

CELEBRATING
30
YEARS

STNEXPO

CONTENT. COMMUNITY. COMMERCE.

July 14—19, 2023

Peppermill Resort | Reno, NV



TRANSPORTATION DIRECTOR

Summit

JULY 14-15, 2023

Reno / Lake Tahoe



JULY 16, 2023

PROSPECTUS & SPONSORSHIP OPPORTUNITIES

STNEXPO.COM/WEST

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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 July 14-19, 2023, at the Peppermill Resort. 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



Conference App Snapshot

(STN EXPO RENO 2022)

Total app users: 593
Total Engagement: 32.2K
Total minutes of use: 34.8K
Total Banner Ad Impressions: 113K

Total Banner Ad Clicks: 188
Organization Engagement: 1.32K
Organization Views: 780

** See sponsorship opportunities on page 8 for details and pricing information.

Top 10

Attending States From Across 40 U.S. States and Canada

1. California
2. Nevada
3. Washington
4. Ohio
5. Oregon
6. Arizona
7. Texas
8. Colorado
9. Illinois
10. Idaho

Total Attendees: 702

Total Exhibiting Companies: 101

Vendor Staff/Dealers: 475

(STN EXPO 2022)

(Available for both Android & iOS)

**Total impressions
of the STN EXPO
app out of 593
downloads:**

32.2K





TRANSPORTATION DIRECTOR *Summit*

JULY 14–15, 2023

Reno / Lake Tahoe

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, Friday, July 14, 2023, and continuing all day a Saturday, July 15, 2023, prior to the start of the regular STN EXPO conference. 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

- 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
- 18-host sponsor companies maximum

Schedule at a Glance

(Subject to change)

Friday, 7/14

3 p.m. – 3:30 p.m.

Peppermill Resort

Welcome & Introductions

3:30 p.m. – 5:30 p.m.

Ice Breaker, Transportation Director

Discussions & Networking Mixer

Saturday, 7/15

7 a.m.

Buses Depart for The Chateau

at Lake Tahoe

8:30 a.m. – 9 a.m.

Continental Networking Breakfast

9 a.m. – 12 p.m.

Leadership Training with Traci Brown
(Part 1 & 2)

Transportation Director Discussions

12 p.m. – 1:30 p.m.

Networking Lunch

1:30 p.m. – 4:30 p.m.

Leadership Training with Traci Brown
(Part 3 & 4)

Transportation Director Discussions

4:30 p.m. – 5:30 p.m.

Networking Mixer: Appetizers & Drinks

5:45 p.m.

Buses Depart for Peppermill Resort



Lake Tahoe

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 each speaker 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, speakers and peer discussions. It's more about a team problem solving experience

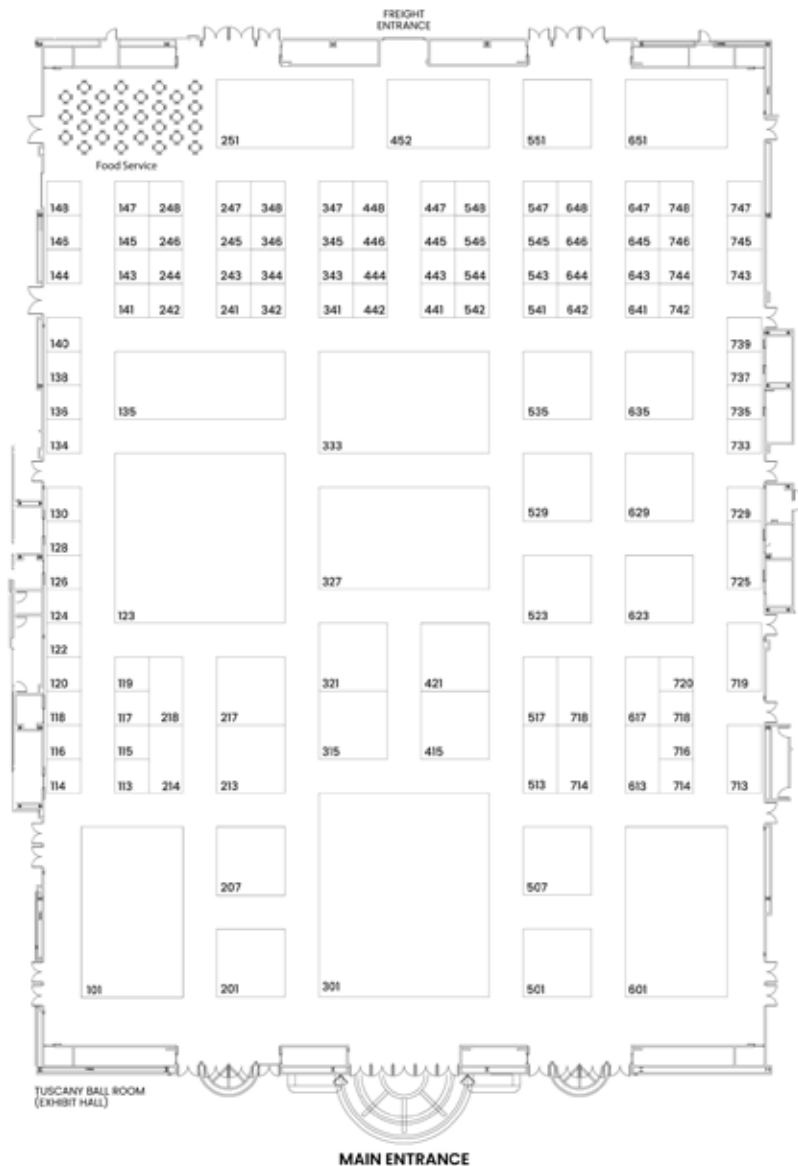
with focused meaningful content. Additionally, food and beverage will be provided during the breaks and cocktail hour.

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 from table to table, providing guaranteed time together. Your two reps would be assigned a specific table, such as #1 & #7.



Space: 62,000 square feet
Ceiling Height: 32' – Floor Load: No Limit



Please visit stnexpo.com for space availability.



General Exhibit Information

Booth sizes for the STN EXPO Trade Show are 10'x10', 10'x20', 20'x20', 30'x50', 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, 7/17

5:30 p.m. – 8:30 p.m.

Trade Show + 30th Anniversary Celebration

Tuesday, 7/18

10 a.m. – 2 p.m.

Trade Show + Lunch

Exhibitor Space Booth Rates

(Custom-size booths are available upon request.)

10'x10' – \$2,475

10'x20' – \$4,775

20'x20' – \$8,475

20'x30' – \$11,575

20'x40' – \$12,775

20'x50' – \$14,975

30'x50' – \$18,975

40'x50' – \$25,575

50'x50' – \$31,575

50'x60' – \$37,975

*Booth Prices increase 10% after 4/14/23

STNEXPO

INNOVATION AWARDS

2023

Is your company
launching a new
product?

Apply today!

Categories

- Best Green Bus Technology
- Best Software
- Best Hardware
- Best Safety Technology

\$350 Per Category Fee

Exhibitor Schedule

(Subject to change)

Friday, 7/14

3 – 5:30 p.m.

Transportation Director Summit Day 1
(Sponsors Only)
Peppermill Resort

Saturday, 7/15

7 a.m. – 5:45 p.m.

Transportation Director Summit Day 2
(Sponsors Only)
Off-site, The Chateau in Lake Tahoe

12 – 5 p.m.

Bus Move-in

Sunday, 7/16

8 a.m. – 5 p.m.

Exhibitor Setup

Monday, 7/17

8 a.m. – 5 p.m.

Exhibitor Setup (Continued)

5:30 – 8:30 p.m.

STN Expo 30th Anniversary Celebration
Trade Show Floor

Tuesday, 7/18

10 a.m. – 2 p.m.

Trade Show + lunch at Tuscany
Ballroom

2 – 6 p.m.

Booth 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.

Monday, July 18
3:30 – 8:30 p.m.

Monday, July 19





IMMERSIVE GREEN TECHNOLOGY EXPERIENCE

JULY 16, 2023
Peppermill Resort | Reno, NV

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



PRESENTED BY

School Transportation®
News

For more information on GBS
sponsorship opportunities contact:

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

STN EXPO

30TH ANNIVERSARY
CELEBRATION

Monday, July 17, 2023

5:30 – 8:30 P.M., Trade Show Floor

Entertainment Sponsorship:

\$5,975

Food Sponsorships

Hot or Cold Hors d' Oeuvres

Beverage Sponsorships

Call Brand Selections

Wine Selections

Beer Selections

***Specialty Bar Options**

Champagne Bar

Vodka Bar

Rum & Tropical Drink Bar

Margarita & Mojito Bar

Craft Cocktail Bar

***Branding Add-Ons**

Customized Napkins and Cups
for Food/Drink Station

Graphic Wrap for Bar

Custom Carved Ice Bar

All sponsorships include:

Logo in Show Program

Logo on STN EXPO website

Logo on Event Signage

Pre-Show Promotions

*Additional cost

Additional Sponsorship Opportunities

Conference Program

Full page: \$650

Cover Positions: \$1,250

Quantity: 1,000 units

On-Site Digital Signage:

Rental fee per screen

(inquire for available location inventory and pricing)

Opportunity to display dynamic marketing images and video content strategically around high traffic conference and meeting space areas.

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 + Custom Sleeve: \$7,500

Every conference attendee staying at the Peppermill Resort 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.

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 Peppermill Resort will receive a door hanger with your custom ad. The quantity is based on room attendance at the conference hotel, estimated to be 1,000 units.

Branded Floor Clings: \$5,000

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

Branded Escalator Wraps: \$7,500

Your branding and marketing message won't be missed on a set of escalator wraps that are placed in high-traffic, highly visible areas throughout the conference and trade show.

Branded Elevator Clings: \$7,500

Your branding and marketing message won't be missed on 5 sets of elevator doors that are placed in high-traffic, highly visible areas throughout the conference and trade show.

Wi-Fi Takeover: \$7,500

Attract attendees to your trade show booth and expose your brand on the Wi-Fi network at the Peppermill Resort.

Conference Notebook: \$7,500

Quantity: 750 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: \$7,500

Quantity: 750 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

+ Delivery Fee

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

Trade Show Ribbon Cutting: \$4,500

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





Hotel Information

Luxurious Resort Amenities

Peppermill Resort Spa Casino offers extensive amenities to make your stay at Reno's Best Casino Hotel comfortable and convenient. Dive into heated swimming pools and waterfalls, enjoy free Wi-Fi, fitness center, business center, shopping, arcade and more at Peppermill casino resort in Reno, NV.



10 Award-Winning Restaurants

Peppermill's selection of award-winning restaurants has a bit of everything to wet anyone's appetite. Enjoy an All You Can Eat Sushi buffet in Oceano, or indulge in a gourmet coffee or sweet treat at Biscotti's Café or Café Espresso.

Join Us To Connect With Over 1,000 Transportation Industry Professionals.

Explore the innovative latest best practices in providing leadership and service that can help you to improve operations and safety, while producing more quantifiable results from your transportation team. Don't miss your opportunity to attend this leading industry event!

Attendee Registration Rates:

Super Early Bird: \$399 (ends 4/14)
Early Bird: \$499 (ends 6/9)
Standard: \$599 (Last day to register 6/23)
Trade Show Only Vendor Badge: \$250

Hotel Room Rates:

We have secured a discounted room block at the Peppermill Resort for the STN EXPO! Available July 12-19, 2023 at \$116 per night, or \$146 for an upgraded room.

Visit stnexpo.com for Peppermill Resort's Commitment to Health & Safety Protocols.





For all booth and sponsorship questions, please contact:

Tony Corpin

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

stnexpo.com