



October 23, 2017

Dear Sponsors and Exhibitors,

Thank you for your support of GTA over the years and your patience as the details of this year's conference were finalized. We are pleased to announce Sponsor and Exhibitor registration is now open. Hopefully you find this year's offerings well worth the wait. In addition to the information you find in this letter, there is more to come. Late breaking news will be posted on the website and included in the GTA e-News Roundup. If you are new to GTA, we are dedicated to putting on a great conference and giving you maximum exposure to your potential customers. The conference will be held at the Hyatt Regency Savannah, December 6-8, 2017.

We listened to your feedback and have ramped up exposure for sponsors and exhibitors this year. We hope you find your experience much improved.

This year, we are introducing a very selective sponsorship package called "Platinum Plus". We are only offering **four** vendors this great opportunity. As a "Platinum Plus" sponsor, your company will enjoy all the benefits of the Platinum Sponsor plus an exclusive opportunity to conduct a briefing or product demonstration to executive decision makers at agencies. This will be a first come, first served process for an additional sponsorship fee of \$1000.

Sponsorship Packages

All sponsors' logos will be placed prominently on the outside back cover of the conference program and prominently displayed at the conference.

Platinum Sponsor:

Platinum sponsors will have their logo displayed during either the Opening Reception, Welcome Reception, Awards Luncheon or Casino Night. Sponsors may hand out or display additional materials during the selected event. This category includes three registrations and a six-foot exhibit table for the Trade Show, which can be combined with a Park and Display.

Price: \$5,000

Platinum Plus Sponsor:

Platinum Plus sponsors will enjoy all the benefits of the Platinum Sponsor plus an exclusive opportunity to brief or demonstrate their product on the vendor floor for a select group of Agency Executives.

Price: \$6,000

Gold Sponsor:

Gold sponsors will have their logo displayed during a breakfast and may hand out or display additional materials during the selected event. This category includes three registrations and a six-foot exhibit table for the Trade Show, which can be combined with a Park and Display.

Price: \$3,000

Silver Sponsor:

Silver sponsors will have their logo displayed during a break and may hand out or display additional materials during that time in the Ballroom Pre-function area. It includes two registrations.

Price: \$1,500

Bronze Sponsor:

Bronze sponsors will have their logo included in the conference program and displayed at the conference. It includes one registration.

Price: \$500

General Sponsor:

General sponsors will have their logo included in the conference program and displayed at the conference.

Price: \$250

Exhibit Packages

All exhibit packages include one registration. As with past conferences we will continue to have a dedicated time for the Trade Show, tentatively scheduled Thursday, December 7 from 3:30 to 6:30 p.m. with a seamless transition to the reception and Casino Night in the exhibit hall. In addition to the historical Trade Show, we are inviting exhibitors to set up on Wednesday afternoon for the Welcome Reception and Vendor Opening from 4:30 to 6:30 p.m. in the exhibit hall.

Park and Display

Park your commercial vehicle or other large equipment inside the exhibit hall so attendees can tour your vehicle or examine your product. Vehicles must be loaded in between 2:30 and 3:30 p.m. on Wednesday and loaded out no earlier than 10:00 a.m. Friday. Vehicles not loaded in by 3:30 pm will not be allowed to enter.

Price: \$1,000 (inside exhibit hall)

Note: It is an additional \$900 for a 6-foot skirted table adjacent to the bus

Overflow and Large Bus Display

Overflow for commercial vehicles and large buses will be at Joe Murray Rivers, Jr. Intermodal Transit Center (ITC) on West Youmans Street located just 0.8 miles south of Hyatt Regency – 15-minute walk through the Downtown/Historic District. Chatham Area Transit's ITC is the connection hub to all your transit needs. Parking will be provided for 40-foot buses with a parking width of approximately 30 to 32 feet. The street layout and flow of traffic is one way traveling west to east and sits north of the transit center. The conference agenda will have scheduled tours with refreshments and other incentives. Space is limited and available on a first registered first served basis.

Price: \$950

Display

This exhibit is set up as a 10'x10' space, and works well for those exhibitors who have full-sized displays, not needing a table. Pipe and drape not included.

Price: \$1,050

Table-Top Display

The 6-foot skirted table is best for those that want to display materials on a table top without a full-sized display. Two chairs furnished.

Price: \$900

Additional Opportunities

Tickets are again available for your guest(s) to the Wednesday reception for \$30 and the Thursday reception for \$50.

If you would like to furnish conference bags (250), lanyards (250), door prizes or other conference collateral, please contact elly@gatransit.org.

To register as a Sponsor or Exhibitor: Go to [Conference](#) on the GTA website and click on Sponsor and Exhibitor Registration.

Timeline:

Sponsor/exhibitor registration will close Friday, November 17 at 5pm. All registered exhibitors must sign an Exhibitor Waiver of Liability and email the signed waiver to elly@gatransit.org by November 17.

While inside space is available for Park and Display this year, the size and number of spaces are limited. We can accommodate no more than six vehicles or large equipment measuring no more than 9 feet wide and 25 feet long. Overflow vehicles and large buses will be stationed adjacent to Chatham Area Transit at a discounted rate. Both sponsorship times and exhibitor locations are assigned in order paid registration is received. Sponsors and exhibitors who register promptly get prime exhibit space.

Important Items to Note:

Conference logistics: The conference will be held December 6-8, 2017 at the Hyatt Regency Savannah, Georgia.

Lodging: Hyatt Regency Savannah is holding a room block for the GTA Conference at a discounted rate starting at \$149 through November 10. Reserve your room now at the conference hotel. Quick, simple online reservation link:

<https://aws.passkey.com/go/GATA2017>

Dedicated exhibit time: The Trade Show, tentatively scheduled Thursday, December 7 from 3:30 to 6:30 p.m., will transition seamlessly into the reception and Casino Night in the exhibit hall concluding at approximately 9:30 p.m. In addition to the historical Trade Show, we are inviting exhibitors to set up on Wednesday afternoon for the Welcome Reception and Exhibit Hall Opening from 4:30 to 6:30 p.m. in the exhibit hall.

Vehicle load in/out time: Tentatively, vehicles will be loaded in starting at 2:30 until 3:30 p.m. on Wednesday. All vehicles need to be loaded before exhibits are assembled. Vehicles not loaded in by 3:30 will be turned away. Vehicles will be loaded out between than 10:00 a.m. and 12:00 p.m. on Friday. Exact times TBD.

Exhibit set up: Setup for exhibits is tentatively scheduled from 3:30 (or as soon as the last Park and Display is loaded in) to 4:30 p.m. on Wednesday. Exhibits should break down Friday morning before 10 a.m. Exhibits need to be broken down before vehicles are loaded out on Friday. Exact times are TBD.

Exhibitor Waiver of Liability: All registered exhibitors must sign an Exhibitor Waiver of Liability and email the signed waiver to elly@gatransit.org by November 17. Waiver form is available for download from the [GTA website](#).

Electrical Access, Shipping and Hyatt Regency Hotel Exhibitor Guidelines: Additional exhibit information and forms are available on the [GTA website](#).

Registration deadline: Registration will close Friday, November 17 at 5pm.

Be sure to watch the website and e-News Roundup for updates and late breaking news. The preliminary agenda is expected by the end of next week.

Thank you for considering sponsorship and/or exhibiting at the GTA conference this year. If you have any questions, please contact elly@gatransit.org or 678-603-1090.

Sincerely,

A handwritten signature in blue ink that reads "Regina Abbott".

Regina Abbott, MPA
GTA Executive Director