



OREGON PUPIL TRANSPORTATION ASSOCIATION

TRADE SHOW & REGISTRATION INFORMATION

JUNE 28-30, 2021

CONTACT INFORMATION

Geoff Smoke (Booths, Donations), 503-431-4043 -or- 503-381-6370, tradeshow@optaschoolbus.org
Maggi Estes (Refreshments or Meal Sponsorship), 541-259-8931, maggi.estes@lebanon.k12.or.us
Riverhouse Hotel and Convention Center (Reservations), 1-866-453-4480 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 2021 OPTA Trade Show will be held Tuesday, June 29th 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

2021 OPTA Summer Conference and Trade Show Schedule:

- Monday, June 28th: OPTA Conference, Vendor Hospitality Dinner
- Tuesday, June 29th: OPTA Conference, Trade Show, Awards Banquet

- Wednesday, June 30th: OPTA Conference

Would you like to **advertise in the Conference Program** for attendees? This is a perfect way to have your company logo and message in front of all conference attendees for the duration of the Summer Conference! **Rates are: \$175 full page and \$125 for a half page advertisement.** Please contact Chris Ellison (chris_ellison@dds40.org) to secure your spot in the conference program!

We will present the Annual OPTA State Awards Tuesday, June 29th at a semi-formal banquet/dinner. Prepaid banquet registration and meals will not be refunded after May 21, 2021. 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 6/29/21" 2850 NW Rippling River Court Bend, OR 97701**

Upon arrival, stop at the conference registration desk for your booth assignment and nametag(s), and to drop off your donation (optional). Geoff Smoke, 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 Geoff!

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 21st**. 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 Geoff 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 Geoff Smoke, 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 **Tuesday, June 29th** 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 Monday afternoon at the Registration Desk, or they will be in your booth Tuesday.

REGISTRATION DEADLINE

Vendor registrations must be received by May 21st. 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: Geoff Smoke, Tigard-Tualatin SD, 6960 SW Sandburg St., Tigard, OR 97223.

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 professionals 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 21st to: Chris Ellison, David Douglas School District, 2900 SE 122nd Ave., Portland, OR 97236.

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

- Lunches
- Refreshments during breaks
- Vendor hospitality rooms -option to sponsor- contact Maggi Estes 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 1-866-453-4480 or 541-389-3111. Special conference rates are as follows:

<u>Deluxe Guestroom</u> Q or Q/Q or K	\$149 single	\$149 double
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To book your room, please call the Riverhouse direct. Be sure to mention “OPTA 2021” to receive your special conference rate.



Oregon Pupil Transportation Association

2021 Conference and Trade Show

VENDOR REGISTRATION



Please type or print legibly (fillable PDF). Vendor registration deadline is (received by) May 21, 2021.

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.				
INDOOR DISPLAY (OPTA Business Partners Receive ONE Indoor Display at No Charge)		Cost if by 5/21/21	Cost after 5/21/21	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 _____	\$
OUTDOOR DISPLAY (OPTA Platinum Partners Receive ONE Outdoor Display at No Charge)		Cost if by 5/21/21	Cost after 5/21/21	Total
Bus/truck/hoist display area (If you need tables add \$20 per table)		\$400	\$500	\$
Each additional space		\$200 x _____	\$300 x _____	\$
MEALS		Cost if by 5/21/21	Cost after 5/21/21	Total
Extra Thursday lunch		\$30 x _____	\$30 x _____	\$
Thursday Awards Banquet Dinner		\$40 x _____	\$40 x _____	\$
CONFERENCE PROGRAM ADVERTISING			Cost	Total
		Full Page	\$175 x _____	\$
		Half Page	\$125 x _____	\$
DONATIONS / SPONSORSHIP			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:				\$
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
OPTA Membership: \$20 State <input type="checkbox"/> \$15 NW Chapter <input type="checkbox"/> \$20 SW Chapter <input type="checkbox"/> \$55 ALL <input type="checkbox"/>				\$
GRAND TOTAL				\$

Please make check payable to **OPTA** and return with this completed form to:
Geoff Smoke, Tigard-Tualatin SD, 6960 SW Sandburg St., Tigard, OR 97223



**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 eNews letter. 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 1st to June 30th.

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