

# 2018 **STNEXPO** PROSPECTUS

& SPONSORSHIP OPPORTUNITIES



# TRANSFORM

July 13–18, 2018 Peppermill Resort, Reno, NV

Presented by

**School Transportation**  
*News*

[www.stnexpo.com](http://www.stnexpo.com)



TRANSPORTATION DIRECTOR  
*Summit*

**July 13–14, 2018**  
Peppermill Resort, Reno, NV

[www.tdsummit.com](http://www.tdsummit.com)



# STNEXPO

Conference and Trade Show

**July 13–18, 2018**

Peppermill Resort, Reno, NV



TRANSPORTATION DIRECTOR

*Summit*

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## Join Us To Connect With More Than 1,500 Transportation Professionals.

Together with industry professionals and innovators, you'll explore the latest best practices in providing leadership and service that can help you to improve operations and safety while getting more quantifiable results from your transportation team. Don't miss your opportunity to attend this leading industry event!

### Attendee Registration Rates:

Super Early Bird: \$299 (ends 4/20)

Early Bird: \$399 (ends 6/15)

Standard: \$499 (Last day to register 6/29)

Trade Show Only Vendor Badge: \$99

### Hotel Room Rates:

We have secured a discounted room block at the Peppermill Resort for the STN EXPO!

Available July 11-19 at \$102 per night, or \$128 for an upgraded room. (Hotel reservation deadline 6/11)

2707 S. Virginia St., Reno, NV 89502

**REGISTER AT [WWW.STNEXPO.COM](http://WWW.STNEXPO.COM)**



# 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 13-18, 2018, at the Peppermill Resort in Reno, NV. In its 25th year, this event welcomes transportation professionals nationwide who want to learn the latest trends in training, products and services as well as how to produce better, more quantifiable results from their transportation team 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 FROM ACROSS 40 U.S. STATES AND CANADA

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

**TOTAL ATTENDEES: 880**  
**TOTAL EXHIBITING COMPANIES: 130**  
**VENDOR STAFF/DEALERS: 600**

(STN EXPO 2017)

## CONFERENCE APP SNAPSHOT

(STN EXPO 2017)

Total app downloads: **768**

Dashboard visits: **25,807**

Number of clicks on exhibitors: **1,758**

Number of times exhibitors were bookmarked: **325**

Number of times the Maps tab was opened: **3,714**

Number of clicks on host hotel: **934**

(avg. viewing time 34.8 seconds)

Number of clicks on exhibit hall: **195**

(avg. viewing time 34.6 seconds)

(Available for both Android and iOS)

Total impressions of  
the STN EXPO app out  
of 768 downloads:

# 25,807



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





# TRANSPORTATION DIRECTOR *Summit*

July 13–14, 2018

Peppermill Resort, Reno, NV

[www.tdsummit.com](http://www.tdsummit.com)

## Overview

Launched in 2017, the Transportation Director Summit at STN EXPO is a new signature event designed exclusively for qualified transportation directors. Participants will network with peers throughout two days, starting Friday, July 13, 2018, and continuing all day Saturday, July 14, 2018, 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: \$7,500

- (100) transportation directors
- (15) host sponsor companies (max)
- (2) reps per company (max)
- Rep opportunity to stand and introduce themselves
- Guaranteed time with 15-20 Transportation Directors per rep
- Advanced buying behavior insights and attendee details
- Rep integration, consulting, problem solving exercises across two days rotating between groups of three to four transportation directors



## Schedule at a Glance

### Friday 7/13

3 - 4 p.m.

Welcome, Networking and Introductions

4 - 5:30 p.m.

Culture and Leadership  
People Centric

6 - 7 p.m.

Networking Mixer  
Appetizers and drinks

### Saturday 7/14

7:30 - 8 a.m.

Continental Networking Breakfast

8 - 11 a.m.

Keynote: Ryan Avery  
Go From A to THE®: Stop Being A Leader. Start Being THE Leader!

11:30 a.m. - 12 p.m.

Safety & Driver Training Strategy  
w/ Jeff Cassell, School Bus Safety Company

12:30 - 1:30 p.m.

Lunch & Technology Panel  
Discussion

2 - 3 p.m.

OEM Powertrain Panel Discussion

3:30 p.m.

Closing Thoughts and Takeaways  
Tony Corpin & Ryan Gray

5:30 p.m. - 7 p.m.

Networking Mixer (Terrace Lounge)  
Appetizers and drinks

## FAQs

### How will transportation directors be selected?

Conference attendees will sign-up like normal through Regonline identifying their interest in participating at the TD Summit. Then the STN team will carefully vet all applicants to validate their credentials as 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 and the networking breaks will provide interaction too.

### 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 F&B will be provided during the breaks and cocktail hour.

### Are our reps required to attend all of the sessions?

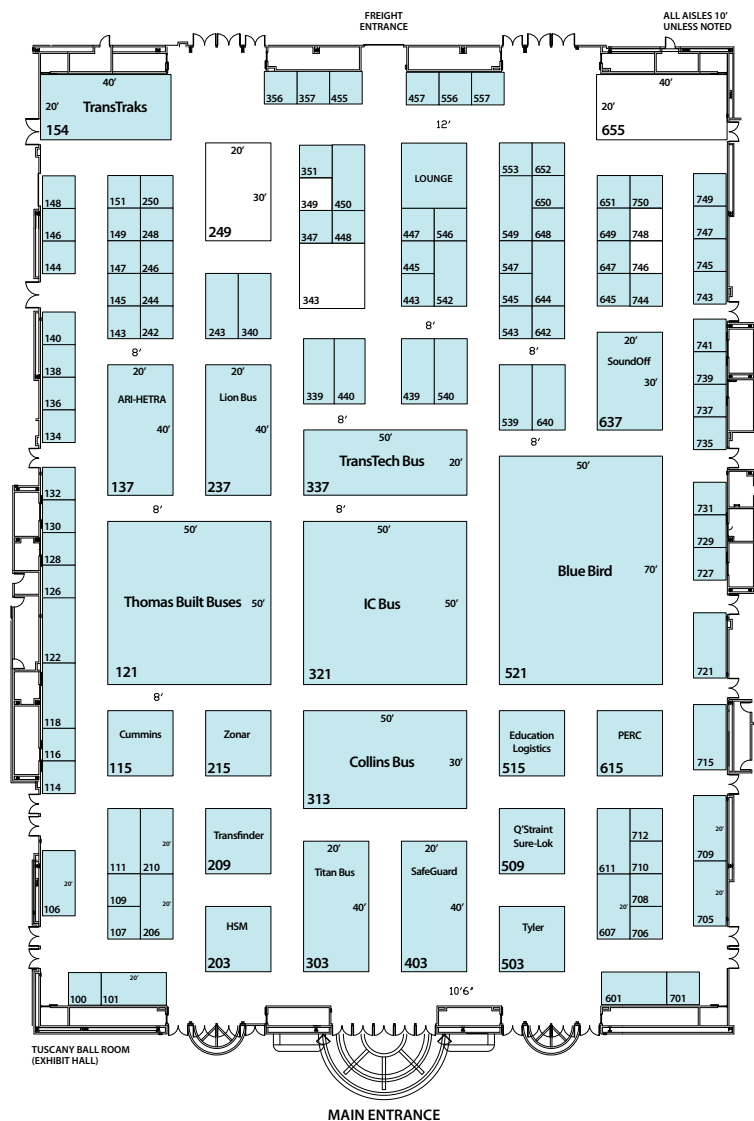
Yes, they are an important part of the discussion, problem solving and networking.

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

# STNEXPO

Conference and Trade Show



## General Exhibit Information

Booth sizes for the STN EXPO Trade Show will range from 10x10 feet and 10x20 feet, to 20x20, 30x50 and larger. Applications for booth space must be completed using the registration form online at [stnexpo.com](http://stnexpo.com) in the Exhibitors section.



### TRADE SHOW HOURS:

Monday, 7/16, 5:30 p.m.-8:00 p.m.

Tuesday, 7/17, 10 a.m.-3 p.m.

### EXHIBITOR SPACE BOOTH RATES

(Custom-size booths are available upon request.)

10'x10' — \$1,975

20'x50' — \$11,675

10'x20' — \$3,675

30'x50' — \$14,975

20'x20' — \$6,675

50'x50' — \$24,975

20'x30' — \$7,975

50'x70' — \$30,075

20'x40' — \$9,375

## The Event

The STN EXPO focuses on distinct areas of student transportation, covering the latest trends and issues, through more than three-dozen educational sessions. It also offers pre-conference and hands-on training workshops, a trade show and evening networking events.

## 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.

Tuscany Ball Room  
(Exhibit Hall)

Tuscany Ball Room(Exhibit Hall):

Space: 62,000 square feet

Ceiling Height: 32' - Floor Load: No Limit



Please visit [stnexpo.com](http://stnexpo.com) for space availability.



## TRADE SHOW

Last year over 130 companies exhibited at the STN EXPO Trade Show, including 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, and who prepare specifications for products and services, make final decisions on purchases, and are responsible for recommending purchases.

## EXHIBITOR SCHEDULE

*(subject to change)*

### Friday, 7/13:

Transportation Director Summit

### Saturday, 7/14:

Bus Move-In  
12:00 P.M. to 4:00 p.m.

### Sunday, 7/15:

Exhibitor Setup  
8:00 A.M. to 5:00 p.m.

### Monday, 7/16:

Exhibitor Setup (Continued)  
8:00 A.M. to 4:00 p.m.

25th Anniversary Trade Show Networking  
Extravaganza reception  
5:30 PM to 8:00 PM

### Tuesday, 7/17:

Educational Classes 8 a.m.-9:45 a.m.  
Trade Show, 10 a.m.-3 p.m. with a hosted lunch  
Booth breakdown after 3 p.m.

Happy Hour Networking  
4-6 p.m.

### Wednesday, 7/18:

Conference Concludes

### Booth Rental Details

All 10x10 booth rentals include aluminum piping; 8-foot-high back drape; 3-foot-high draped side rails; one (1) 7x44-inch identification sign; one (1) 6-foot draped table; two (2) chairs; and 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 2018 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 Reno, 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 90 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 distributed after registration or at [stnexpo.com](http://stnexpo.com). Please be aware of the deadlines associated with these orders.

### Demo Vehicles

Exhibitors bringing 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







# 25th Anniversary Trade Show Networking Extravaganza

**Monday, July 16th 5:30–8:00 p.m., Tuscany Ballroom (Exhibit Hall)**

**ENTERTAINMENT SPONSORSHIP:  
\$5,500**

## **Food Sponsorships**

Hot Passed Hors d' Oeuvres  
Carving Station  
Seafood Station  
Grilled Cheese & Pigs in a Blanket Station  
Cheese & Crudite Station  
Sushi Station  
Dessert Station

## **Beverage Sponsorships**

Call Brand Selections  
Wine Selections  
Beer Selections

## **\*Specialty Bar Options**

- Champagne Greeting
- Vodka Bar
- Rum & Tropical Drink Bar
- Margarita & Mojito Bar
- Craft Cocktail Bar
- Graphic wrap for bar
- Custom carved ice bar

## **\*Branding Add-Ons**

- Customized napkins and cups for food/drink station

*\*Additional cost*

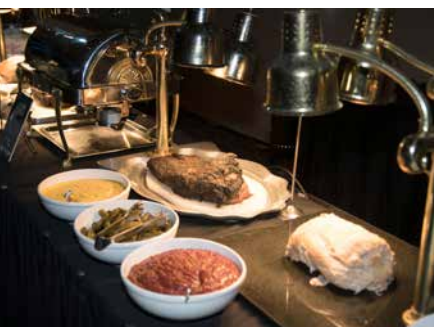
**TRADE SHOW RIBBON CUTTING:  
\$2,500**

Opportunity to address attendees waiting to enter the Networking Extravaganza as well as ribbon cutting and photo opportunity, branding on signage and marketing materials at the entry doors.



## **All sponsorships include:**

- Logo in show program
- Logo on STN EXPO website
- Logo on event signage
- Logo on party flyer/invitations
- Email promotions for event
- Ice carving logo, projected logo ("gobo") or individual meter sign



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Conference Program

**Half page: \$450**

**Full page: \$550**

**Cover Positions: \$1,250**

Quantity: 2,000 units

### Badge & Lanyard: \$7,500

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

### On-Site Digital Signage:

**Rental fee per screen per day**

*(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.

### In Room TV Channel: \$ Call to Inquire

Every conference attendee will see your ad on hotel room television.

### Room Key Card: \$5,500

Every conference attendee staying at the Peppermill Resort will receive a custom hotel key card and branded key card holder.

### Giant Trade Show Floor Maps: \$1,500

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

### Show Reporter Email Update:

**\$750 per day (\$3,000)**

Quantity: 4 Days

STN email database of (20,000) will receive daily conference updates, product launches and photo galleries from STN EXPO. Also, includes exclusive 600 x 60 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. Quantity based on room attendance at conference hotel, estimated 1,000 units.

### Branded Trade Show Floor Clings: \$7,500

Your branding and marketing message won't be missed on a set of eight (8) floor clings that are placed in high-traffic, highly visible areas throughout the conference and trade show.

### Branded Floor Clings & Escalator Wraps: \$7,500

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

### Co-Branded Door Welcome Wraps: \$7,500

Your branding and marketing message won't be missed on a set of five (10) door wraps that are placed in high-traffic, highly visible areas at the main hotel registration entrance and valet station.

### Trade Show Energy Bar: \$5,000

Attract attendees to your trade show booth and expose your brand by offering water, ice tea or other beverages, or snacks, during a busy trade show.

### Conference Notebook: \$5,000

Quantity: 1,000 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: \$2,000

*(6 spots available)*

Quantity: 1,000 units

Every conference attendee will receive a custom STN EXPO bag with sponsor's logo and marketing materials.

### Attendee Packet Inserts: \$2,000

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

### Attendee Material Room Drop: \$2,000

*(plus hotel delivery fee)*

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

### Branded Water Bottles:

**\$5,000 + Delivery Fee**

Your branded water bottles will be placed inside each conference attendee's hotel room.





# STNEXPO

Conference and Trade Show

For all booth and sponsorship questions, please contact:

Tony Corpin  
tony@stnonline.com or call 310-792-2226

[www.stnexpo.com](http://www.stnexpo.com)