

the
transportation
alliance ◀



RevUp 2024

A SYMPOSIUM ON TRENDS IN
FLEETS & FLEET OPERATIONS

Niagara Falls, NY

Display & Sponsor Prospectus

June 18-20, 2024

DoubleTree by Hilton Hotel Niagara Falls

OPEN LETTER TO **INDUSTRY VENDORS**



Dear Vendors and Sponsors,

As the President of The Transportation Alliance, it is both an honor and a pleasure to extend a warm invitation to you to be part of our upcoming Summer Symposium, **RevUp 2024**, scheduled to take place in the captivating city of Niagara Falls, New York.

Our conference, slated to be held from June 18-20, will be a landmark event focusing on the latest trends in fleets and fleet operations within the transportation industry. The gathering promises to be a dynamic platform where industry leaders, experts, and innovators will converge to explore, discuss, and shape the future of transportation.

We believe that your esteemed organization, with its remarkable contributions to the transportation sector, would be a valuable addition to our conference. Your participation as a vendor or sponsor will enhance your brand's visibility and offer a unique opportunity to engage with a diverse audience of professionals and decision-makers in the field.

Here are a few key highlights of the benefits awaiting you as a vendor or sponsor at our conference:

Networking Opportunities:

Connect with key stakeholders, decision-makers, and industry influencers. Forge valuable partnerships and collaborations that can drive your business forward.

Brand Exposure:

Showcase your products, services, and innovations to a targeted audience interested in the latest trends in fleets and fleet operations. Maximize your brand visibility through strategic placement and engagement.

Thought Leadership:

Position your organization as a thought leader by participating in panel discussions/sessions. Share your insights and expertise with an engaged audience.

Discover Niagara Falls:

Take advantage of the convention being hosted in the iconic Niagara Falls. Explore the natural wonders, cultural richness, and hospitality of this picturesque location.

This vendor/sponsor prospectus provides detailed information about sponsor and vendor opportunities. We encourage you to review this document thoroughly and consider how your organization can contribute to and benefit from this unique event.

Your support as a vendor and or sponsor is crucial to the success of our conference, and we are confident that your participation will contribute significantly to the vibrancy and success of this gathering.

We eagerly anticipate the opportunity to welcome you to Niagara Falls and share in the success of RevUp 2024. Thank you for your consideration, and we look forward to seeing you at **RevUp 2024** and forging a successful partnership.

Warm regards,

Bill Yuhnke
President, The Transportation Alliance



ABOUT **REVUP2024**



RevUp 2024 brings together the following:

- Owners and managers (the decision makers) of passenger transportation companies located primarily in North America.
- Companies that sell a product or service to passenger transportation companies.
- Local, state, federal and international public sector entities such as regulatory agencies, universities and transportation procurement officials.
- State and local nonprofit trade associations affiliated with the for-hire passenger transportation industry.

QUALIFIED ATTENDEES

Every registration is reviewed to ensure those wishing to attend are in, or cater to, the transportation industry. Unregistered vendors may not participate in any official meeting functions, ensuring that we provide you with the highest buyer/seller ratio possible.

NON-CONFLICTING SCHEDULE

Our schedule maximizes everyone’s networking opportunities and devotes 6 full hours to vendors without competing events.

ACCOMMODATIONS

The host hotel for **RevUp 2024** is the DoubleTree by Hilton Niagara Falls, NY. The hotel has reserved a block of rooms for our group until **MAY 10, 2024**, or when the block sells out. The room rate for single/double occupancy is USD 170. Rates do not include taxes. [Book room here.](#)

DISPLAYS SCHEDULE

Tuesday, June 18, 2024

8:00am - 4:00pm.....Set-up Displays in Ballroom
2:00pm - 7:00pm.....TTA Registration Desk Open
5:00pm - 7:00pm.....Welcome Reception/Displays Open

Wednesday, June 19, 2024

8:00am - 9:30am.....Full Breakfast/Displays Open
12:00pm - 1:55pm.....Lunch/Displays Open
5:00pm - 6:15pm.....Reception/Displays Open
6:15pm - 8pm.....Displays Take Down

Thursday, 20, 2024

10:00am - Noon.....Displays Take Down Continue



WHY DISPLAY *AT REVUP 2024?*



RevUp 2024, The Transportation Alliance's new Summer Convention & Expo is coming to breathtaking **Niagara Falls, NY this June 18-20, 2024**, and you don't want to miss it!

By displaying at **RevUp 2024**, you'll have the chance to **showcase your products and services to a highly engaged audience of industry professionals and enthusiasts.**

Our **packages** offer a range of benefits, from logo placement and vendor space to speaking opportunities and more. Plus, as a vendor, our team will work closely with you to tailor any additional sponsorship package to your specific needs and goals to maximize your time at **RevUp 2024.**

You'll not only increase brand awareness and drive new business, but you'll also be supporting an event that celebrates innovation, collaboration, and growth in our industry.

Why display at **RevUp 2024**?

- Increase brand awareness among fleet operators across the U.S.
- Unique opportunity to connect with your target audience and showcase your brand.
- Gain visibility and reach potential customers.
- Get the chance to network in a relaxed and informal setting
- Demonstrate your company's support for the industry and position your brand as a thought leader.

How we market your brand pre, during, and post **RevUp 2024**:

- We employ a targeted, multifaceted marketing campaign that includes your linked logo on all promotional email communications to thousands of U.S. and International fleet operators.
- Your linked logo on **RevUp 2024** website.
- Customized social media posts highlighting your company's participation pre and post conference.
- Sponsors will have the opportunity to send a marketing email to the entire TTA mailing list promoting your brand and services. Number of "e-blasts" is determined by sponsorship level.



DISPLAY *DETAILS*



DISPLAY FEES FOR REVUP 2024

DISPLAY SIZE	TTA MEMBER FEE	NON-MEMBER FEE	COMPLIMENTARY REGISTRATIONS
10 x 6	\$1,510	\$1,760	1 per space
Outdoor Vehicle Display	\$250 (extra)	\$300 (extra)	1 per space

DISPLAY SPACES INCLUDE THESE BENEFITS

- 6 display hours.
- Listing in the convention program book and website.
- Admission to all convention and expo activities except board meetings.
- Customized social media post promoting your company's participation in the convention.
- Complimentary vendor registration.
- One 6' draped and skirted table, two chairs and one electrical outlet.
- A post-show mailing list is available to all vendors after completing the post-show survey.

VEHICLE DISPLAYS

- Participants wishing to display a vehicle will have a reserved space in the hotel parking lot. Spaces reserved will be as near the entrance as possible.

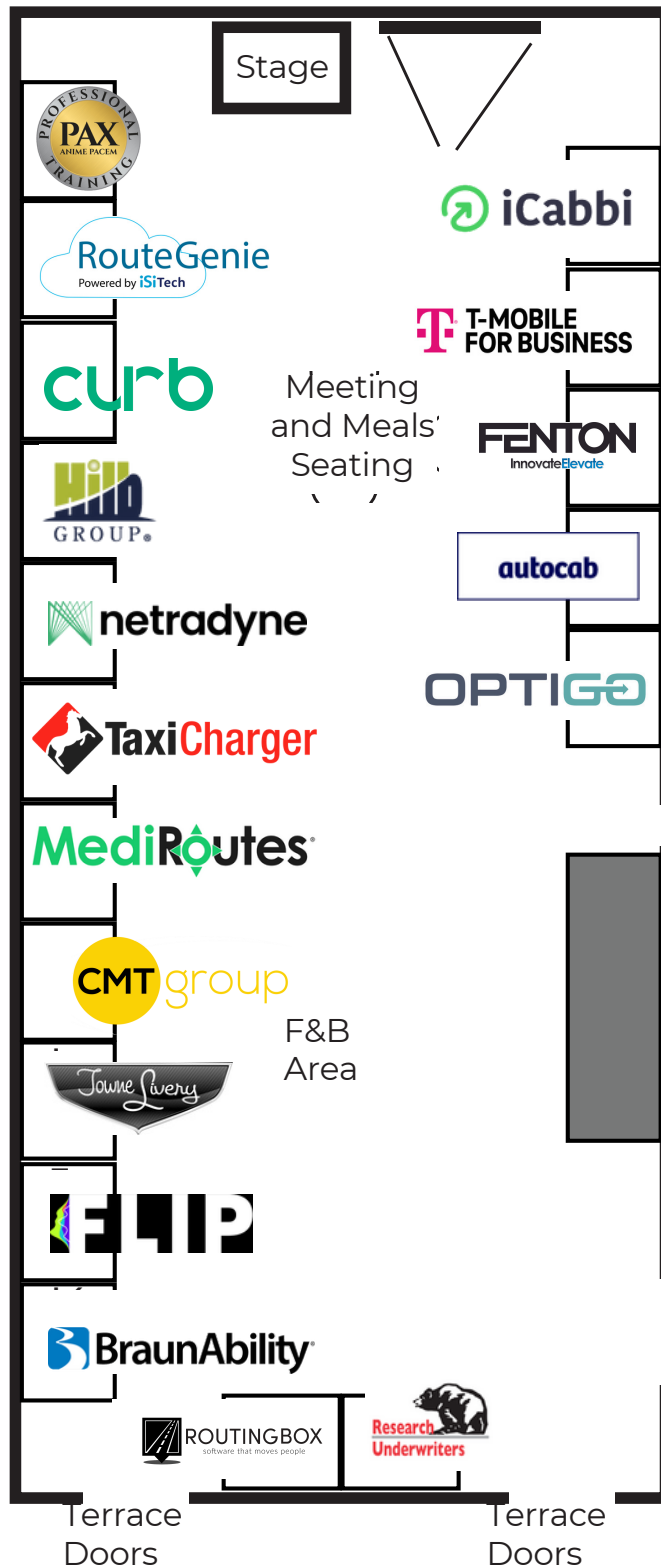
DISPLAY NOTES

- No decorator will be contracted for this conference.
- You may set up your company backwall as long as it fits within your 10' space.
- Floor banners allowed if set as a backwall.



DISPLAY LAYOUT

the
transportation
alliance



BECOME A *SPONSOR*



Maximize your company's presence at **RevUp 2024** by purchasing a sponsorship package. Our packages offer a range of benefits, from logo placement to speaking opportunities and more. Plus, as a vendor, our team will work closely with you to tailor any additional sponsorship package to your specific needs and goals to maximize your time at **RevUp 2024**.

BELOW ARE AVAILABLE SPONSORSHIP OPPORTUNITIES

TUESDAY, JUNE 18

TTA & TLPF BOARD REFRESHMENTS.....\$1,500

- Sponsor may speak for up to 5 minutes before the meeting begins. Sponsor receives logo signage at the event.

WELCOME OPENING RECEPTION FOOD.....\$5,000

- Logo signage displayed at entrance, on food stations, & logo tent cards on the tables.

WELCOME COCKTAIL RECEPTION BAR.....\$3,000

- Logo signage displayed at entrance, on bars, & logo tent cards on the cocktail tables.

WEDNESDAY, JUNE 19

EXPO BUFFET BREAKFAST.....\$5,000

- Logo appreciation signage will be displayed at the entrance and on the buffet stations.

EXPO LUNCH.....\$5,000

- Logo signage displayed at entrance, on food stations, & logo tent cards on the tables.

EXPO RECEPTION BAR.....\$3,000

- Logo signage displayed at entrance, on bars, & logo tent cards on the cocktail tables.

EXPO RECEPTION FOOD.....\$5,000

- Logo signage displayed at entrance, on food stations & logo tent cards on the tables.

THURSDAY, JUNE 20

PLATED BREAKFAST.....\$3,000

- Logo appreciation signage will be displayed at the entrance to the foyer and on the buffet stations.

BRANDED ITEM

BADGE LANYARDS\$2,500

- Printed with your one-color logo



SPONSORSHIP *BENEFITS*



SPONSORSHIP LEVELS

Gold: \$5,000

Silver: \$3,000

Bronze: \$2,500

Supporter: \$1,500

Benefit	Gold	Silver	Bronze	Supporter
Linked logo on RevUp 2024 website.	✓	✓	✓	✓
Logo on all promotional emails for RevUp 2024 . Customized social media post on TTA channels pre and post convention. Logo recognition during conference. Gold Sponsors receive top logo placement.	✓	✓	✓	✓
Pre-registration list (late May.)	✓	✓	✓	✓
# of Complimentary Full RevUp 2024 Registrations	1	1	1	1
# of e-blasts issued (March thru May.)	2	1	1	
Free Ad in TTA's Monthly Newsletter, Transportation Insights	1	1		

*If you have an idea for a sponsorship item not listed, please call TTA office to discuss.



TTA CONDITIONS OF *VENDOR'S RENTAL AGREEMENT*

1. Assignment of Display Space.

Space will be assigned by the The Transportation Alliance (TTA). TTA reserves the right to relocate display areas for the benefit of the vendor or for the betterment of the displays. No display space application shall be valid until accepted by TTA.

2. Payment of Display Space. Full payment is due at the time display space is requested. If full payment and signed contract are not received within 48 hours of TTA receiving vendor's space request, vendor forfeits his or her selection of that particular space.

3. Cancellation. Once a signed contract has been received, vendor space contract may not be canceled and fees will not be refunded.

4. Use of Display Space. (a) In the event that the vendor fails to pay for the space rental at the time of application, install his or her display within the time limit set for the opening, or comply with any provisions concerning his or her use of display space, TTA shall have the right to take possession of said space and resell same, or any part thereof. (b) All instructional demonstrations and/or activities as well as distribution of information material must be confined to the limits of the vendor's space. (c) Displays which include the operation of musical instruments, radios, sound motion picture equipment, public address systems, or noise-making machines must be operated so that the noise resulting from them will not annoy or disturb adjacent vendors and their patrons, and must be approved, at least two weeks before the show opens by TTA. (d) No vendor shall assign, sublet, or share the space assigned. (e) Vendor shall also comply with all reasonable requests of the officials of the display hall and TTA with respect to the installation, conduct and disassembly of its display.

5. Installation and Removal of Displays.

(a) All displays must be completely arranged by the time and date officially specified by TTA. (b) Noisy or unsightly work in any exhibitor's display space after the above deadline is prohibited during the exhibit hours. (c) Goods received after the opening of the show must be delivered to the space and arranged at times other than official display hours. (d) The deadline for clearance of all materials will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment by such time. (e) TTA reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store, and clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirements or to order such to be done at the sole expense of the exhibitor.

6. Operating Restrictions. (a) No firm, organization, or trade, regardless of its product, will be permitted to engage in selling, displaying, or order taking in the display hall except for contracted companies. (b) TTA reserves the right to restrict displays or remove any vendor or his or her representatives for violating this contract because of noise, method of operation, materials, or any other reason; and to prohibit or remove any displays, which, in the opinion of TTA, detracts from the general character or appearance of the display hall, or for any other reason. (c) The serving or distribution of food or alcoholic beverages by the vendors in the display hall is forbidden, unless otherwise approved by TTA. (d) The use of live models, performers, etc., shall be subject to the approval of TTA.

7. Care of Building and Equipment.

Vendors and their agents shall not injure or deface the walls, floors, or any part of the exhibit building, or booth materials and equipment of another vendor. When such damage appears, the vendor causing such damage is liable to the owner of the property so damaged.

8. Public Policy. (a) Each vendor is charged with knowledge of and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. (b) All displays must be flameproof and all hangings must clear the floor. Electrical wiring must conform with the National Electrical Code Safety Rules. If inspection indicates neglect in complying with these regulations, or otherwise presents a fire hazard or danger, TTA may cancel all or such part of a display as may be irregular, and effect the removal of same at the vendor's expense.

9. Vendor's Authorized Representative.

Each vendor shall provide TTA, in advance, the name of the person who will be in attendance and responsible for the installation, operation and removal of the exhibit. Said representative shall be authorized to enter into such service contracts as may be necessary, for which the vendor shall be monetarily responsible. All display personnel must be registered for the convention, must retrieve their own badges from the TTA Registration Desk, and must wear the Convention Badge at all times the display hall is open. Those not wearing their badges will be escorted to TTA Registration and made to register in order to re-enter the hall.

10. Music Licensing. Vendor acknowledges that the playing of live or recorded music at its booth may require the payment of copyright fees. Vendor agrees to reimburse TTA for any such fees charged to TTA that results from vendor's playing of music.

11. Hold Harmless Clause. Vendor agrees to protect, save and hold The Transportation Alliance and all agents and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the vendors or those holding under the vendor, and further, the vendor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the vendor, its agents, employees or business invitees, which arise from or out of or by reason of said vendor's occupancy and use of the display premises, the hotel or any part thereof. Vendor also releases The Transportation Alliance from liability for any expenses incurred or other damage suffered by the exhibitor if the Convention is canceled because of a strike, riot, act of God, terrorist activity, pandemic, or any other cause beyond TTA's control.

12. Hotel Liability. Vendors shall be fully responsible for paying for any and all damages to property owned by, its owners or managers which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, DoubleTree by Hilton Niagara Falls, NY, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from or's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any Vendor's accident or bodily injury or other occurrences to any person or persons, including the vendor, its agents, employees, and business invitees which arises from or out of the vendor's occupancy and use of the display premises.

13. Insurance. All property of the vendor will remain under his or her custody and control in transit to, from, and within the confines of the display hall, subject to the rules and regulations of the exposition. Vendors are advised to carry appropriate insurance to cover display materials against loss and damage, and public liability insurance against injury to the person and property of others. Vendor certifies by signing this contract that it carries at least \$1,000,000 U.S. in general liability insurance for displays and at least \$2,000,000 U.S. in general liability insurance for vehicle displays.



RECENT EXHIBITORS

AT TTA EXPOS



#TAXI
1-800-Taxicab
247 Security, Inc.
Abilitrax Dealer Sales
Acton Social Penske Professional Vehicles
Advantage Funding
AFLAC
All Trans Risk Solutions
Alternative Claims Management
Amalgamated Casualty Insurance Company
American Business Insurance Services
American Motor Products
American Specialty Insurance Group
American Taximeters
AMF-Bruns of America
AMTECH
AmTrust North America
AngelTrax Mobile Video Surveillance
Arkon Mounts
AsterRide, LLC
ATA Electronics
Atlas Financial Holdings
Autocab USA
Automated National Dispatch
AutoZone
Awash Systems
Azpired, Inc.
Bankers Insurance
BB&T-John Burnham Insurance Services
BiTS
BraunAbility
Brock Supply Company
BttnCabsolutely
Cabconnect
CabFare Technologies
CCSi
Centrodyne
Chauffeur Driven
Chetu, Inc.
Cindy Elbert Insurance
Claren Solutions
Clean Energy
CMT Group
Creative Infinity Co., LTD
Creative Wireless
CTS Software
Curb Mobility
Curtis Gabriel Corporation Dashride
Davey Coach Sales
DDS Wireless
Digital Ally, Inc.
DMP Co., Inc.
Draco Insurance Solutions
Driverge
Eastern States Insurance Agency, Inc.
eCab
Evolution Insurance Brokers
Fiat Chrysler Automobiles
Finite Technology
FinTaxi
First Chicago Insurance Company
Five Star Specialty Programs
Fleetbit
Fleetio
Flywheel Software Ford Motor Company
Fortress Systems International
FR Conversions
Freedom Motors FutureRide
Gata Labs, Inc.
Gauer Modules
Get A Cab
Globalkom Global Liberty Insurance Company of NY
Go Fast Cab
Green4U Technologies
Harris Corporation
HB Software Solutions
Hercules Car Wash
HERE Mobility
HiNT Peripherals
iCabbi
iCars
iDrive Global
iiX
Insurance Office of America
inTaxi Solutions
Integrated Vehicles & Equipment Leasing
iSi Technology
IT Curves
Irwin Siegel Agency, Inc.
Janus Cam
Karoo, Inc.
Kaptyn
Kestly Development
Kiely Hines & Associates Insurance
KIG Korotkin Insurance Group
LabCorp
Laird
LAVA Computer MFG, Inc.
Liberty USA of Michigan
Lighthouse Insurance Agency
LogistiCare Solutions
Magenta Technology
Marandy Data Solutions
Marron Layers, APC
Medallion Financial Corp.
Mercedes-Benz USA, LLC
Mitchell Humphrey
MJM Innovations
Mobile Knowledge Corp.
Mobility Ventures
MobilityWorks Taxi
Moovex
MTI Dispatch
MTM, Inc.
National Interstate Insurance Company
National Purchasing Partners
National Van Builders
Nauto
NBB Solutions
Newtek Business Services Corp.
Nexus Taxi Software
Nite-Lite Sign Co.
Nonpareil Care
Norton Medical Industries
Omni Cam
Operr Technologies
Outabout Systems Inc.
Pac Biz
Pacific Business Services
P.A. Post Agency, LLC
PassTime GPS
Pathfinder Payment Solutions
Paratransit Insurance Co.
Peak Performance Software Corp.
Planet Halo
Professional Insurance Center
Pro-Lite, Inc.
Propel Insurance
Pulsar Technologies
Q'Straint
QUp World, Inc.
RedRoute, Inc.
Research Underwriters
Revisibility
Ride-Away Wheelchair Vehicles
RLL Insurance Agency
RouteMatch Software
RoutingBox
RSI Insurance Brokers, Inc.
RX Insurance Services
Savaria Vehicle Group
Sovereign Risk Solutions
Specialty Unlimited Agency
Sunset Vans Inc.
SuperVision
T-Mobile
Taxi Butler
Taxi Charger
Taxicab Products
Taxifedback.com
TaxiRide
Taylor Agency
TCI Mobility
The Black Car Fund
The Hudson Group
The Tenney Group
TID Insurance Brokers
TomTom Telematics
TransCard
Transcast, Inc.
Translogic Tech
Transportation Management Systems
TranSubro, Inc.
Trapeze Group
UDI
Unified Software, LLC
Universal Payment Systems
Universal TranWare, LLC
Vantiv
VerifEye Technologies
VeriFone
Verizon Wireless
VGM Insurance
WaveCrest Payment Services
Wireless Edge
Wise Mobility
Yodle
Xero Pay
Zendrive

