

2020 NM Transit Road-ee, Conference & Expo

April 19th - Paratransit (Cutaway) Bus and Large Bus Road-ee

Santa Ana Star Casino and Hotel
Casino/Special Events Parking Lot
54 Jemez Canyon Dam Road
Santa Ana Pueblo, NM 87004

April 20th and April 21st - Conference and Expo

Santa Ana Star Casino and Hotel
54 Jemez Canyon Dam Road
Santa Ana Pueblo, NM 87004

“PUBLIC TRANSPORTATION...KEEPS NEW MEXICO MOVING FORWARD!!!”

You Are Cordially Invited To Be A Part Of It All!

We would like to invite you to participate in the upcoming New Mexico Transit Association (NMTA) State Transit Road-ee, Conference & Expo. This is an exciting opportunity for you to showcase your product or services to approximately 150 representatives of various NM Public Transit Operations, at the Santa Ana Star Casino and Hotel.

We will be having a Bus Exhibit & luncheon on Sunday, April 19th, 2020 at Santa Ana Star Casino and Hotel (address listed above), 9am – 3pm. We encourage all vendors to bring their buses and participate. There is a \$350.00 sponsorship for any vendor participating to help cover costs for the box lunch. Tents, chairs and tables will be set up outside for the Luncheon and the vendors. During the luncheon we encourage attendees, organizations to visit with the vendors while watching the Bus Road-ee.

In addition to the Bus Exhibit & luncheon, a Bus Road-ee Awards Dinner will be added this year. It will also take place at Santa Ana Star Casino and Hotel at 6:30 p.m. There is a \$ 500.00 sponsorship for any vendor participating to help cover cost for the Bus Road-ee Awards Dinner.

Exhibitors play a very important role in this conference. Not only do they provide financial support to the conference, but they educate our members on recent trends and solutions to what seems to be an ever-expanding number of challenges. The Exhibit Areas will be a focal point for the conference, offering you many opportunities to engage with people in the Transit Industry, throughout the state of New Mexico.

A conference fact sheet is enclosed for your review. Also enclosed are materials highlighting a variety of ways that your organization can become involved as a vendor at the 2020 New Mexico Transit Road-ee, Conference & Expo, along with a conference registration form. Please return your registration form and check by March 1st, 2020 in order for us to include you on the conference program and printing.

For additional information, please see the enclosed information or feel free to email us at m Drake@nm-ta.com.

NMTA: Who are we?

The Association was founded in 1986. Since then we have established a New Mexico State Conference that is in the national scope. Each year we host three quarterly trainings. In addition, NMTA offers a variety of services and information to members.

Who/How many people will be participating in the conference?

We expect approximately 200 people. They will be from private and public organizations.

What exhibitors will be attending?

In the past, participating exhibitors have included bus and van vendors, mechanical, insurance, routing software, banks and processors.

Sincerely,
Melissa Drake
Administrative Coordinator
New Mexico Transit Association

CONFERENCE HOTEL

Santa Ana Star Casino and Hotel
54 Jemez Canyon Dam Road
Santa Ana Pueblo, NM 87004

NMTA Room Rate:

\$96.00 (Friday, April 17, 2020 – Tuesday, April 21, 2020) Double or Single

Reservations can be made by calling Hotel reservations at 1-844-466-2378. Please mention the Meeting Group name (NM Transit Association), or the group code of 1633 to receive the special rate.

Reservations must be made by Sunday, March 28, 2020, to receive the NMTA special rate.

BOOTH SETUP/ REMOVAL AND SHIPPING INFORMATION

Conference setup begins Sunday, April 19th and is from 3:30 pm – 5:00 pm. If you are unable to make this time please make arrangements with Melissa at mdrake@nm-ta.com. All displays must be broken down by 11:00 am on Tuesday, April 21st, 2020. Conference materials and booths should be shipped to the following address no **EARLIER** than Thursday, April 16th, (boxes should be labeled 1 of 3 etc.):

Recipients Name

Santa Ana Star Casino Hotel
RE: *Group Name Here – Meeting Room Name Here*
Box ___ of ___
54 Jemez Canyon Dam Road
Santa Ana Pueblo, NM 87004

Hotel will accept and store ten (10) boxes complimentary, each additional box received and stored will be \$5.00.

EXHIBIT HOURS

Exhibit hours start on Monday morning 7:30 am at Breakfast. The exhibit hall is located in the Pueblo Ballroom, where breakfast will be served buffet style. The major traffic at booths will be during the breakfasts, lunches, and during the Vendor Appreciation Mix and Mingle scheduled on Monday, April 20th, 5:00 pm to 6:30 pm. Please see Agenda for times.

CANCELLATIONS / SUBSTITUTIONS / REFUNDS

If you plan to have two or more people attend for only part of the conference and substitute others for the balance of the conference, you must pay registration fees for the additional people – registration fees are not transferable mid-conference.

Requests for refunds will be honored only if notification of cancellation is received in writing or email by March 15th, 2020. Registrants who fail to cancel will not be refunded the registration fee. A \$50.00 administrative fee will be charged for all cancellations. No refunds will be honored after the conference. Substitutions may be made if registrants cannot attend. Please notify NMTA of substitutions by email info@nm-ta.com.

DRESS CODE

We recommend business casual dress for the conference.

- **VENDOR PARTICIPATION LEVELS**

- **Exhibitor \$750.00**

- The fee includes 2 conference registrations, 1 exhibit space, 2 continental breakfasts, 2 luncheons, all refreshment breaks, all conference materials and inclusion in the Sponsor/Exhibitor Fact sheet. Also included is a one (1) year NMTA Member Fee. Exhibitors wishing to bring additional representatives may do so by paying an additional \$150.00 per person. Each Vendor is asked to provide (2) \$20.00 gift cards that will be given away as prizes for attendees that visit vendor booths. We ask that each vendor have 2 cards for the giveaway. Your company name will be announced as the sponsor for the cards. Gift cards can be gas, food, entertainment etc. Vendors will also receive an electronic copy of the attendee contact list following the conference.

- **Attending Non-Display Vendor \$ 250.00**

- The registration fee for an Attending Non-Display Vendor is \$250.00. The fee includes one regular conference registration, all conference materials and admission to all sessions and functions. Not included is exhibit space or inclusion in the Sponsor/Exhibitor Fact Sheet.

- **The Sponsor / Exhibitor Fact Sheet**

- We at NMTA believe that you, the Sponsor/Exhibitor, are special and vital to the success of our conferences. It is our policy to extend every courtesy to our Sponsors/Exhibitors. One way we express our appreciation is by publishing a Sponsor/Exhibitor Fact Sheet and making available in the conference agenda/packet information. If you plan to sponsor or exhibit, please return an electronic document of 100 words or less (NMTA reserves the right to edit for length) headed by company name, mailing address, phone and fax numbers, a paragraph containing a brief description of your services, etc. and names and titles of representatives attending the conference. Please return the information along with your completed registration materials scan and email to info@nm-ta.com or mail to: NMTA, P.O. Box 15272, Rio Rancho, NM 87174, along with check. Only Sponsors and Exhibitors are eligible for inclusion – Attending Non-Display Vendors are not, information must be received by March 1st, 2020.

SPONSORSHIP LEVELS

Premiere Standard Sponsorship \$3,000.00

Receive a ten (10) minute advertisement to a captive audience, during the Monday Awards Luncheon. Company Logo on front cover of brochure/agenda (must commit by March 1st, 2020 to receive this benefit); priority selection of booth space, receive credit as the Monday Awards Luncheon sponsor, you will also be listed as a Premiere Sponsor on printed signs and documents.

Platinum Standard Sponsorship \$2,000.00

Company Logo on front cover of brochure/agenda (must commit by March 1st, 2020 to receive this benefit); priority selection of booth space, receive credit as the Monday Awards Luncheon sponsor, you will also be listed as a Platinum Sponsor on printed signs and documents.

Diamond Standard Sponsorship \$1,500.00

Company Logo on back cover of brochure (must commit by March 1st, 2020 to receive this benefit); company logo on session posters for each session of the conference, receive credit as the sponsor for Tuesday.

Gold Standard Sponsorship \$1,000.00

Company Logo on Monday schedule of brochure (must commit by March 1st, 2020 to receive this benefit); receive credit as the sponsor for the breakfast buffets for Monday and Tuesday.

Silver Standard Sponsor \$750.00

Company Logo on Tuesday schedule of brochure (must commit by March 1st, 2020 to receive this benefit); receive credit as the sponsor for mid-morning and mid-afternoon snacks for Monday and for Tuesday.

Buses and Luncheon \$350

Receive credit as the sponsor for Sunday, April 19th, 2020 Bus and Large Bus Road-ee held in Santa Ana, NM (location to be announced). **This year we will be having a lunch with Vendors outside while they view your buses. A PA system will be set up with music; and an area to park your bus.** Your company name will be listed as sponsoring lunch for participants.

Bus Road-ee Sunday Evening Awards Dinner \$500

Receive credit as the sponsor for the Bus Road-ee Sunday Evening Awards Dinner, taking place following the Road-ee on Sunday, April 19th, 2020. Your company name will be listed as sponsoring the Sunday Evening Awards Dinner for participants. (One dinner is included in Road-ee Sunday Evening Awards Dinner sponsorship. Additional dinners are \$50.00 each).

***Sponsorship / Exhibitor must commit by press time to receive company name and logo on brochure. ***NMTA Price/Give Away Policy: NMTA is implementing a new door prize/give away policy for all events. Exhibitors/Sponsors may bring giveaways and informational items, NMTA will be presenting door prizes and gift cards (2 required of \$20.00 value) that each vendor is responsible for providing. As a courtesy NMTA has provided an option below to purchase gift cards for you. Please include this fee with your registration if you elect to do so.

CONFERENCE REGISTRATION FORM

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INSTRUCTIONS Please return this form, your paragraph for the Fact Sheet and check payable to:
NMTA * P.O. Box 15272* Rio Rancho, NM 87174

Scan and Email form to info@nmpta.com

COMPANY INFORMATION

Company Name _____

Address _____

City _____

Phone _____ Fax _____

Email _____

Http: _____

Exhibitor	Price		Qty.		Total
Exhibitor (2 Conference attendees, 1 exhibit space and 1 year NMPTA Membership)	\$750.00	X		=	
Exhibitor Additional Registrant	\$150.00	X		=	
Attending Non-Display Vendor	\$250.00	X		=	
Option for NMTA to purchase Required two (2) \$20.00 gift cards	\$40.00				
			Total	=	
Sponsorship Level	Price				Total
Premier	\$3,000.00		-		
Platinum	\$2,000.00		-		
Diamond	\$1,500.00		-		
Gold	\$1,000.00		-		
Silver	\$750.00		-		
Road-ee/ Buses & BBQ	\$350.00		-		
Road-ee Sunday Evening Awards Dinner	\$500.00		-		
			Total		
Please make checks payable to NMTA					
Grand Total Being Submitted					

CONFERENCE REGISTRATION FORM

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Please note if name for badge is different, if company information is the same for everyone you're registering; you need to only provide the name and title of attendee.

If additional Attendee registrations are needed, please make a copy of this page.

Company Name**Attendee # 1**

Name _____

Title _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Attendee # 2

Name _____

Title _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Attendee # 3

Name _____

Title _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Attendee # 4

Name _____

Title _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

