



# 2019 transportationcamp

JANUARY 12 | WASHINGTON, DC

**SPONSORSHIP OPPORTUNITIES**

Mobility Lab™





# GET TO KNOW TRANSPORTATIONCAMP

## ABOUT

TransportationCamp is the premiere transportation and technology unconference of the year.

Hundreds of thinkers and doers in the fields of transportation and technology come together each year to share, get inspired, and move transportation forward in new and exciting ways.

This is not your traditional conference. In addition to talks and presentations from big names in the field, the heart of TransportationCamp is attendee-led sessions and activities.

## EVENT HIGHLIGHTS



### Remarkable Content

Catch up with the latest trends in transportation, from dockless vehicles to bus network redesigns.



### Entertainment

Socialize at our post-event reception, hosted by event sponsors.



### Networking Opportunities

Meet like-minded professionals and experts, many of who are in town for the Transportation Research Board's annual conference, the largest of its kind in the world.



### Growing Movement

There are more than 10 TransportationCamps held in different cities across the country each year.

# OUR ONLINE PRESENCE



**@TRANSPOCAMP**

Trended #1 nationally for 12 hours during the 2018 DC event.



**MOBILITY LAB**

Transportation-behavior news source and research center with a targetted audience over 30,000.



**#TRANSPORTATIONCAMP**

Nearly 500 active members and counting on the new LinkedIn group.



Andy Taylor  
@AndyMobility

Following

#Transpo18

Smile!

@CubicTS happy to sponsor such a great event again!



2:07 PM - 6 Jan 2018



Aaron Landry for ANC 2B04  
@s4xton

Following

This #Transpo18 session is an hour of transportation nerds talking without saying a word of jargon or @AZenner honks a horn at you. And the lights don't work. Refreshingly comedic (and difficult). #honk #honk #honk @blackurbanist @joanneliveshere @mamakoid



Mobility Podcast  
@MobilityPodcast

Following

Another great @transportationcamp in the books! Shout out to all the volunteers, facilitators, and fellow campers for an inspiring day.



Ria Kontou, Ph.D.  
@ria\_kontou

Following

What a wonderful @TranspoCamp !  
#transpo18



Nick Wood  
@nickwood

Following

Great #transpo18 discussion on moving beyond traffic engineering for Vision Zero, incorporating public health perspective @Rockmiller @TranspoCamp





# WHAT WE'RE ABOUT



1 DAY

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500+  
PASSIONATE ATTENDEES

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4  
KEYNOTES & SPOTLIGHTS

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60+ EDUCATIONAL  
SESSIONS

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transportationcamp

Mobility Lab™



# WHAT THEY SAY



*"I was so impressed with the range and quality of people you attracted. I had a lot of great conversations and met so many smart people. Thanks so much for having me. I think all of the learning will help me write smarter stories and better inform the public regarding important transportation stories."*

**Matt MacFarland**  
Technology Reporter  
CNN



*"At DS&MG we're always looking to expand our brand and our reach, so hosting TransportationCamp has really been amazing. Everyone here is just buzzing around. Whether it's on their phones or on their computers, they're super engaged on social and in person—keeping the conversation around transportation alive."*

**Lois DeMeester**  
Chief Executive Officer  
Destination Sales & Marketing Group



*"TransportationCamp DC is a really innovative event attended by both up-and-comers and veteran pros in the transportation space. Not only was it an engaging day, but we also got a 10 percent increase in qualified leads from Zipcar's exposure as a Gold level sponsor. Win-win!"*

**Justin Holmes**  
Director, Corporate Communications  
Zipcar





## **DEVELOP RELATIONSHIPS AND DRIVE BUSINESS**

Get your organization's name in front of the people who are working on the latest and greatest at the intersection of transportation and technology by sponsoring this year's event.

You won't want to miss this unique opportunity to help shape this innovative, inspiring, and diverse transportation gathering. We need your support to uphold a forum for collaboration and kickstart challenging conversations about the future of transportation both here in DC and around the world.

In addition to exposure, active participation, and networking, your contribution will help to keep costs reasonable for attendees, attracting a wide range of professionals and students to TransportationCamp DC 2019.



# THE PLATINUM OPTION

**\$15,000 - (ONE PARTNER)**

*Your brand will be a dominating force that will have attendees showing their love long after TransportationCamp.*

## THE EXPOSURE

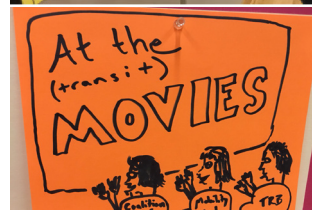
- Lunch keynote and table promotions
- Special recognition at introduction
- Exhibit table space
- Host-branded unconference session

## THE MARKETING

- Top-tier sponsor logo on all event signage and collateral
- Co-branding on event lanyards
- Branded linens at registration (provided by sponsor)
- Co-branded tote bags for each attendee
- Logo listed on TransportationCamp.org and MobilityLab.org
- Logo listed prominently on email correspondence to 10K+ TransportationCamp subscriber list
- Rights to include TransportationCamp DC sponsorship in your own communications
- Table promotions at breakfast, lunch, and three coffee breaks.

## EVENT ACCESS

- Free entrance to TransportationCamp for up to 10 individuals





# THE GOLD OPTION

## \$10,000 - (THREE PARTNERS)

*Your brand will be an established presence at TransportationCamp and well beyond.*

### THE EXPOSURE

- Lunchtime remarks
- Recognition at introduction
- Exhibit table space
- Host a co-branded session with other Gold Sponsors

### THE MARKETING

- Co-branded tote bags for each attendee
- Second-tier sponsor logo on event signage and collateral
- Logo listed on TransportationCamp.org and MobilityLab.org
- Logo listed prominently on email correspondence to TransportationCamp 10K+ subscriber list
- Rights to include TransportationCamp DC sponsorship in your own communications
- Table promotions at breakfast and three coffee break

### EVENT ACCESS

- Free entrance to TransportationCamp for up to 5 individuals





# THE SILVER OPTION

**\$5,000 - (UNLIMITED)**

*Engage with attendees to create long-lasting, memorable experiences and relationships.*

## THE EXPOSURE

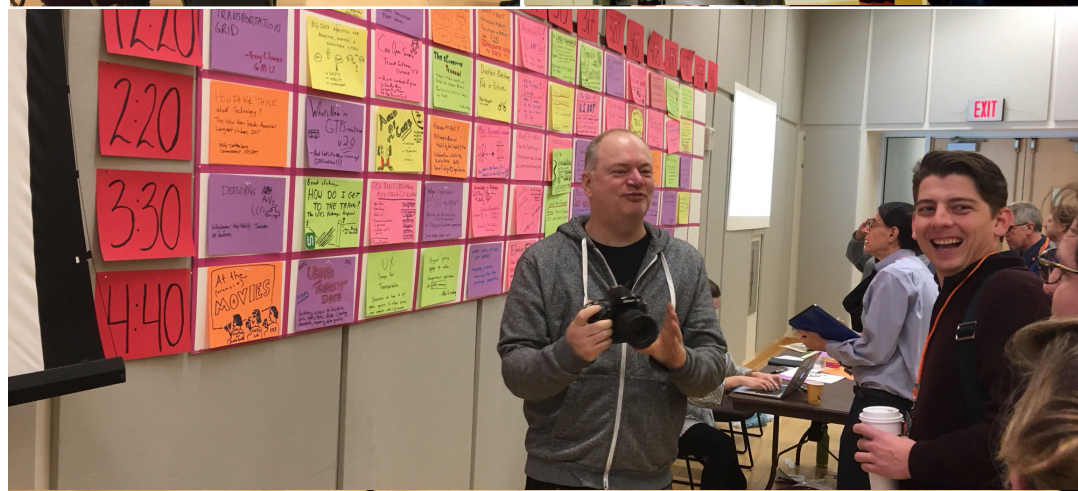
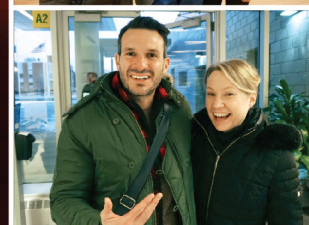
- Lunchtime remarks
- Recognition at introduction
- Exhibit table space
- Host an unbranded unconference session

## THE MARKETING

- Co-branded tote bags for each attendee
- Third-tier sponsor logo on event signage and collateral
- Logo listed on TransportationCamp.org and MobilityLab.org
- Logo listed prominently on email correspondence to TransportationCamp 10K+ subscriber list
- Rights to include TransportationCamp DC sponsorship in your own communications

## EVENT ACCESS

- Free entrance to TransportationCamp for up to 2 individuals





# THE BRONZE OPTION

**\$3,000 - (UNLIMITED)**

*Make your brand a part of the TransportationCamp movement and connect with attendees in a meaningful way.*

## THE EXPOSURE

- Recognition at introduction
- Exhibit table space

## THE MARKETING

- Inclusion on event signage and collateral
- Logo listed on TransportationCamp.org and MobilityLab.org
- Logo listed on email correspondence to 10K TransportationCamp subscriber list
- Rights to include TransportationCamp DC sponsorship in your own communications

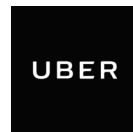
## EVENT ACCESS

- Free entrance to TransportationCamp for 1 individual





# THANK YOU TO SPONSORS







## GET IN TOUCH

We look forward to helping create your success story!

Confirm participation today! The sooner you sign up to sponsor, the more you can leverage our team and maximize your investment.

For more information, email Leib Kaminsky at [leib.kaminsky@mobilitylab.org](mailto:leib.kaminsky@mobilitylab.org)



### STAY CONNECTED

[transportationcamp.org/  
events/dc2019](https://transportationcamp.org/events/dc2019)



### TWITTER

@TranspoCamp  
#transpo19

# Mobility Lab<sup>TM</sup>