



# OREGON PUPIL TRANSPORTATION ASSOCIATION

## TRADE SHOW & REGISTRATION INFORMATION

**JUNE 17-20, 2024**

### CONTACT INFORMATION

Chris Ellison (Booths, Donations), 503-492-4921 x3310, [cellison@rsd7.net](mailto:cellison@rsd7.net)

Tanya Adams (Refreshments or Meal Sponsorship), 503-256-6526, [tanya\\_adams@ddsd40.org](mailto:tanya_adams@ddsd40.org)

Riverhouse Hotel and Convention Center (Reservations), 458-281-0306 or [Riverhouse OPTA 2024](https://www.riverhouseopta.com)

### 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 2024 OPTA Trade Show will be held Wednesday, June 19<sup>th</sup> from 12:30-3:30 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

2024 OPTA Summer Conference and Trade Show Schedule:

- Monday, June 17<sup>th</sup>: OPTA Leadership Summit, Bowling Tournament, Vendor Welcome Reception

- Tuesday, June 18<sup>th</sup>: OPTA Leadership Summit, OPTA Conference, OPTA Fun Night (Sponsored by Peterson Trucks, Schetky NW, and Western Bus Sales)
- Wednesday, June 19<sup>th</sup>: OPTA Conference, Trade Show, OPTA Awards Banquet
- Thursday, June 20<sup>th</sup>: OPTA Conference concludes...

On Monday, June 17<sup>th</sup>, will be OPTA's Leadership Summit and "Vendor Welcome Reception". The "Vendor Welcome Reception" is scheduled for Monday evening, June 17<sup>th</sup> from 6:00-9:00 pm. This is designed as a relaxed, light-hearted event where you can mingle and chat with our Leadership Summit attendees! The cost for the "Vendor Welcome Reception" is \$500/vendor plus a raffle basket/package with a not-to-exceed value of \$100. ***Special recognition for sponsorship of the Vendor Welcome Reception will be in the conference program as well as the reception night itself.*** The raffle basket/package item will be awarded at our Annual OPTA State Awards Banquet on Wednesday, June 19<sup>th</sup> (please see banquet information below). With participation in the Vendor Welcome Reception, vendors will also participate in the Leadership Summit, scheduled for Monday, June 17<sup>th</sup> from 8:00-12:00 and Tuesday, June 18<sup>th</sup> from 8:00-11:00. The Leadership Summit is for decision makers (Directors, Managers, Supervisors) and their direct influencers (Lead Mechanics, Driver Trainer, Assistant Supervisors). Vendors will have face time with attendees in small groups, as well as a dedicated time in front of all attendees, while receiving leadership training. ***Please contact Chris Ellison ([cellison@rsd7.net](mailto:cellison@rsd7.net)) by May 17, 2024 to secure your spot in the "Vendor Welcome Reception".*** Have questions? Please feel free to contact Chris!

Consider attending the "Gutter Done for the Big Yellow Bus" Bowling Tournament! This will be held on Monday, June 17<sup>th</sup>. This is a great way to get to know other bowling/conference attendees! More information will be posted on the OPTA website soon!

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 ([cellison@rsd7.net](mailto:cellison@rsd7.net)) to secure your spot in the conference program!

We will present the Annual OPTA State Awards Wednesday, June 19<sup>th</sup> at a semi-formal banquet/dinner. Prepaid banquet registration and meals will not be refunded after May 17, 2024. 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 6/19/24" 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). Chris Ellison and/or Teri Brady, our trade show coordinators, will be available to assist you should you have questions. Vendor Packets will contain booth assignment, nametag(s), show diagram, conference schedule, and a copy of your registration. If you have any other questions, please feel free to contact Chris!

## BOOTHS

All booths will be assigned on a "first-come, first-served" basis based on the date that the completed vendor registration is received. Registration must be **received** by May 17<sup>th</sup> to secure the early bird rate (\$100 discount on each booth/display). OPTA Business Partners receive one booth space, free of charge, at our annual conference Trade Show. Please contact Chris 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 is no access to an electrical source. If needed, you will need to provide your own electrical source for outside displays. 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 Chris Ellison, 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 **Wednesday, June 19<sup>th</sup>** starting at 7:00 am. Tear down will take place beginning at 3:30 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 4:30 pm. Your Vendor packets will be available by Tuesday afternoon at the Registration Desk, or they will be in your booth Wednesday.

## REGISTRATION DEADLINE

Vendor registrations must be received by May 17<sup>th</sup> to secure the early bird rate. Please see the registration form for details. Send completed registration form with check (made payable to OPTA) to: Chris Ellison, Reynolds SD Transportation Services, 1204 NE 201<sup>st</sup> Ave., Fairview, OR 97024.

## 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 benefits 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. Your company name and logo will also be included in the Summer Conference program. 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 17<sup>th</sup> to: Chris Ellison, Reynolds SD Transportation Services, 1204 NE 201<sup>st</sup> Ave., Fairview, OR 97024.

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

- Lunches
- Refreshments during breaks
- 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 458-281-0306. Special conference rates are as follows:

Deluxe Non-View	\$169 single	\$169 double
Superior Riverview	\$186 single	\$186 double

To book your room, please call the Riverhouse direct or use [this online link](#). Be sure to mention “OPTA 2024 Conference” to receive your special conference rate.



# Oregon Pupil Transportation Association

## 2024 Conference and Trade Show

### VENDOR REGISTRATION



Please type or print legibly (fillable PDF). Vendor registration deadline is (received by) May 17, 2024.

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 5/17/24	Cost after 5/17/24	Total
Single space (8' table, 2 chairs, 1 lunch ticket) Need Electricity? <input type="checkbox"/> Yes <input type="checkbox"/> No		\$450	\$550	\$
Each additional space (If you need an extra table add \$20)		\$250 x _____	\$350 x _____	\$
<b>OUTDOOR DISPLAY</b> (OPTA Platinum Partners Receive ONE Outdoor Display at No Charge)		Cost if by 5/17/24	Cost after 5/17/24	Total
Bus/truck/hoist display area (If you need tables add \$20 per table)		\$450	\$550	\$
Each additional space		\$250 x _____	\$350 x _____	\$
<b>MEALS</b>		Cost if by 5/17/24	Cost after 5/17/24	Total
Extra Wednesday lunch		\$30 x _____	\$30 x _____	\$
Wednesday Awards Banquet Dinner		\$40 x _____	\$40 x _____	\$
<b>CONFERENCE PROGRAM ADVERTISING</b>			Cost	Total
		Full Page	\$175 x _____	\$
		Half Page	\$125 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:				\$
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
<b>Are you interested in participating in the "Vendor Welcome Reception" on 6/17/24? (\$500)</b> <b>(for more information, please see page 2 or call Chris Ellison at 503.492.4921 x3310 by 5/17/24)</b>				\$
OPTA Membership: \$20 State <input type="checkbox"/> \$20 NW Chapter <input type="checkbox"/> \$20 SW Chapter <input type="checkbox"/> \$60 ALL <input type="checkbox"/>				\$
<b>GRAND TOTAL</b>				\$

Please make check payable to **OPTA** and return with this completed form to:  
Chris Ellison, Reynolds SD Transportation Services, 1204 NE 201st Ave., Fairview, OR 97024



**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**
- **Link to your website listed under "Partners" and "Resources"**
- **Access to our full Summer Conference Attendee list**
- **One (1) Prime indoor Summer Conference Trade Show booth *and* One (1) outdoor Bus/Vehicle display**
- **One (1) Complimentary Summer Conference registration**
- **Four (4) Complimentary Summer Conference Awards Banquet tickets**
- **One (1) Complimentary half-page advertisement in Summer Conference program**
- **Company logo on "OPTA Business Partner" page in Summer Conference program**
- **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**
- **Link to your website listed under “Partners” and “Resources”**
- **One (1) Indoor Summer Conference Trade Show booth**
- **One (1) Complimentary Summer Conference registration**
- **Two (2) Complimentary Summer Conference Awards Banquet tickets**
- **Company logo on “OPTA Business Partner” page in Summer Conference program**
- **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 Business Partner” page in Summer Conference program**
- **State Associate membership**
- **Silver partnership license plate**

Package costs are billed yearly from January 1<sup>st</sup> to December 31<sup>st</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