

15th Annual

BUSCON

America's Convention for Buses

PAVING the Road to SUCCESS

September 29-30, 2010
Navy Pier • Chicago

2010 Exhibitor and Sponsorship Opportunities

I do not ever recall seeing as many name badges of end users as I saw at this year's show. Not only were they in the booth, they were buying. Dealers and their entire sales staffs from across the country were at BusCon to look and learn about all the new product offerings.

2009 BusCon Exhibitor

BUSCON

America's Convention for Buses



Why You Should Exhibit at BusCon 2010

FREE CARPET FOR ALL BUSCON EXHIBITORS!

For 15 years, BusCon has been the most extensive gathering of private and public-sector decision-makers in North America! Over 2,000 attendees visited our annual tradeshow, 61% of whom were first-timers and likely new prospects for exhibitors. Where else can you find that many sales leads under one roof? Now that's some serious networking power!

BusCon brings bus buyers and dealers together in one location providing exhibitors with an opportunity for tremendous business.

2009 STATISTICS

- BusCon 2009 brought in over 2,200 quality attendees!
- 42% Attendees held top job titles such as President, VP and General Manager.
- 81% Attendees were directly responsible or make recommendations for purchasing decisions.
- 61% Attendees were first-timers who are open to new products and ideas.
- 82% Exhibitors achieved their goals at BusCon 2009.
- 84% Exhibitors are planning to exhibit at BusCon 2010.
- 92% consider Navy Pier as a great venue to hold BusCon.
- 140 Exhibitors and 59 vehicles on a 115,000-square-foot show floor.
- Endorsed by 10 industry associations.

TOP ATTENDEE CATEGORIES:

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

"Without a doubt the most diverse grouping of attendees of any industry conference I attend."
Michael P. Melaniphy, VP Public Sector, Motor Coach Industries, Inc., Schaumburg, IL

ATTENDEES WANT TO SEE MORE OF THE FOLLOWING TYPES OF EXHIBITORS:

- Buses in All Shapes and Sizes
- ADA-Related Suppliers and Safety Technology
- Custom-Made Parts
- Upgrades to Existing Fleets
- Transit Buses
- 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—the most cost-effective and efficient way to reach buyers.
Exhibitors receive maximum exposure before, during and after the show!
BusCon—a valuable addition to your marketing efforts.*

Expect Real Value in a BusCon 2010 Sponsorship

A BusCon sponsorship is a great way to get your message to qualified buyers and stand-out among the rest!

If you sign up to sponsor BusCon 2010, 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



2010 ADVERTISING SPONSORSHIP PACKAGE **\$2,600**

Save \$2,850!

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 4-color ad in the official BusCon event guide
- Directory logo listing in the official BusCon event guide
- One dedicated email promotion solely featuring your participation in BusCon to our entire BusCon and Metro Magazine database
- One show bag insert for all attendees to receive on-site

SPONSORSHIP MENU (SUBJECT TO AVAILABILITY)

Lead Sponsor (exclusive)	\$25,000
Networking Reception (exclusive)	\$20,000
Welcome Reception (exclusive)	SOLD!
Host Dealer (exclusive)	\$10,000
Internet Café (exclusive)	\$6,500
Lunch Sponsorship (two available)	\$6,500 ea.
Registration Sponsorship (exclusive)	\$6,500
Badge Holders (exclusive)	SOLD!
Breakfast (exclusive)	SOLD!
Luggage Check Sponsorship	\$4,500
Shared Show Bags (two available)	\$4,000 ea.
University Transit Track	\$3,000
After Lunch Dessert	\$3,000
Registration Pens (exclusive)	\$3,000
Daily Coffee Breaks (two available)	\$2,500 ea.
Website Banner (posted until one month after the show)	\$2,500
Attendee Badge Mailing (exclusive)	\$2,500
Internet E-Promo (four available)	\$1,300 ea.
Show Bag Insert (six available)	\$800 ea.

BUSCON EVENT GUIDE ADVERTISING

Cover Page (4-color)	\$1,500
Full Page (4-color)	\$1,200
Half Page (4-color)	\$700
Directory Logo Listing (4-color)	\$150

BCS11-18.10

I have attended several BusCons over the years and the quality of the exhibitors seemed higher and more varied than usual. I came home with a suitcase of literature which I haven't done in a very long time.

Evie Wills, Sales Representative, American Bus & Coach, Bordentown, NJ

RESERVE YOUR BOOTH AND SPONSORSHIP TODAY!

BUSCON 2010 SCHEDULE AT-A-GLANCE (SUBJECT TO CHANGE)

Tuesday, September 28

8:00am - 5:00pm	Exhibitor Move-In
5:30pm - 7:00pm	 Welcome Reception

Wednesday, September 29

9:00am - 12:00pm	BusCon Seminars
12:00pm - 5:00pm	Exhibit Hall Open
5:00pm - 7:00pm	Networking Reception

Thursday, September 30

10:00am - 2:00pm	Exhibit Hall Open
2:00pm - 5:00pm	Exhibitor Move-Out

**SPECIAL RATE:
\$229**

The BusCon room block will be available until September 1, 2010 or until the block is full.



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, IL 60601
888-421-1442

**Buses, Buses, and More Buses!
All Shapes! All Sizes!**



I was able to see a lot of the vendors that we use at CTA all in one place.
Jim Caco, Engineer IV, Chicago Transit Authority, Chicago, IL

BusCon helped in future planning. We need to know what is coming in the future so that we can develop in that direction.

Curtis Webb, Director of Maintenance, CARTS, Austin, TX

Phone: **800-576-8788** • Fax: **310-533-2511**

Email: **courtney.silbiger@bobit.com** • **www.BusConExpo.com**

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