

"I was able to see the new upcoming technology that some day I will be able to add to my fleet."

— Scott Boubek, President, COO, Y DRIVE Limousine Service LLC, Delavan, WI

Reserve Your Booth and Sponsorship Today!

BusCon 2009 Schedule At-A-Glance (subject to change)

Monday, September 14	
8:00am - 5:00pm	Exhibitor Move-In
5:30pm - 7:00pm	 Welcome Reception
Tuesday, September 15	
12:00pm - 5:00pm	Exhibit Hall Open
5:00pm - 7:00pm	Networking Reception
Wednesday, September 16	
10:00am - 2:00pm	Exhibit Hall Open
2:00pm - 5:00pm	Exhibitor Move-Out



Show Site Address
Navy Pier, Festival Hall A
600 East Grand Avenue
Chicago, IL 60611

Headquarter Hotel
Hyatt Regency Chicago
151 East Wacker Drive
Chicago, Illinois, USA 60601
Tel: 888-421-1442

"(I was) able to meet with a variety of vendors in one place."

— Jim Caco, Chicago Transit Authority, Chicago, IL



Buses, Buses, and More Buses!
All shapes! All Sizes!

BusCon

America's Biggest Bus Convention

2009 Exhibitor and Sponsorship Opportunities



"This show is a fantastic opportunity for the industry to showcase the best of what we all do!"

— Kevin Gebner, Penske, Franklin Park, IL

SEPTEMBER 15-16, 2009

Navy Pier • Chicago

MONDAY, SEPTEMBER 14
Welcome Reception

TUESDAY, SEPTEMBER 15 - WEDNESDAY, SEPTEMBER 16
Conference and Exhibits

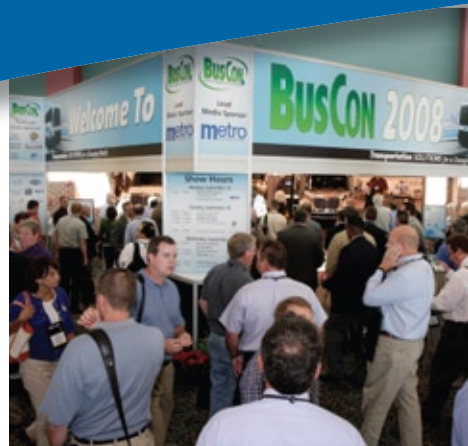
Produced by 

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"BusCon was a great venue to connect with current customers and meet new ones. We will definitely be participating in BusCon 2009."

~ Michelle Silvestro, National Interstate Insurance Company, Richfield, OH



Why You Should Exhibit at BusCon 2009

There is a reason the bus community has embraced BusCon as the industry's main event. BusCon has been the most extensive gathering of private- and public-sector decision-makers for over 13 years and continues to lead the way in bringing new technology to the forefront.

With its comprehensive marketing promotions, BusCon brings bus buyers "out of the woodwork," providing exhibitors with an opportunity to see a multitude of fresh new faces. More than half of those who attended BusCon 2008 were first-timers! Compare that to other conventions. If you are looking for new customers, exhibit at BusCon.

BusCon 2008 Statistics

- Despite the economic status in 2008, BusCon brought in **2,000 attendees!**
- Average shuttle/bus fleet size per attendee: **368 vehicles.**
- **77%** of attendees bought or plan to purchase items from BusCon's exhibitors.
- **73%** of attendees were directly responsible or make recommendations for purchasing decisions.
- **64%** were first-timers.
- **151 exhibitors** on a sold-out 115,000-square-foot show floor.
- **84%** Exhibitors are planning to exhibit at BusCon 2009!
- **76%** Exhibitors agree Chicago is a great location, and 84% consider Navy Pier as a great venue to hold BusCon.
- Endorsed by **10 industry associations.**

BusCon 2008 Attendee Survey Results

Attendees want to see *more* exhibitors come from the following industry sectors:

- ADA-Related Suppliers and Safety Technology
- Custom-Made Parts
- Upgrades to Existing Fleets
- Transit and School Bus Manufacturers
- New Technologies
- Hybrid and Green-Effort Companies
- Alternate Fuels and Conversion Suppliers
- Simulators and Training Technology
- Maintenance Products and Services
- Used Equipment Dealers, Buses and Parts
- Insurance and Funding Assistance
- West Coast Vehicle Manufacturers



BusCon is the most cost effective and efficient way to reach buyers. We do all of the legwork to bring the buyers to your storefront. BusCon is a great complement to your marketing efforts. Exhibitors love the new faces they see at BusCon.

BusCon is exhibitor friendly. For exhibiting companies we offer competitive pricing and as always, **FREE carpet!** Due to the status of the economy, prices will remain the same as 2008!

Top Attendee Categories:

- Public Transit
- Tour & Charter Service
- Limousine Services
- University/College
- Airport & Ground Transportation
- Rural Transit
- Bus Dealers
- Private Companies



The Value of a BusCon 2009 Sponsorship

Twelve companies signed-on to sponsor BusCon 2008 and realized the return on investment that a sponsorship brings. A sponsorship is a great way to get your message to qualified buyers and stand-out among the rest! The numbers speak for themselves!

If you sign up to sponsor BusCon 2009, you will get nearly one million impressions! Where else can you get this kind of targeted marketing?

- Over 150,000 Direct Mail impressions.
- Over 200,000 Internet Promotion impressions.
- Over 550,000 Advertising impressions.

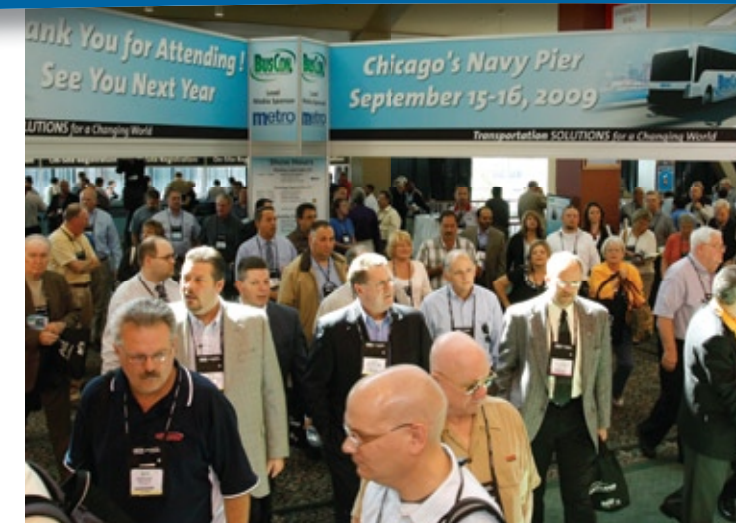


Save \$2,850! **2009 Advertising Sponsorship Package \$2,600**
Drive traffic to your booth! The BusCon advertising sponsorship package provides exhibitors with a variety of print and onsite promotions that puts your product and company message front and center for all attendees to see! **A \$5,450 value!**
Sponsorship Includes:

- One 1/2 page four-color ad in the official BusCon event guide (\$600 value)
- Directory logo listing in the official BusCon event guide (\$200 value)
- One dedicated email promotion solely featuring your participation in BusCon to our entire BusCon and Metro Magazine database (\$3,850 value)
- One show bag insert for all attendees to receive on-site (\$800 value)

BusCon Event Guide Advertising

Cover Page (4-color)	\$1,500
Full Page (4-color)	\$1,200
Half Page (4-color)	\$600
Directory Logo Listing (4-color)	\$200



Sponsorship Menu (subject to availability)

Lead Sponsor (exclusive)	\$25,000
Networking Cocktail Reception (exclusive)	\$18,000
Opening Welcome Reception (exclusive)	SOLD!
Host Dealer (exclusive)	SOLD!
Shared Show Bag (two available)	\$8,000
Aisle Signs in the Exhibit Hall (exclusive)	\$7,500
Official Host Hotel Room Key Cards (exclusive)	\$7,000
Official Host Hotel In-Room Channel (three days)	\$7,000
Registration (exclusive)	\$6,500
Internet Café (exclusive)	\$6,500
Lunch Sponsorship (one available)	\$6,500
University Transit Track with Breakfast (exclusive)	\$6,500
Featured Sponsor (two available)	\$6,000 ea.
Badge Holders (exclusive)	\$6,000
Column Wrap in the Registration Area (four available)	\$5,000 ea.
Buffet Breakfast (one available)	\$4,500
Luggage Check (exclusive)	\$4,500
Daily Coffee Breaks (two available)	\$3,500 ea.
After Lunch Dessert (one available)	\$3,000
Website Banner (two available)	\$3,000 ea.
Registration Pens (exclusive)	\$3,000
Hotel Room Drop (four available)	\$2,500 ea.
Attendee Badge Mailing (exclusive)	\$2,500
Attendee E-Promo (four available)	\$1,025 ea.
Show Bag Insert (six available)	\$800 ea.