

the
transportation
alliance ◀



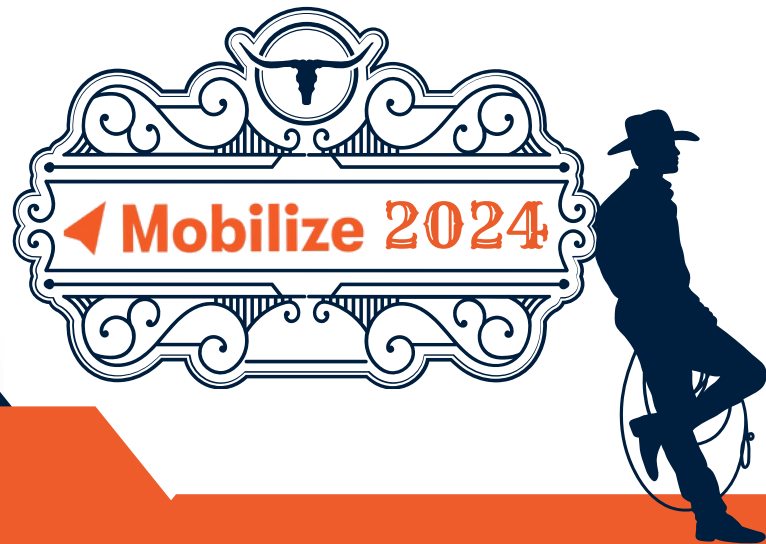
EXHIBITOR & SPONSOR

PROSPECTUS

106TH ANNUAL CONVENTION & EXPO

DALLAS, TX

SEPT 30 - OCT 2, 2024



REENERGIZE | ADAPT | MOBILIZE



LETTER FROM THE PRESIDENT

Howdy!

Industry vendors, one and all, we're extendin' a right warm howdy to mosey on over at the big powwow in Dallas, Texas come September 30th through October 2nd.

This year's **Reenergize, Adapt, Mobilize 2024** conference gives you unparalleled access to a diverse audience of industry leaders, innovators, and decision-makers. Consider it a gold mine of movers and shakers and trailblazers all lookin' for the next big thing. Set up your wagon and show off your finest wares. It'll be a regular hootenanny to rub elbows with potential customers and sidekicks.

Now, partners who step up to be a sponsor, well they'll be wearin' the white hat and showin' their grit to movin' the industry forward. Don't be a yellow-bellied varmint and miss this chance to make yer mark and leave a legend. Join us and be a real wheel in shapin' the future of transportation!

See ya there, partners!

Bill Yuhnke

President, The Transportation Alliance





ABOUT THE EVENT



➤ ATTENDEE PROFILE

The trade show brings together the following:

- Owners and managers (the decision makers) of passenger transportation companies located primarily in North America.
- Companies that sell a product or service to passenger transportation companies.
- Local, state, federal and international public sector entities such as regulatory agencies, universities and transportation procurement officials.
- State and local nonprofit trade associations affiliated with the for-hire passenger transportation industry.

Every registration is reviewed to ensure those wishing to attend are in, or cater to, the transportation industry. Unregistered vendors may not enter the Expo Hall, ensuring that we provide you with the highest buyer/seller ratio possible.

➤ NON-CONFLICTING SCHEDULE

Our schedule maximizes everyone’s networking opportunities and devotes 5 full hours to the Expo Hall without competing events.

➤ ACCOMMODATIONS

The host hotel/venue for Mobilize 2024 is the Hyatt Regency Dallas. The hotel has reserved a block of rooms for our group until SEPTEMBER 10, 2024 or when the block sells out. The room rate for single/double occupancy is \$259 USD. Rates do not include taxes.

[Book room here.](#)

➤ EXHIBIT HALL SCHEDULE

Monday, September 30

- 8:00am - 12:00pm.....Decorator Set-up
- 12:00pm - 2:00pm.....Vehicle Move-in
- 2:00pm - 5:00pm.....Exhibitor Set-up

Tuesday, October 1

- 8:00am - 2:00pm.....Exhibitor Set-up Continues
- 4:00pm - 7:00pm.....Expo Grand Opening Reception

Wednesday, October 2

- 11:45pm - 2:00pm.....Expo Hall Open (Buffet Lunch & Prize Drawing)
- 2:00pm - 6:30pm.....Exhibit Take Down





➤ **WHY EXHIBIT & SPONSOR AT MOBILIZE 2024?**

Mobilize 2024, The Transportation Alliance's 106th Annual Convention & Expo is coming to Dallas, Texas, September 30 - October 2, 2024, and you don't want to miss it!

As an exhibitor, you'll have the chance to showcase your products and services to a highly engaged audience of industry professionals and enthusiasts.

Our customizable packages offer a range of benefits, from logo placement and exhibit space to speaking opportunities and more. Plus, as an exhibitor, our team will work closely with you to tailor an additional sponsorship package to your specific needs and goals to maximize your time at Mobilize 2024.

By becoming a exhibitor, you'll not only increase brand awareness and drive new business, but you'll also be supporting an event that celebrates innovation, collaboration, and growth in our industry.



Thought Leadership



Brand Awareness



Content Marketing



Reach potential customers



Email Marketing



➤ **HOW WE MARKET YOUR BRAND PRE, DURING, & POST MOBILIZE 2024:**

- We employ a targeted, multifaceted marketing campaign that includes your linked logo on all promotional email communications to thousands of U.S. and International fleet operators.
- Your linked logo on convention website
- Customized social media posts highlighting your companies participation pre and post conference.
- Sponsors will have the opportunity to send a marketing email to the entire TTA mailing list promoting your brand and services. Number of "e-blasts" is determined by sponsorship level.





EXHIBITOR DETAILS

EXHIBITOR FEES FOR MOBILIZE 2024

DISPLAY SIZE	TTA MEMBER FEE	NON-MEMBER FEE	COMPLIMENTARY REGISTRATIONS
10x10	\$3,350	\$4,450	2 per space
20x20	\$8,000	\$9,100	4 per space
30x24 1 or 2 vehicles	\$9,495	\$10,595	4 per space

➤ DISPLAY SPACES INCLUDE THESE BENEFITS

- 5 dedicated exhibit hours
- One 6’ draped table, two chairs and one wastebasket.
- 8’ high draped backdrop and 3’ high draped side rails.
- One 7” x 44” booth identification sign with booth number and company name.
- Listing in the convention program book and website.
- Customized social media post promoting your company's participation in the convention.
- Two(2) Complimentary exhibitor full conference registrations per 10x10, excludes ticketed events.
- Customized social media post promoting your company's participation in the convention.
- A post-show mailing list, is available to all exhibitors.

➤ VEHICLE DISPLAY REQUIREMENTS

- Visqueen is required for all vehicles.
- Vehicles must be positioned in the center (not the border) of its display area • Vehicles must adhere to fire marshal specifications BEFORE arriving at the exhibit hall. Be sure to review them and discuss with the decorator.
- Set-Up/Dismantle times.
 - The decorator will contact you to schedule a move-in time. You MUST be ready and available at that agreed time as you may be prohibited from entering the exhibit hall at a later time.





BOOTH SELECTION

SECURE YOUR SPOT! COMPLETE YOUR REGISTRATION TODAY AND BE AMONG THE FIRST TO SELECT YOUR PRIME BOOTH LOCATION.

Once you're registered, we'll contact you, in order of registration, to select your ideal space on the expo floor, putting you face-to-face with key decision-makers and industry leaders. Don't miss this chance to showcase your brand and network with the most influential figures in transportation. Register for a booth now and get ready to take your business to the next level in Dallas!



DECORATOR CONTRACTOR

Grit Productions and Expositions is our official general services contractor. Grit will produce an Exhibitor Service Manual containing order forms for the following services: furniture rental, including custom furniture; rental units; carpet; drayage information and labor rates. Also included will be the ancillary service forms as needed, such as internet and audio-visual equipment rental, to provide exhibitors with services necessary to assist them in planning for a successful exhibition.

After your exhibit space is contracted, watch for an email sent from Grit that will include a link, username and password to access the exhibitor manual.

Grit will also staff an exhibitor service center in the exhibit hall during move-in, set-up and dismantle hours, and throughout the show.

Grit Productions and Expositions
www.gritexpo.com





BECOME A SPONSOR

Maximize your company’s presence at Mobilize 2024 by adding a sponsorship package.

BELOW ARE AVAILABLE SPONSORSHIP OPPORTUNITIES

MONDAY, SEPTEMBER 30

- TTA & TLPF BOARD REFRESHMENTS.....\$5,000**
 - Exclusive sponsor may speak for up to 5 minutes before the meeting begins. Sponsor receives logo signage at the event.
- WELCOME RECEPTION FOOD.....\$7,000**
 - Exclusive sponsorship: Logo signage displayed at entrance, on food stations, & logo tent cards on the tables.
- WELCOME RECEPTION BAR.....\$7,000**
 - Exclusive sponsorship: Logo signage displayed at entrance, on bars, on wristbands, & logo tent cards on the cocktail tables.

TUESDAY, OCTOBER 1

- CONTINENTAL BREAKFAST.....\$10,000**
 - Exclusive sponsorship: Logo appreciation signage will be displayed at the entrance to the foyer and on the buffet stations.
- LUNCH & LEARN.....\$6,000**
 - Three 15-min opportunities offered. Sponsors will provide speakers and content that is focused on learning or real-world case studies. Content must be approved by TTA.
- EXPO OPENING RECEP. FOOD.....\$16,000**
 - Exclusive sponsorship: Logo signage displayed at entrance to expo hall, on food stations, & logo tent cards on the tables.
- EXPO OPENING RECEP. BARS.....\$10,000**
 - Exclusive sponsorship: Logo signage displayed at entrance to expo hall, on bars, & logo tent cards on the cocktail tables.

WEDNESDAY, OCTOBER 2

- CONTINENTAL BREAKFAST.....\$10,000**
 - Exclusive sponsorship: Logo appreciation signage will be displayed at the entrance to the foyer and on the buffet stations.
- EXPO BUFFET LUNCH.....\$18,000**
 - Exclusive sponsorship: Logo signage displayed at entrance, on food stations, & logo tent cards on the tables.

BRANDED ITEMS**

- REGISTRATION BAGS\$7,500**
 - Exclusive sponsorship: Convention branded, including your one-color logo.
- REGISTRATION PADFOLIOS\$7,500**
 - Exclusive sponsorship: Convention branded, including your one-color logo.
- BADGE LANYARDS (SOLD)..... \$7,500**
 - Exclusive sponsorship: Printed with your one-color logo.

EXCLUSIVE TTA CONVENTION PARTNER.....\$25,000
See page 7 for platinum sponsor benefits

SUPPORTER PARTNER.....\$3,000
See page 7 for Bronze sponsor benefits

*If you have an idea for a sponsorship item not listed, please call TTA office to discuss.





SPONSOR BENEFITS

➤ SPONSORSHIP LEVELS

Platinum.....\$25,000
 Gold.....\$10,001 to \$18,000
 Silver.....\$5,001 to \$10,000
 Bronze.....\$5,000 or less

Benefit	Platinum	Gold	Silver	Bronze
Linked logo on convention website.	✓	✓	✓	✓
Logo placement on all promotional emails for convention. Customized social media post on TTA channels pre and post convention. Logo recognition during conference.	✓	✓	✓	✓
Pre- and Post-registration list, including email.	✓	✓	✓	✓
Marketing materials in Conference bags	3 Items	2 Items	1 Item	
# of Complimentary Full Conference Registrations	4	3	2	1
# of e-blasts issued	3	2	1	
One-page seat drop at General Session				
45-minute breakout session	✓			
Convention Co-Sponsor: Includes your logo incorporated into the Mobilize 2024 logo located on all convention materials. Example: <i>Mobilize 2024 presented by: YOUR COMPANY</i> . Exclusive logo placement on all TTA slides during all general sessions and signs	✓ ✓			



TTA CONDITIONS OF EXHIBITOR'S RENTAL AGREEMENT

1. Assignment of Display Space.

Space will be assigned by the The Transportation Alliance (TTA). TTA reserves the right to relocate display areas for the benefit of the exhibitor or for the betterment of the exposition. No exhibit space application shall be valid until accepted by TTA.

2. Payment of Display Space. Full payment is due at the time display space is requested. If full payment and signed contract are not received within 48 hours of TTA receiving exhibitor's space request, exhibitor forfeits his or her selection of that particular space.

3. Cancellation. Once a signed contract has been received, exhibitor space contract may not be canceled and fees will not be refunded.

4. Use of Display Space. (a) In the event that the exhibitor fails to pay for the space rental at the time of application, install his or her display within the time limit set for the opening of the exhibition, or comply with any provisions concerning his or her use of display space, TTA shall have the right to take possession of said space and resell same, or any part thereof. (b) All instructional demonstrations and/or activities as well as distribution of information material must be confined to the limits of the exhibitor's space. (c) Exhibits which include the operation of musical instruments, radios, sound motion picture equipment, public address systems, or noise-making machines must be operated so that the noise resulting from them will not annoy or disturb adjacent exhibitors and their patrons, and must be approved, at least two weeks before the show opens by TTA. (d) No exhibitor shall assign, sublet, or share the space assigned. (e) Exhibitor shall also comply with all reasonable requests of the officials of the exhibit hall and TTA with respect to the installation, conduct and disassembly of its exhibit. (f) Vehicles will be placed in the center of their display areas.

5. Height Restrictions. (a) A booth exhibitor shall not install a sign or descriptive placard above the eight-foot-high back wall without advance approval. (b) A vehicle exhibitor shall not install a sign or descriptive placard above eight feet high without advance approval. (c) The above, and any other special or unusual exhibit construction or installation, must be approved, in advance, by TTA.

6. Installation and Removal of Displays.

(a) All displays must be completely arranged by the time and date officially specified by TTA. (b) Noisy or unsightly work in any exhibitor's display space after the above deadline is prohibited during the exhibit hours. (c) Goods received after the opening of the show must be delivered to the space and arranged at times other than official display hours. (d) The deadline for clearance of all materials will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment by such time. (e) TTA reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store, and clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirements or to order such to be done at the sole expense of the exhibitor.

7. Operating Restrictions. (a) No firm, organization, or trade, regardless of its product, will be permitted to engage in selling, displaying, or order taking in the exhibit hall except for contracted exhibiting companies. (b) TTA reserves the right to restrict displays or remove any exhibitor or his or her representatives for violating this contract because of noise, method of operation, materials, or any other reason; and to prohibit or remove any displays, which, in the opinion of TTA, detracts from the general character or appearance of the exposition, or for any other reason. (c) The serving or distribution of food or alcoholic beverages by the exhibitors in the exhibit hall is forbidden, unless otherwise approved by TTA. (d) The use of live models, performers, etc., shall be subject to the approval of TTA.

8. Storage of Packing and Crates.

Exhibitors will not be permitted to store packing crates and boxes in their display spaces, including behind the booth drape or under a vehicle, but these, when properly marked, may be stored and returned by the service contractors. Storage and marking of crates are the responsibility of the exhibitors. Crates not properly marked or identified may be destroyed.

9. Care of Building and Equipment.

Exhibitors and their agents shall not injure or deface the walls, floors, or any part of the exhibit building, or booth materials and equipment of another exhibitor. When such damage appears, the exhibitor causing such damage is liable to the owner of the property so damaged.

10. Public Policy. (a) Each exhibitor is charged with knowledge of and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. (b) All booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with the National Electrical Code Safety Rules. If inspection indicates neglect in complying with these regulations, or otherwise presents a fire hazard or danger, TTA may cancel all or such part of a display as may be irregular, and effect the removal of same at the exhibitor's expense.

11. Exhibitor's Authorized Representative.

Each exhibitor shall provide TTA, in advance, the name of the person who will be in attendance at the exposition and responsible for the installation, operation and removal of the exhibit. Said representative shall be authorized to enter into such service contracts as may be necessary, for which the exhibitor shall be monetarily responsible. All booth personnel must be registered for the convention, must retrieve their own badges from the TTA Registration Desk, and must wear the Convention Badge at all times the exhibit hall is open. Those not wearing their badges will be escorted to TTA Registration and made to register in order to re-enter the hall. If an outside crew is hired to install a booth display, the crew members must register upon arrival with Grit Expositions and receive temporary badges. If temporary badges are not returned prior to the hall opening or the crew is found in the hall during open hours, the exhibiting company will be charged for convention registrations for them.

12. Music Licensing. Exhibitor acknowledges that the playing of live or recorded music at its booth may require the payment of copyright fees. Exhibitor agrees to reimburse TTA for any such fees charged to TTA that results from exhibitor's playing of music.

13. Hold Harmless Clause. Exhibitor agrees to protect, save and hold The Transportation Alliance and all agents and employees thereof (hereinafter collectively called Indemnitites) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnitites against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof. Exhibitor also releases The Transportation Alliance from liability for any expenses incurred or other damage suffered by the exhibitor if the Convention is canceled because of a strike, riot, act of God, terrorist activity, pandemic, or any other cause beyond TTA's control.

14. Hotel Liability. Exhibitors shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Dallas, its owners or managers which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Dallas, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arises from or out of the Exhibitor's occupancy and use of the exhibition premises.

15. Insurance. All property of the exhibitor will remain under his or her custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the exposition. Exhibitors are advised to carry appropriate insurance to cover display materials against loss and damage, and public liability insurance against injury to the person and property of others. Exhibitor certifies by signing this contract that it carries at least \$1,000,000 U.S. in general liability insurance for booth displays and at least \$2,000,000 U.S. in general liability insurance for vehicle displays.



RECENT EXHIBITORS AT TTA EXPOS

#TAXI
1-800-Taxicab
247 Security, Inc.
Abilitrax Dealer Sales
Acton Social Penske Professional Vehicles
Advantage Funding
AFLAC
All Trans Risk Solutions
Alternative Claims Management
Amalgamated Casualty Insurance Company
American Business Insurance Services
American Motor Products
American Specialty Insurance Group
American Taximeters
AMF-Bruno of America
AMTECH
AmTrust North America
AngelTrax Mobile Video Surveillance
Arkon Mounts
AsterRide, LLC
ATA Electronics
Atlas Financial Holdings
Autocab USA
Autofleet
Automated National Dispatch
AutoZone
Awash Systems
Azpired, Inc.
Bankers Insurance
BB&T-John Burnham Insurance Services
BiTS
Black Car Fund
BraunAbility
Brock Supply Company
BttnCabsolutely
Cabconnect
CabFare Technologies
CCSi
Centrodyne
Chauffeur Driven
Chetu, Inc.
Cindy Elbert Insurance
Claren Solutions
Clean Energy
CMT Group
Creative Infinity Co., LTD
Creative Synergies Group
Creative Wireless
CTS Software
Curb Mobility
Curtis Gabriel Corporation Dashride
Davey Coach Sales
DDS Wireless
Digital Ally, Inc.
DMP Co., Inc.
Draco Insurance Solutions
Driverge
Eastern States Insurance Agency, Inc.
eCab
Ember
Everee
Evolution Insurance Brokers
Fenton Mobility
Fiat Chrysler Automobiles
Finite Technology
FinTaxi
First Chicago Insurance Company
Five Star Specialty Programs
Fleetbit
Fleetio
Flip CX
Flywheel Software Ford Motor Company
Fortress Systems International

Fortress Systems International
FR Conversions
Freedom Motors FutureRide
Gata Labs, Inc.

Gauer Modules
Get A Cab
Globalkom Global Liberty Insurance Company of NY
Go Fast Cab
Green4U Technologies
Harris Corporation
HB Software Solutions
Hercules Car Wash
HERE Mobility
Hiib Group of New Jersey
HiNT Peripherals
iCabbi
iCars
iDrive Global
iiX
Insurance Office of America
inTaxi Solutions
Integrated Vehicles & Equipment Leasing
iSi Technology
IT Curves
Irwin Siegel Agency, Inc.
Janus Cam
Karthoo, Inc.
Kaptyn
Kestly Development
Kiely Hines & Associates Insurance
KIG Korotkin Insurance Group
Kinetik
LabCorp
Laird
LAVA Computer MFG, Inc.
Liberty USA of Michigan
Lighthouse Insurance Agency
LogistiCare Solutions
Magenta Technology
Marandy Data Solutions
Marron Layers, APC
Mediroutes
Medallion Financial Corp.
Melwood Global
Mercedes-Benz USA, LLC
Mitchell Humphrey
MJM Innovations
Mobile Knowledge Corp.
Mobileye
Mobility Ventures
MobilityWorks Taxi
Model 1 Commercial Vehicles
Modivcare
Moovex
MTI Dispatch
MTM, Inc.
National Interstate Insurance Company
National Purchasing Partners
National Van Builders
Nauto
NBB Solutions
Netradyne
Newtek Business Services Corp.
Nexus Taxi Software
Nite-Lite Sign Co.
Nonpareil Care
Norton Medical Industries
Omni Cam
Operr Technologies
OurRecords, Inc.
Outabout Systems Inc.
Pac Biz

Pacific Business Services
P.A. Post Agency, LLC
PassTime GPS
Pathfinder Payment Solutions
Paratransit Insurance Co.
PAX Training

Peak Performance Software Corp.
Planet Halo
Professional Insurance Center
Pro-Lite, Inc.
Propel Insurance
Pulsar Technologies
Q'Straint
QUp World, Inc.
RedRoute, Inc.
Research Underwriters
Revability
Ride-Away Wheelchair Vehicles
RLL Insurance Agency
RouteGenie
RouteMatch Software
RoutingBox
RSI Insurance Brokers, Inc.
RX Insurance Services
Savaria Vehicle Group
Sovereign Risk Solutions
Specialty Unlimited Agency
Sunset Vans Inc.
SuperVision
Synergize Consulting LLC
T-Mobile
Taxi Butler
Taxi Charger
Taxicab Products
Taxifedback.com
TaxiRide
Taylor Agency
TCI Mobility
The Black Car Fund
The Hudson Group
The Tenney Group
TID Insurance Brokers
TomTom Telematics
TransCard
Transcast, Inc.
Translogic Tech
Transportation Management Systems
TranSubro, Inc.
Travrsa
Trapeze Group
UDI
Unified Software, LLC
Universal Payment Systems
Universal TranWare, LLC
Vantiv
VerifEye Technologies
VeriFone
Verizon Wireless
VETCycle
VGM Insurance
WaveCrest Payment Services
Wireless Edge
Wise Mobility
Yodle
Xero Pay
Zendrive
Zulutails

