



23

STNEXPO

CONTENT. COMMUNITY. COMMERCE.

June 2—6, 2023

Indianapolis Convention Center, Indianapolis, IN



TRANSPORTATION DIRECTOR
Summit

JUNE 2-3, 2023

OMNI SEVERIN HOTEL & TOPGOLF FISHERS

PROSPECTUS & SPONSORSHIP OPPORTUNITIES

STNEXPO.COM/EAST



JUNE 4-5, 2023

IN PARTNERSHIP WITH
School Transportation
Association of Indiana

PRESENTED BY
School Transportation
News

Executive Summary

The annual North American School Bus EXPO Conference & Trade Show — known as the STN EXPO and presented by School Transportation News magazine — is scheduled for June 2–6, 2023, at the Indiana Convention Center, Indianapolis, IN. This event welcomes transportation professionals nationwide who want to learn the latest trends in training, products and services. They will also learn how to produce better, more quantifiable results from their transportation teams and operations.

Attendees include:

Transportation Directors/Supervisors
Purchasing Agents
School Board Members
Superintendents
Fleet Managers
Mechanics/Technicians
Safety Trainers

Administrators
Special Education Professionals
Private Fleet Operators
Head Start/Childcare Professionals
Executives/CEOs
School Bus Dealers
Driver Trainers



Top 10 Attending States

1. **Indiana**
2. **Illinois**
3. **Washington**
4. **Wyoming**
5. **Virginia**
6. **Michigan**
7. **Utah**
8. **Texas**
9. **New York**
10. **Ohio**

Total Attendees: **277**

Total Exhibiting Companies: **58**

Vendor Staff/Dealers: **155**

CONFERENCE APP SNAPSHOT

(STN EXPO INDY 2022)

Total app users: **253**

Total Engagement: **8.27K**

Total minutes of use: **8.26K**

Total Banner Ad Impressions: **30.4K**

Total Banner Ad Clicks: **70**

Organization Engagement: **277**

Organization Views: **205**

(Available for both Android & iOS)

8.27K

Total impressions of the STN EXPO app out of 253 downloads



** See sponsorship opportunities on page 7 for details and pricing information.



TRANSPORTATION DIRECTOR *Summit*

June 2-3, 2023

TOPGOLF FISHERS

Overview

The Transportation Director Summit at STN EXPO is a signature event designed exclusively for qualified transportation directors. Participants will network with peers over two days, starting the afternoon of Friday, June 2 at Omni Severin Hotel, and continuing all day Saturday, June 3 offsite at Topgolf. Successful applicants will gain high-level insights from experts within the student transportation industry and beyond on how to implement true leadership and innovation practices into their local operations.

NETWORKING SPONSORSHIP: \$9,750

- 50-100 transportation directors
- 2-reps per company
- Sponsor recognized by host
- Guaranteed meeting with transportation directors
- Buying behavior insights and attendee persona data
- Rep integration, consulting, problem solving exercises across two days rotating between small groups of transportation directors
- 16-host sponsor companies maximum

Schedule at a Glance

(Subject to change)

Friday 6/2

Omni Severin Hotel

3:30 - 5:30 p.m.

Keynote Speaker: Tony Corpin, School Transportation News, Publisher
Welcome, Hot Industry Topic Discussion, Networking and Refreshments

Saturday 6/3

Hosted at Topgolf Fishers

7 a.m.

Transportation to Topgolf Departs

8 - 8:30 a.m.

Continental Networking Breakfast

8:30 a.m. - 3:30 p.m.

Keynote: Sylvie di Giusto

Topic: Discover Your Fair Advantage



Lunch, refreshments, interactive table discussions and breaks in private golf bays

4-5 p.m.

Networking Mixer

5:15 p.m.

Buses Depart for Host Hotel



FAQs

How will transportation directors be selected?

Conference attendees will register like normal, identifying their interest in participating at the TD Summit. Then the STN team will carefully vet all applicants to validate their credentials, since we have a 100 person maximum limit.

When will our two reps talk to the transportation directors?

During the event, your reps will be engaged at the ice breaker and also during the problem solving-portion of the speaker's discussion and interaction. It will take place within the mini-groups, with the networking breaks also providing interactions

What is going to keep the directors there?

The content, speaker and

peer discussions. It's more about a team problem solving experience with focused meaningful content. Additionally, food and beverage will be provided during the breaks and cocktail hour.

Are our reps required to attend all of the sessions?

Yes, they are an important part of the discussion, problem solving and networking.

How do reps interact with the transportation directors during these sessions?

Discussions will take place within small mini-groups of three to four transportation directors and one assigned vendor partner. Each group of transportation directors rotates after each speaker session from table to table, providing guaranteed time together. Your two reps would be assigned a specific table, such as #1 & #7.



IMMERSIVE GREEN TECHNOLOGY EXPERIENCE

June 4-5, 2023

Indiana Convention Center – Victory Field

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP: \$25K

- (2) School Buses at Ride & Drive
- Panel Discussion at GBS @ STN EXPO
- Signage for Branding as Diamond Sponsor
- Ink Factory Custom Drawing
- Main Stage
- Priority Presentation Time

PLATINUM SPONSORSHIP: \$20K

- (1) School Bus at Ride & Drive
- Panel Discussion at GBS @ STN EXPO
- Signage for Branding as a Platinum Sponsor
- Ink Factory Custom Drawing

GOLD SPONSORSHIP: \$10K

- Panel Discussion at GBS @ STN EXPO
- Signage for Branding as a Gold Sponsor
- Ink Factory Custom Drawing



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For more information on GBS
sponsorship opportunities contact:

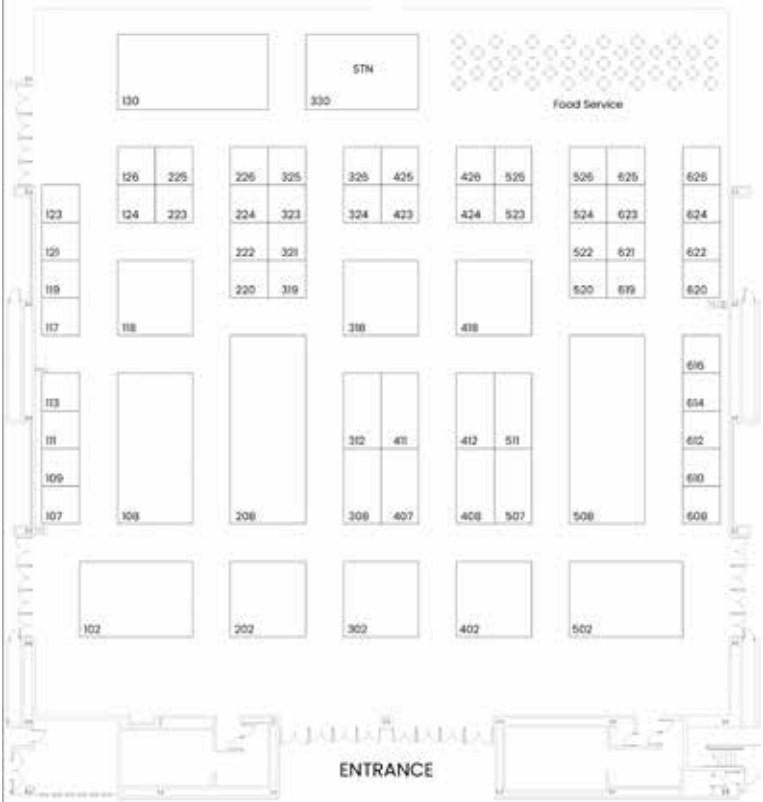
TONY CORPIN | 310-381-9799 | tony@stnonline.com

General Exhibit Information

Booth sizes for the STN EXPO Trade Show are 10x10 feet and 10x20 feet, 20x20, 20x30, and larger. Applications for booth space must be completed using the registration form online at stnexpo.com in the Exhibitors section.



TRADE SHOW HOURS:
 Monday, 6/5 - 10 a.m. - 2 p.m.
 + Lunch on the trade show floor



EXHIBITOR SPACE BOOTH RATES

(Custom-size booths are available upon request.)

- | | |
|-------------------|--------------------|
| 10'x10' — \$2,175 | 20'x30' — \$9,975 |
| 10'x20' — \$4,175 | 20'x40' — \$10,975 |
| 20'x20' — \$7,375 | 20'x50' — \$12,975 |

*Booth prices increase 10% after 3/3/23

Indiana Convention Center:
 Ceiling Height: 35 feet high with no pillars

 Please visit stnexpo.com for space availability.



Hotel Information

Omni Severin Hotel

For more than 100 years, Omni Severin Hotel has stood as the longest running luxury hotel in the heart of downtown Indianapolis. The hotel is connected to Circle, Center Mall and the Indianapolis Convention Center via skywalks and it's just a short walk to Lucas Oil Stadium and Baker's Life Fieldhouse. Whether you are visiting for business or pleasure, Omni Severin Hotel offers convenience and luxury in downtown Indianapolis.

Crowne Plaza Hotel and Resort

At Crowne Plaza Hotels & Resorts, we're ready for business 24/7, with connectivity that works, food that works, meetings that work, fitness that works. When a business hotel works better, business works better. Our hotels are designed to help today's business people, work, rest and restore. Our people will tap into all of our resources to support your success, whatever your business or personal needs.

Visit stnexpo.com/east/hotel-travel/ for Commitment to Health & Safety



TRADE SHOW

Over 60 companies exhibited at the STN EXPO Indy Trade Show in 2022. They included manufacturers and suppliers offering new and existing products, solutions and services that help transporters perform their jobs better and more efficiently. These exhibiting companies connected with professionals who transport children of all ages, sizes and distinctions. The attendees prepare specifications for products and services, make final decisions on purchases, and are responsible for recommending purchases.

EXHIBITOR SCHEDULE

(subject to change)

Friday 6/2

3:30 – 5:30 p.m.

Transportation Director Summit Day 1
Sponsors Only

Saturday 6/3

7:30 a.m. – 6 p.m.

Transportation Director Summit Day 2
Off-site, Topgolf Fishers
Sponsors Only

2 – 6 p.m.

Bus Move-In

Sunday 6/4

8 a.m. – 5 p.m.

Exhibitor Setup

Monday 6/5

10 a.m. – 2 p.m.

STN EXPO Indy Trade Show
+ Lunch on the trade show floor

2 – 8 p.m.

Breakdown

Booth Rental Details

All 10x10 booth rentals include aluminum piping; 8-foot-high back drape; 3-foot-high draped side rails; one (1) 11x17-inch identification sign; one (1) 6-foot draped table; two (2) chairs; and one (1) wastebasket. Carpet and electrical is not provided as part of the basic contract. *Larger booth sizes receive additional table and chairs.

Decorating Company

GES is the official decorating company for the 2023 STN EXPO & Trade Show. GES will be responsible for event freight and will control the handling of all

demo vehicles and loading docks on-site. Should exhibitors choose not to ship to the GES warehouse in Indianapolis, STN, the producer of the STN EXPO and Trade Show, will not be responsible for materials and delivery to their booths. Each exhibitor's event contact will receive a customized exhibitor service kit from GES approximately 60 days from the event.

Exhibit Services

Exhibitors will be responsible for contracting any exhibit services needed, such as electrical, sign hanging, booth carpet, high-speed internet and booth cleaning. Forms for all services will be included in the exhibitor service kit that is distributed after registration or at stnexpo.com. Please be aware of and adhere to deadlines associated with these orders.

Demo Vehicles

Exhibitors that bring a demo vehicle for their booths must have their vehicles conform to local fire marshal restrictions and must be scheduled with GES to get a specific time for placement. SPACE IS LIMITED. There is

no additional charge for a vehicle(s) in an exhibitor's booth.

Booth Contact

To ensure your company receives all-important information, STN requires you to designate one booth contact person. That person will receive all event information and will be responsible for disseminating it to the correct people within your company.

Badges

Exhibitors receive two (2) complimentary exhibitor badges per 10-foot by 10-foot booth, and four (4) complimentary exhibitor badges per 10-foot by 20-foot booth, for legitimate company employees. Exhibitors are entitled to six (6) badges per 20-foot by 20-foot or larger booths. Exhibitor badges provide access to workshop sessions, exhibit hall during set up and breakdown, as well as during the trade show. Badges are required for admittance to the trade show, social events, and all workshop sessions. Additional exhibitor badges may be purchased at \$150 each.



Additional Sponsorship Opportunities

Conference Program

Quantity: 500 units
Half page: \$550
Full page: \$650
Cover Positions: \$1,250

Badge & Lanyard: \$7,500

Every conference attendee will receive a badge and lanyard with the sponsor's ad.

Conference App: \$7,500

The sponsor's branding is exposed to all attendees via the official conference mobile app that is free and available to all attendees to download. With the mobile app's various notable features, the branding opportunities are endless.

Room Key Card: \$7,500

Every conference attendee staying at the Crowne Plaza Hotel / Omni Severin Indianapolis, IN will receive a custom hotel key card.

Giant Trade Show Floor Maps: \$1,500

Two trade show floor map displays located in the exhibit hall. Giant logo of the sponsor is displayed on booth locator maps.

Keynote Sponsorship: \$7,500

Stand on stage to share with our audience about your new products prior to the keynote address.

Keynote Coffee: \$3,500

Get mentioned on stage as attendees enjoy their morning coffee.

Show Reporter Email Update: \$5,000

Quantity: 4 Days
STN's email database of 35K subscribers will receive daily conference updates, product launches and photo galleries from STN EXPO. Also, it includes an exclusive 728x90 banner ad and sponsored content ad with tile and 35-40 words, plus URL.

Hotel Door Hangers: \$3,000 + Delivery Fee

Every conference attendee staying at the Crowne Plaza Hotel / Omni Severin Indianapolis, IN will receive a door hanger with your custom ad. The quantity is based on room attendance at the conference hotel, estimated to be 500 units.

Branded Floor Clings: \$5,000

Your branding and marketing message won't be missed on a set of five (4) floor clings that are placed in high-traffic, highly visible areas throughout the conference and trade show.

Conference Notebook: \$7,500

Quantity: 500 units
Every conference attendee will use this easy-to-carry notepad to take notes throughout conference workshops. The sponsor's branded logo and products will be placed on the cover.]

Conference Attendee Bag: \$5,000

(Sponsor to provide bag)
Quantity: 500 units
Every conference attendee will receive a custom STN EXPO bag with the sponsor's logo and marketing materials.

Attendee Packet Inserts: \$2,500

Your marketing materials will be placed inside of each conference attendee's packet when they register.

Attendee Material Room Drop: \$2,500

(plus hotel delivery fee)
Your marketing materials will be placed outside of each conference attendee's hotel room door when they register.

Trade Show Ribbon Cutting: \$2,500

An opportunity to address attendees waiting to enter the Trade Show, as well as ribbon cutting, photo opportunity, and branding on signage and marketing materials at the entry doors.

Exhibitor Lead Capture:

\$250/per device

Cvent attendee database lead-gen
QR code scanning
Attendee qualification questions



STNEXPO

For all booth and sponsorship questions, please contact:

Tony Corpin

tony@stnonline.com or call 310-802-7803

stnexpo.com