



# OREGON PUPIL TRANSPORTATION ASSOCIATION

## TRADE SHOW & REGISTRATION INFORMATION

**JUNE 25-29, 2019**

### CONTACT INFORMATION

Becky Adovnik (Booths, Donations), 503-263-1007, [badovnik@ridesta.com](mailto:badovnik@ridesta.com)  
Mindy Parsons (Refreshments or Meal Sponsorship), 541-790-7471, [parsons\\_m@4j.lane.edu](mailto:parsons_m@4j.lane.edu)  
Riverhouse Hotel and Convention Center (Reservations), 1-866-547-3928 or 541-389-3111

### GENERAL INFORMATION

The trade show's venue affords the opportunity for you to showcase your products and services with either indoor and/or outdoor displays. The enclosed registration form will assist us in meeting your needs and ensuring a positive experience. **The 2019 OPTA Trade Show will be held Thursday, June 27<sup>th</sup> from 1:00-4:00 pm.**

OPTA Summer Conference attendees include:

- Transportation Directors/Supervisors
- Purchasing Agents
- Fleet Managers
- Mechanics/Technicians
- Safety Trainers
- Driver Trainers
- Administrators
- Special Education Professionals
- Private Fleet Operators
- Head Start/Childcare Professionals

Take advantage of this opportunity to:

- Gain access to over 250 student transportation professionals
- Meet face-to-face with prospective customers
- Strengthen your relationships with existing clients
- Forge strategic, long-lasting partnerships

New for the 2019 Summer Conference will be a "Vendor Direct" forum, where like-vendors (OEM, video, fuels/oils, etc.) will gather in separate rooms and have a facilitated conversation about their products and receive questions from our attendees. This is a great opportunity to showcase your

products and answer any questions in a group setting. ***The “Vendor Direct” will be presented Thursday, June 27<sup>th</sup> from 8:15-10:30 am*** (two 1-hour sessions, second hour is a repeat). ***Please contact Chris Ellison ([ellison@4j.lane.edu](mailto:ellison@4j.lane.edu)) by April 1, 2019 to secure your spot in the “Vendor Direct” forum.***

With the success of the 2018 Trade Show “Scavenger Hunt”, OPTA will be bringing this event back for the 2019 Trade Show! Attendees will have a pamphlet that will require a stamp from participating vendors. To receive the stamp, vendors will present a new product, or something the attendee may not know about an existing product. This is intended to draw more attendee traffic into your booth! If you would like to participate, please check the appropriate box on your vendor registration form. OPTA Business Partners will automatically have a spot secured. If you are not an OPTA Business Partner, we will accept “Scavenger Hunt” registrations on a first-come, first-served basis until all spots are filled.

***We will present the Annual OPTA State Awards Friday, June 28<sup>th</sup> at lunch.*** Prepaid registration and meals will not be refunded after May 17, 2019. If you choose to attend the Conference, (aside from the Trade Show), see the registration form for fee information.

If you have product or materials that you need to ship to the hotel prior to the conference, please label your boxes clearly with **Riverhouse Convention Center Attn: “OPTA Conference 6/27/19.” 2850 NW Rippling River Court Bend, OR 97701**

Upon arrival, stop at the vendor registration desk for your booth assignment and nametag(s), and to drop off your donation (optional). Becky Adovnik, our trade show coordinator, will be available to assist you should you have questions. Vendor Packets will contain booth assignment, nametag(s), show diagram, conference schedule, shipping instructions for supply pick-up and a copy of your registration. If you have any other questions, please feel free to contact Becky.

## BOOTHS

All booths will be assigned on a “first-come, first-served” basis based on the date that the completed vendor registration is received. In order to avoid a late fee, registration must be **received** by May 17<sup>th</sup>. Late registration will be accepted only if space is available. OPTA Business Partners receive one booth space, free of charge, at our annual conference Trade Show. Please contact Becky for details.

**Outdoor Displays:** There’s ample room for outdoor displays. OPTA Platinum Business Partners receive one outdoor space, free of charge. If you need a canopy for your display, please provide your own. There’s no access to an electrical source, so you will be on your own for power. If you wish to park your equipment for your outdoor display prior to or beyond the trade show times, it may be possible to make special arrangements to do so. Please make your request known on the registration form. Requests for special arrangements **not** made in advance need to be directed to Becky Adovnik, our trade show coordinator.

**Indoor Displays:** If you have your own table for an inside display and won’t be utilizing the hotel’s, please indicate the size of your table(s) on the registration form. Please note that if you have banners to display, you must bring your own stand; tape and/or nails are prohibited.

**Refund Policy:** If you do not attend the Trade Show, you must, in writing 30 days prior to Trade Show, request your money back. No money will be returned if not in writing or less than 30 days from the Trade Show date.

**Gift Drawings:** Many vendors promote interest in their merchandise with gift drawings. Visitors to your booth will drop their name into a box; drawings are held periodically throughout the day of the trade show. Please indicate on your registration form if you would like us to provide drawing slips for your booth visitors.

## SET UP AND TEAR DOWN

Set up of displays will be on **Thursday, June 27<sup>th</sup>** starting at 7:00 am. Tear down will take place beginning at 4:00 pm. In order to allow the hotel staff time for set up of the next event, it's imperative that the tear down is completed by 5:00 pm. Your Vendor packets will be available by Wednesday afternoon at the Registration Desk, or they will be in your booth Thursday.

## REGISTRATION DEADLINE

Vendor registrations must be received by May 17<sup>th</sup>. Registration received after the deadline will be accepted if space allows, but is subject to additional charges. Please see the registration form for details. Send completed registration form with check (made payable to OPTA) to: Becky Adovnik, STA Canby, 279 Sequoia Parkway, Canby, OR 97013.

## OPTA BUSINESS PARTNERSHIPS

Would you like your trade show booth provided free of charge? SILVER, GOLD, and PLATINUM Business Partnership Levels are available for \$500, \$1000, and \$2000, and offers a host of perks to go along with each level. This is a great way to get your name out in the public for all sorts of school personnel to see. ***Please see the attached "OPTA Business Partnership" information at the end of this document.*** All sponsors receive a "License Plate" to proudly display as well as Links to your website on our web page, and also have your company name appear on our traveling "Thank You" banners. The officers of OPTA invite you to join our team, Proud Sponsors of Safety, Professionalism, Efficiency, and Integrity. Help us make a Difference!

## DONATIONS

OPTA is a non-profit, tax-deductible organization (503c). We offer several opportunities for donations as a way for you to highlight your business, provide incentives for our attendees, and to offset the costs of the conference. Without your generous contributions, the costs of the conference could significantly increase. Your company will be recognized for its generosity.

**Door Prizes:** Donations for door prizes are greatly appreciated. Door prizes are given out at the conference general sessions and workshops. Vendors providing items for door prizes will be recognized during the conference.

**Promotional Items:** Promotional items have proven to be very popular with the conference attendees. Please indicate on the registration form if you have promotional items (tote bags, notebooks, lanyards, sticky pads, notepads, pens, key chains, flashlights, pen lights, etc.) that you would like us to include in the conference registration packets (275-325 attendees expected). Mail promotional items no later than May 24<sup>th</sup> to: Chris Ellison, Eugene School District 4J, 1938 W. 8<sup>th</sup> Ave. Eugene, OR 97402.

**Conference Sponsorship:** Opportunities for support include, but are not limited to:

- Lunches

- Refreshments during breaks
- Vendor hospitality rooms- option to sponsor- contact Mindy Parsons for more info.
- Door prizes
- Cash/Gift Card awards (\$10, \$25, \$50, \$100, or more!)
- Speaker costs (\$500, \$1,000, \$2,000)

## HOTEL RESERVATIONS

If you plan to stay overnight at the hotel, you must make your own lodging arrangements with Riverhouse Hotel and Convention Center at 1-866-547-3928 or 541-389-3111. Special conference rates are as follows:

<u>Non Riverview</u>		
Q or Q/Q or K	\$149 single	\$149 double
<u>Riverview</u>		
Q or Q/Q or K	\$149 single	\$149 double
Suites	available	available

To book your room, follow this [link](#) or call the Riverhouse direct. Be sure to mention “OPTA 2019” to receive your special conference rate.



# Oregon Pupil Transportation Association

## 2019 Conference and Trade Show

### VENDOR REGISTRATION



Please type or print legibly. Vendor registration deadline is (received by) May 17, 2019.

Company Name		Representative Name		
Street Address		City	State	Zip
Phone	Fax	e-mail Address		Type of Product or Service
List names of additional representatives who will attend. Attach separate sheet if more room is required.				
<b>INDOOR DISPLAY</b> (OPTA Business Partners Receive ONE Indoor Display at No Charge)		Cost if by 5/17/19	Cost after 5/17/19	Total
Single space (8' table, 2 chairs, 1 lunch ticket) Need Electricity? <input type="checkbox"/> Yes <input type="checkbox"/> No		\$400	\$500	\$
Each additional space (If you need an extra table add \$20)		\$200 x _____	\$300 x _____	\$
<b>OUTDOOR DISPLAY</b> (OPTA Platinum Partners Receive ONE Outdoor Display at No Charge)		Cost if by 5/17/19	Cost after 5/17/19	Total
Bus/truck/hoist display area (If you need tables add \$20 per table)		\$400	\$500	\$
Each additional space		\$200 x _____	\$300 x _____	\$
<b>MEALS</b>		Cost if by 5/17/19	Cost after 5/17/19	Total
Extra Thursday lunch		\$30 x _____	\$30 x _____	\$
<b>CONFERENCE REGISTRATION (OPTIONAL)</b>		Cost if by 5/17/19	Cost after 5/17/19	Total
OPTA MEMBERS—Includes All lunches		\$130 x _____	\$170 x _____	\$
NON MEMBERS—Includes All lunches		\$170 x _____	\$210 x _____	\$
<b>DONATIONS / SPONSORSHIP</b>			Cost	Total
*Lunch sponsor or a portion of			\$3,000	\$
*Break sponsor or a portion of			\$1,500	\$
Daily Morning Coffee/Tea Service sponsor or a portion of			\$1,500	\$
Designated cash/gift card donation for:				\$
Undesignated cash/gift card donation				\$
I will provide the following item(s) for a door prize/raffle drawing:				N/A
I will provide the following promotional items for the registration packets (estimated number of packets—325):				N/A
Are you interested in participating in the "Vendor Direct" forum on 6/27/19 from 8:00-10:00 am? (for more information, please see page 1 or call Chris Ellison at 541-790-7481 by 4/1/19)			<input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you interested in participating in the Trade Show "Scavenger Hunt"?			<input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you interested in the Summer Conference Golf Tournament on Tuesday 6/25/19 at 12:30 pm? Details coming soon...			<input type="checkbox"/> Yes <input type="checkbox"/> No	Total
OPTA Membership: \$20 State <input type="checkbox"/> \$15 NW Chapter <input type="checkbox"/> \$20 SW Chapter <input type="checkbox"/> \$55 ALL <input type="checkbox"/>				\$
			<b>GRAND TOTAL</b>	\$

Please make check payable to OPTA and return with this completed form to:  
Becky Adovnik, STA Canby, 279 Sequoia Parkway, Canby, OR 97013



**OREGON PUPIL  
TRANSPORTATION ASSOCIATION, INC.**  
optaschoolbus.org

*A non-profit organization*

To Whom It May Concern,

The Oregon Pupil Transportation Association (OPTA) represents over 400 professionals who work in the student transportation industry. Joining or partnering with OPTA puts your organizations' name in front of thousands of people – from drivers to decision makers to buyers, and gives you a direct connection and way to stay current with those who are using your services or products.

OPTA can provide your company with versatile advertising and outreach opportunities through our website: <http://optaschoolbus.org> as well as our monthly (December-June) OPTA eNewsletter. Currently, our eNews reaches almost 500 student transportation professionals nationwide.

We understand that budgets can be tight and that knowing in advance the type of opportunities that are available can help you organize your time and resources. With this, OPTA has developed a multi-tier business partnering program. In choosing your business partnering level, remember: The more visible you are to our membership, the more relationships you will build, which will create growth for your business. We think you will find that partnering with the Oregon Pupil Transportation Association will be both beneficial to your business and open the door to new opportunities.

OPTA Business Partnering Packages:

**PLATINUM Package: \$2,000**

- **Two (2) different advertisements on website revolving cube (286x252)**
- **Link to your website listed under "Partners" and "Resources"**
- **Access to our full Summer Conference Attendee list**
- **A Prime indoor *and* outdoor Summer Conference Trade Show booth**
- **One (1) Complimentary Summer Conference registration**
- **Four (4) Complimentary Summer Conference Awards Banquet tickets**
- **Company logo on "OPTA Partnership" banners to be displayed at workshops, conferences, safety exercises and events**
- **State Associate membership**
- **Platinum partnership license plate**
- **Vendor Spotlight profile at least once per year in the OPTA eNews**

**GOLD Package: \$1000**

- **One (1) advertisement on website revolving cube (286x252)**
- **Link to your website listed under “Partners” and “Resources”**
- **Indoor Summer Conference Trade Show booth**
- **One (1) Complimentary Summer Conference registration**
- **Two (2) Complimentary Summer Conference Awards Banquet tickets**
- **Company logo on “OPTA Partnership” banners to be displayed at workshops, conferences, safety exercises and events**
- **State Associate membership**
- **Gold partnership license plate**

**SILVER Package: \$500**

- **Link to your website listed under “Partners” and “Resources”**
- **Indoor Summer Conference Trade Show booth**
- **Company logo on “OPTA Partnership” banners to be displayed at workshops, conferences, safety exercises and events**
- **State Associate membership**
- **Silver partnership license plate**

Package costs are billed yearly from July 1<sup>st</sup> to June 30<sup>th</sup>.

Please visit <http://optaschoolbus.org> and click on “Contact” to become a business partner!

Thank you for your interest and support of Oregon Pupil Transportation Association. We look forward to partnering with you and your company!

Sincerely,

The State Board of OPTA