

JANUARY



OPTIMIZATION & EFFICIENCY

- Benefits of Cloud Based Solutions
- Bell Times Changes & Multi-Tier Systems
- Onboard Tablet Utilization
- Modernizing Transportation Centers & Bus Barns
- EV, Repower & Low Emission School Bus Technology
- Managing Student Behavior

FEBRUARY



SAFETY, HEALTH & WELLNESS

- Cleaning Sprays/Wipes & Sprayer Technology
- Onboard Air Quality: Filtration, Purification & Ionization
- Illegal Passing Video & Enforcement Partnerships
- Student Ridership Tracking & Tracing
- Building a Culture of Safety
- Legal Outlook for COVID-19 Due Diligence

MARCH



SPECIAL NEEDS

- TSD Conference Preview
- Transportation Staff Pay, Incentives & Benefits Survey
- Child Passenger Safety & Integrated Seating
- Home to School Transportation & Funding
- Medicaid Reimbursement
- Student Bullying Prevention



APRIL



SCHOOL EXECUTIVE & SUPERINTENDENT

- Planning for an Alternative Energy Fleet (EV, Propane, CNG)
- SPED, Foster Care & McKenney-Vento Transportation
- Working Relationships with Transportation Directors
- Using Technology to Attract & Retain Staff
- GPS & Student Tracking Apps
- AASA Superintendent of the Year Profiles

MAY



SECURITY & CONNECTIVITY

- GPS & Software Integration Partnerships
- Live Streaming Video Security Systems
- Technology Support: Customer Service, Installation & Training
- Communications, Wi-Fi & Data
- Incident Management
- Dash Lamps, Engine Diagnostics & Predictive Maintenance

JUNE



SCHOOL BUS CONTRACTOR

- Top School Bus Contractors
- EV & Propane School Bus Adoption
- School District Partnerships
- IEPs & Special Needs Transportation
- Health & Wellness Best Practices
- STN EXPO Indy: Conference Preview

STORY EMPHASIS

DATES

CONFERENCE

Ad Close:.....Dec. 03
Mech Deadline:Dec. 08

Ad Close: Jan. 07
Mech Deadline:Jan. 12

Ad Close:Feb. 04
Mech Deadline:Feb. 09

Ad Close:Mar. 04
Mech Deadline:Mar. 09

Ad Close:April 01
Mech Deadline:April 06

Ad Close:April 29
Mech Deadline:May 4

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TSD Transporting Students with Disabilities & Special Needs
CONFERENCE & TRADE SHOW

MARCH 18-23, 2022
FRISCO, TX

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STNEXPO
CONTENT. COMMUNITY. COMMERCE.

JUNE 3-8, 2022
INDIANAPOLIS, IN.

JULY



DECISION-MAKING

- Electric Bus Charging & Battery Tech
- School Bus Ride & Drive: Experience vs. Expectations
- Seat Belts
- Parts Procurement & Inventory Management
- Strategies to Reduce Virus Transmission on School Buses
- STN EXPO Reno: Conference Preview

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Ad Close:June 03
Mech Deadline:June 08

STNEXPO
CONTENT. COMMUNITY. COMMERCE.

JULY 15-20, 2022
RENO, NV.



JULY 25-28, 2022
NIAGARA FALLS, NY.

AUGUST



FLEET MANAGEMENT

- Garage Stars Profiles
- Increasing Visibility Around the Bus: LEDs & Lighting
- Brakes & Tires
- Preparing Fleets for School Start Up
- Video Security Options: Which Should I Choose?
- Bus Driver & Mechanic Recruitment Strategies

Ad Close:June 24
Mech Deadline:June 29

SEPTEMBER



TECHNOLOGY

- Tech Super User Profiles
- EV School Bus: V2G Power Management & Infrastructure
- Internet of Things (IoT)
- Student Dragging Incidents
- Science Behind Hand Sanitizer & Cleaning Products
- Understanding KPIs: What's Your Technology Saying?



Ad Close:Aug. 05
Mech Deadline:Aug. 10

OCTOBER



LEADERSHIP

- Rising Superstars Leadership Profiles
- Mobility Equipment & Securement Training
- Streamlining & Optimizing Routes
- Bullying Prevention
- Modern Engine Technology
- Driver Shortage Solution: TNCs & Alternative Transportation

Ad Close:Aug. 26
Mech Deadline:Aug. 31

NOVEMBER



TRANSPORTATION DIRECTOR

- Transportation Director of the Year Award
- School Bus Seating Considerations
- Torque and Why it Matters
- Lifecycle Costing of Technology
- Fall Conference Preview
- Connected Fleets

Ad Close:Sept. 30
Mech Deadline:Oct. 05

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DECEMBER



2023 BUYERS GUIDE

The Ultimate School Bus Industry Guide with statistics, analysis, school bus dealers, OEMs, industry suppliers, product purchasing cross reference, associations and organizations. An invaluable resource that remains on everyone's desk.

Ad Close:Nov. 11
Mech Deadline:Nov. 16

STORY EMPHASIS

DATES

CONFERENCE