30 pm  EXPO
4:30 pm  EXPO Prize Giveaways
6:00 pm  Evening Event

Friday, April 24, 2020
8:00 am  Breakfast Buffet (expo prize giveaway)
8:30 am  Transit Town Hall
12:30 pm  Conference Concludes
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Set-Up</td>
<td>Wednesday, April 22nd</td>
<td>1:30 pm - 4:00 pm</td>
</tr>
<tr>
<td>Fast Break Meetings</td>
<td>Wednesday, April 22nd</td>
<td>4:00 pm - 6:00 pm</td>
</tr>
<tr>
<td>EXPO Reception</td>
<td>Wednesday, April 22nd</td>
<td>6:30 pm - 8:00 pm</td>
</tr>
<tr>
<td>Bus Show</td>
<td>Thursday, April 23rd</td>
<td>12:50 pm - 2:30 pm</td>
</tr>
<tr>
<td>EXPO Show</td>
<td>Thursday, April 23rd</td>
<td>2:30 pm - 5:00 pm</td>
</tr>
<tr>
<td>Vendor Break Down</td>
<td>Thursday, April 23rd</td>
<td>5:00 pm - 6:00 pm</td>
</tr>
<tr>
<td>Evening Event</td>
<td>Thursday, April 23rd</td>
<td>6:00 pm - 10:00 pm</td>
</tr>
</tbody>
</table>
**EXPO FEES**

Vendors will have exclusive time during the conference Fast Break Meetings and EXPO. Space is limited so please sign up soon.

<table>
<thead>
<tr>
<th>EXHIBITOR FEES</th>
<th>MEMBER RATE</th>
<th>NON-MEMBER RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Early (by 3/5/20)</td>
<td>Regular (by 4/10/20)</td>
</tr>
<tr>
<td><strong>8x10 Booth</strong></td>
<td>$1625</td>
<td>$1725</td>
</tr>
<tr>
<td>Includes registration for one person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Each additional person (same company)</td>
<td>$470</td>
<td>$520</td>
</tr>
<tr>
<td><strong>8x10 Booth &amp; One Vehicle</strong></td>
<td>$2325</td>
<td>$2425</td>
</tr>
<tr>
<td>Includes registration for one person</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>One Vehicle</strong></td>
<td>$1450</td>
<td>$1550</td>
</tr>
<tr>
<td>Includes registration for one person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Vehicle (registration NOT included)</td>
<td>$1000</td>
<td>$1100</td>
</tr>
<tr>
<td>Sponsored Session</td>
<td>$1250</td>
<td>$1350</td>
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<tr>
<td>Fastbreak Meeting</td>
<td>$1250</td>
<td>$1350</td>
</tr>
</tbody>
</table>

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<tr>
<th>EXHIBITOR FEES</th>
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<tr>
<td></td>
<td>Early (by 3/5/20)</td>
<td>Regular (by 4/10/20)</td>
</tr>
<tr>
<td><strong>Full Conference Guest Meals</strong></td>
<td>$470</td>
<td>$520</td>
</tr>
<tr>
<td><strong>Daily Rate Guest Meals</strong></td>
<td>$250</td>
<td>$300</td>
</tr>
<tr>
<td><strong>Evening Event</strong></td>
<td>$30</td>
<td></td>
</tr>
<tr>
<td><strong>Golf Outing</strong></td>
<td>$150</td>
<td></td>
</tr>
</tbody>
</table>

*Every Vendor* must donate a $50 gift card or elect CALACT to provide one at the cost of $50 to Registration for the vendor to giveaway at the end of the EXPO.

**Payments!**

Please pay Online at www.calact.org. For questions call 916-920-8018.
BUS SHOW MAP
This Conference presents topics including troubleshooting and general maintenance of for transit vans, cutaways, and 40' transit buses including ZEB, alternative fuel, gas, and diesel buses.

REGISTRATION

MAY 11 - 13, 2020

WONDER VALLEY RANCH & RESORT
SANGER, CA
Hotel Information

**ACCOMMODATIONS**
The Conference Hotel is the Wonder Valley Ranch & Resort located at 6450 Elwood Rd. Sanger, CA 93657.

**CALACT Room rates start at $425 for two nights which include registration for the conference, lodging and seven meals.**

**RESERVATIONS**
Reservations must be guaranteed by credit card or advance deposit and received 30 business days prior to arrival. Individual reservations will automatically be billed for one night unless canceled 24 hours prior to arrival. Only registered Conference Attendees will be able to reserve rooms under the room block. Registration closes on May 8th, 2020.
**CONFERENCE SCHEDULE**

**Monday, May 11, 2020**

- 12:30 pm  Registration Opens
- 1:00 pm  Opening Session
- 2:30 pm  Maintenance Sessions
- 6:00 pm  Dinner
- 7:15 pm  Free Time

**Tuesday, May 12, 2020**

- 7:00 am  Breakfast
- 9:00 am  Maintenance Sessions
- 10:30 am  Break
- 12:00 pm  Lunch
- 1:30 pm  Maintenance Sessions
- 3:30 pm  Vendor Fastbreak Meetings
- 4:30 pm  EXPO Reception
- 6:30 pm  Dinner

**Wednesday, May 13, 2020**

- 7:00 am  Breakfast
- 9:00 am  Maintenance Sessions
- 10:30 am  Break
- 11:30 am  Maintenance Sessions
- 12:00 pm  Break
- 1:15 pm  Maintenance Roundtable Discussion
- 2:30 pm  Prize Drawings (Must be present to win)
- 2:30 pm  Conference Concludes
**Vendor Schedule**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Set-Up</td>
<td>Tuesday, May 12th</td>
<td>9:00 am</td>
</tr>
<tr>
<td>Vendor Fast Break Meetings</td>
<td>Tuesday, May 12th</td>
<td>3:30 pm</td>
</tr>
<tr>
<td>EXPO Reception</td>
<td>Tuesday, May 12th</td>
<td>4:30 pm</td>
</tr>
<tr>
<td>Dinner</td>
<td>Tuesday, May 12th</td>
<td>6:30 pm</td>
</tr>
<tr>
<td>Vendor Break Down</td>
<td>Wednesday, May 13th</td>
<td>9:30 am</td>
</tr>
</tbody>
</table>
EXPO FEES

Vendors will have exclusive time during the conference Fast Break Meetings and EXPO. Space is limited so please sign up soon.

<table>
<thead>
<tr>
<th>EXHIBITOR FEES</th>
<th>MEMBER RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop Exhibit</td>
<td>$925</td>
</tr>
<tr>
<td>Thirty Minute Presentation</td>
<td>$400</td>
</tr>
<tr>
<td>Fastbreak Meeting</td>
<td>$250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONFERENCE FEES</th>
<th>MEMBER RATE</th>
<th>NON-MEMBER RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration with Single Room</td>
<td>$525</td>
<td>$600</td>
</tr>
<tr>
<td>Registration with Shared Room</td>
<td>$425</td>
<td>$500</td>
</tr>
</tbody>
</table>

Conference registration includes seven meals and two nights lodging.
BUS SHOW MAP COMING SOON
CALACT 2020 AUTUMN CONFERENCE

Transit Technology & Shared Mobility

REGISTRATION
ATTENDEE REGISTRATION WILL OPEN JUNE 22ND, 2020. TO REGISTER PLEASE VISIT WWW.CALACT.ORG BY SEPTEMBER 15TH, 2020 TO RECEIVE EARLY BIRD RATES.

NOV. 03 - 06, 2020

Hyatt Regency Sonoma Wine Country

Santa Rosa, CA
ACCOMMODATIONS
The Conference Hotel is the Hyatt Regency Sonoma Wine County located at 170 Railroad Street, Santa Rosa, California, 95401.

ALACT Room block rates start at $195/night. You must register for the Conference to access the room block—reservations can only be made through a special link.

Reservations must be guaranteed by credit card or advance deposit and received 30 business days prior to arrival. Individual reservations will automatically be billed for one night unless canceled 24 hours prior to arrival. Only registered Conference Attendees will be able to reserve rooms under the room block. Room block closes on October 9th, 2020.

EXPO MAP TO COMING SOON

*Sponsors will receive priority placement at the EXPO
Tuesday, November 03, 2020
9:00 am  CALACT Board Meeting
9:00 am  Full Day Workshops
12:00 pm  Golf Outing
1:00 pm  1/2 Day Workshop
1:30 pm  RTAP Committee Meeting
2:00 pm  Registration Opens

Wednesday, November 04, 2020
7:30 am  Registration Opens
7:30 am  Continental Breakfast
8:15 am  Opening Session/Keynote
10:00 am  Breakout Session I
11:30 am  Luncheon
12:30 pm  Breakout Session II
2:15 pm  Break
2:15 pm  Breakout Session III
4:00 pm  Breakout Session IV
4:00 pm  Fast Break Meetings
6:30 pm  EXPO Reception

2:30 pm  EXPO
5:00 pm  EXPO Prize Drawings
6:00 pm  Evening Event

Thursday, November 05, 2020
7:30 am  Registration Opens
7:30 am  Continental Breakfast
8:00 am  Breakout Session V
9:45 am  Breakout Session VI
11:15 am  Breakout Session VII
12:45 pm  Bus Show Luncheon
2:30 pm  EXPO
5:00 pm  EXPO Prize Drawings
6:00 pm  Evening Event

Friday, November 06, 2020
8:00 am  Breakfast Buffet
9:00 am  Plenary Sessions
11:00 am  Conference Concludes
VENDOR SCHEDULE

Vendor Set-Up
Wednesday, Nov. 04
1:30 pm - 4:00 pm

Fast Break Meetings
Wednesday, Nov. 04
4:00 pm - 6:00 pm

EXPO Reception
Wednesday, Nov. 04
6:30 pm - 8:00 pm

Bus Show
Thursday, Nov. 05
12:50 pm - 2:30 pm

EXPO Show
Thursday, Nov. 05
2:30 pm - 5:00 pm

Vendor Break Down
Thursday, Nov. 05
5:00 pm - 6:00 pm

Evening Event
Thursday, Nov. 05
6:00 pm - 10:30 pm
**EXPO FEES**

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<td>$470</td>
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</tr>
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<td>8x10 Booth &amp; One Vehicle</td>
<td>$2250</td>
<td>$2325</td>
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<td>Includes registration for one person</td>
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<td></td>
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<tr>
<td>One Vehicle</td>
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<td>$1100</td>
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<td>$520</td>
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<tr>
<td></td>
<td>$335</td>
<td></td>
</tr>
<tr>
<td>Daily Rate Guest Meals</td>
<td>$250</td>
<td>$300</td>
</tr>
<tr>
<td></td>
<td>$175</td>
<td></td>
</tr>
<tr>
<td>Evening Event</td>
<td>$30</td>
<td></td>
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<td>Golf Outing</td>
<td>$150</td>
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**Payments!**
Please pay Online at www.calact.org. For questions call 916-920-8018.
BUS SHOW MAP

BUS SHOW MAP COMING SOON
<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Spring 2020</th>
<th>Maintenance 2020</th>
<th>Fall 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference App</td>
<td>$4,500</td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>Giveaway - Conference Bags</td>
<td>$7,000</td>
<td>$2,500</td>
<td>$7,000</td>
</tr>
<tr>
<td>Lanyard or Name Badge</td>
<td>$3,500</td>
<td>$750</td>
<td>$3,500</td>
</tr>
<tr>
<td>Pillow Drop</td>
<td>$4,500</td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>Keynote Speaker</td>
<td>$6,000</td>
<td>$2,750</td>
<td>$6,000</td>
</tr>
<tr>
<td>Continental Breakfasts (2)</td>
<td>$2,300</td>
<td></td>
<td>$2,300</td>
</tr>
<tr>
<td>Breaks (2)</td>
<td>$1,250</td>
<td>$350 (1)</td>
<td>$1,250</td>
</tr>
<tr>
<td>EXPO Reception</td>
<td>$7,500</td>
<td>$2,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Wednesday Luncheon (Spring - Awards luncheon)</td>
<td>$7,500</td>
<td></td>
<td>$7,500</td>
</tr>
<tr>
<td>Bus Show Luncheon</td>
<td>$8,000</td>
<td></td>
<td>$8,000</td>
</tr>
<tr>
<td>Evening Event</td>
<td>$13,000</td>
<td></td>
<td>$13,000</td>
</tr>
<tr>
<td>Friday Breakfast Buffet</td>
<td>$3,500</td>
<td></td>
<td>$3,500</td>
</tr>
<tr>
<td>Hospitality Suite</td>
<td>$3,700</td>
<td></td>
<td>$3,700</td>
</tr>
<tr>
<td>EXPO Grand Prize Giveaway</td>
<td>$3,700</td>
<td></td>
<td>$3,700</td>
</tr>
<tr>
<td>Water Bottle</td>
<td>$4,000</td>
<td></td>
<td>$4,000</td>
</tr>
<tr>
<td>Phone Charging Station</td>
<td>$3,000</td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td>Hotel Key Card</td>
<td>$5,000</td>
<td></td>
<td>$5,000</td>
</tr>
</tbody>
</table>
SPONSORSHIPS

ALL SPONSORS RECEIVE
• Listing on Supplier “Thank You” Sign
• Listing in Conference Program
• “Thank you” in CALACTION newsletter and on the CALACT website before and after the conference
• Electronic list of participants prior to conference

CONFERENCE APP
Sponsor recognition includes:
• Company name & logo on App
• Two Conference Registrations

GIVEAWAY - CONFERENCE BAGS
Sponsor recognition includes:
• One Booth or Three Conference Registrations
• Name on Giveaway Item

LANYARD OR NAME BADGE
Sponsor recognition includes:
• Independent signage at break
• Notation in printed final agenda
• Company name & logo on lanyard or name badge

PILLOW DROP
Sponsor recognition includes:
• Marketing Materials dropped in every attendees room
• Two Conference Registrations

KEYNOTE SPEAKER
Sponsor recognition includes:
• “Thank you” during Opening Session
• Independent signage
• Notation in printed final agenda
• Opportunity to welcome attendees & introduce the speaker
• Your marketing materials made available
CONTINENTAL BREAKFASTS (2)
Sponsor recognition includes:
- Independent signage
- One Conference Registration
- Notation in printed final agenda

BREAKS (2)
Sponsor recognition includes:
- Independent signage at break
- Notation in printed final agenda

EXPO RECEPTION
Sponsor recognition includes:
- Three Conference Registrations & 1 booth
- Independent signage
- Notation in printed final agenda
- “Thank you” during Reception from the podium
- Opportunity to welcome attendees to Breakfast
- Your marketing materials made available

WEDNESDAY LUNCHEON
(Spring - AWARDS LUNCHEON)
Sponsor recognition includes:
- One Booth & Three Conference Registrations
- Your marketing materials made available
- Opportunity to provide a brief welcome during lunch
- Independent signage
- Notation in printed final agenda

BUS SHOW LUNCHEON
Sponsor recognition includes:
- Two Bus Spaces & Two Registrations
- Opportunity to welcome attendees to the Luncheon
- Independent signage
- Your marketing materials made available
- “Thank you” during Reception from podium
- Notation in printed final agenda

EVENING EVENT
Sponsor recognition includes:
- Five Conference Registrations
- Independent signage
- Opportunity to welcome guests at the event
- “Thank you” during dinner from podium
- Your marketing materials made available
**To be listed in the Final Agenda, your sponsorship payment must be received 21 days before Conference start date.**

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**FRIDAY BREAKFAST BUFFET**

Sponsor recognition includes:

- Two Conference Registrations
- Opportunity to welcome attendees to Breakfast
- Independent signage
- Your marketing materials made available
- “Thank you” during Reception from the podium
- Notation in printed final agenda

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**HOSPITALITY SUITE**

Sponsor recognition includes:

- Two Conference Registrations
- Hospitality Suite for Monday & Tuesday Evening*
- Independent signage
- Your marketing materials made available
- Notation in printed final agenda
- *Does not include cost of food & beverages

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**EXPO GRAND PRIZE GIVEAWAY**

Sponsor recognition includes:

- “Thank you” during dinner from the podium
- Independent signage
- Opportunity to address guest during prize giveaway

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**WATER BOTTLE**

Sponsor recognition includes:

- Three Conference Registrations
- Bottles distributed to conference attendees
- Company name on conference marketing materials & signs
- Marketing materials made available
- Company name & logo on clear plastic water bottles filled with water

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**PHONE CHARGING STATION**

Sponsor recognition includes:

- One Conference Registration
- Company name on charging station signs in Main Hub & EXPO Hall
- Company name on conference marketing materials & signs
- Marketing materials made available

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**HOTEL KEY CARD**

Sponsor recognition includes:

- Two Conference Registrations
- Marketing materials made available
- Company name on conference collateral & signs
- Company name & logo on attendee hotel room key cards
PAYMENTS
For questions call 916-920-8018.

All exhibit and sponsorship fees must be paid prior to the conference or you will lose your exhibit space and/or sponsorship(s).

ADDITIONAL HELP
If you or your guest have a disability and require assistance or require vegetarian meals or have special dietary needs, please contact CALACT at 916-920-8018.

SPONSORSHIP DISCOUNT
A 10% discount is available to companies that commit to sponsor at both the Spring and Fall Conference. A 15% discount is available to companies that commit to sponsor at the Spring, Maintenance and Fall Conference. Companies receiving discounts must pay by April 1, 2020 in order to receive discount.

VENDORS
must donate a $50 gift card or elect CALACT to provide one at the cost of $50 to registration for the vendor to giveaway at the end of the EXPO.