

# MOBILIZE 2026



*Anaheim, CA*

**ENJOY THE RIDE**

*October 26-28, 2026*

## **EXHIBITOR & SPONSOR PROSPECTUS**

**Hyatt Regency Orange County**  
11999 Harbor Blvd., Garden Grove, CA 92840.

# LETTER FROM THE PRESIDENT



Mobilize 2026 is where the ground passenger transportation industry comes together to connect, collaborate, and move forward. This year, we're bringing that momentum to Anaheim, California.

Mobilize 2025 showed that we're back with record-breaking attendance this past decade! We are expecting strong participation again at this year's event, creating unmatched opportunities to network with industry leaders and decision-makers seeking practical solutions in an evolving marketplace. This is your opportunity to engage directly with transportation leaders looking for an edge in the rapidly changing world of ground passenger transportation.

This is the only convention where you can connect with such a diverse cross-section of industry. Through expanded networking opportunities and a dynamic exhibit environment, you'll have the chance to demonstrate your solutions, build meaningful relationships, and showcase how your organization supports the mobility ecosystem.

Maximize your impact by taking advantage of our wide range of sponsorship opportunities designed to increase visibility and foster deeper engagement with attendees. Whether you join us as a sponsor or exhibitor, Mobilize 2026 offers a powerful platform to position your organization as a leader within the transportation community.

Now is your opportunity to take center stage at Mobilize 2026 in Anaheim, where transportation leaders collaborate for success, learn, connect, and drive transportation forward.

I look forward to welcoming you to Anaheim.

William Rouse  
President, The Transportation Alliance



# ABOUT THE EVENT



## ATTENDEE PROFILE

The trade show 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.

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



## EXHIBIT HALL SCHEDULE

### Monday, October 26

8:00am – 3:00pm.....Decorator Set-up  
12:00pm – 2:00pm.....Vehicle Move-in  
2:00pm – 5:00pm.....Exhibitor Set-up

### Tuesday, October 27

12:00am – 2:00pm.....Grand Opening in Expo Hall  
4:30pm – 7:00pm.....Expo Reception

### Wednesday, October 28

11:00am – 1:30pm.....Expo Hall Open  
(Light Fare & Raffle Drawing)  
1:30pm - 6:00pm.....Exhibit Move-out



## ACCOMMODATIONS

The host hotel/venue for Mobilize 2026 is the Hyatt Regency Orange County, 11999 Harbor Blvd., Garden Grove, CA 92840.

The hotel has reserved a block of rooms for our group until OCTOBER 9, 2026 or when the block sells out. The room rate is \$189.00 USD. Rates do not include taxes. Hotel is offering discounted self parking at \$15.00 per night (currently \$35).

[BOOK ROOM HERE.](#)

# WHY EXHIBIT & SPONSOR AT MOBILIZE 2026?

Mobilize 2026, The Transportation Alliance's 108th Annual Convention & Expo is coming to Anaheim, California, October 26-28, 2026, and you don't want to miss it!

As an exhibitor, you'll have the chance to showcase your products and services to a highly engaged audience of industry professionals and enthusiasts.

Our customizable packages offer a range of benefits, from logo placement and exhibit space to speaking opportunities and more. Plus, as an exhibitor, our team will work closely with you to tailor an additional sponsorship package to your specific needs and goals to maximize your time at Mobilize 2026.

By becoming an exhibitor, 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.



Thought Leadership



Brand Awareness



Content Marketing



Reach potential customers



Email Marketing



## HOW WE MARKET YOUR BRAND

- 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 the convention website
- One repost of your choice on the TTA LinkedIn Page.
- 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.

the  
transportation  
alliance



# EXHIBITOR DETAILS

## EXHIBITOR FEES FOR MOBILIZE 2026

DISPLAY SIZE	TTA MEMBER FEE	NON-MEMBER FEE	COMPLIMENTARY REGISTRATIONS
<b>10x10</b>	\$3,699	\$4,899	2 per space
<b>10x20</b>	\$6,699	\$8,899	3 per space
<b>20x20 - 7 available</b> (1 vehicle)	\$8,699	\$9,899	4 per space
<b>20x30 - 2 available</b> (2 vehicles)	\$9,699	\$10,899	4 per space
<b>Foyer 10x10 -</b> 5 available	\$2,699	\$3,899	2 per space

### DISPLAY SPACES INCLUDE THESE BENEFITS

- 7+ dedicated exhibit hours
- One 6' draped table, two chairs, and one wastebasket.
- 8' high draped backdrop and 3' high draped side rails.
- One 7" x 44" booth identification sign with booth number and company name.
- Listing in the convention program mobile app and website.
- Two(2) Complimentary exhibitor full convention registrations per 10x10, excludes ticketed events.
- A post-show mailing list of **opt-in** attendees is available to all exhibitors.
- One repost of your choice on the TTA LinkedIn Page.

### VEHICLE DISPLAY REQUIREMENTS

- Visqueen is required for all vehicles.
- Vehicles must be positioned in the center (not the border) of its display area • Vehicles must adhere to fire marshal specifications BEFORE arriving at the exhibit hall. Be sure to review them and discuss with the decorator.
- Set-Up/Dismantle times.
  - The decorator will contact you to schedule a move-in time. You MUST be ready and available at that agreed time as you may be prohibited from entering the exhibit hall at a later time.

[Purchase here](#) >

[Live Floor Plan](#) >

# BECOME A SPONSOR



Maximize your company's presence at Mobilize 2026 by adding a sponsorship package. [PURCHASE ONLINE](#)

## BELOW ARE AVAILABLE SPONSORSHIP OPPORTUNITIES

### MONDAY, OCTOBER 26

**TTA & TLPF BOARD REFRESHMENTS**.....\$5,000

- Exclusive Sponsor: may speak for up to 5 minutes before the meeting. The sponsor receives logo signage at the event.

**WELCOME RECEPTION FOOD**.....\$7,000

- Logo signage will be displayed at the entrance, on food stations, and on tabletops. Sponsors will have 3 minutes to address attendees at the Welcome Reception.

**WELCOME RECEPTION BAR**.....\$7,000

- Logo signage will be displayed at the entrance, on bars, and on table tops. Sponsors will have 3 minutes to address attendees at the Welcome Reception.

### TUESDAY, OCTOBER 27

**GENERAL SESSION WELCOME BREAKFAST**.....\$5,000

- Limited (1) Sponsors: Custom-branded coffee cups. Logo signage will be displayed at the foyer entrance and on the buffet stations.

**NEW & PROSPECTIVE MEMBER BREAKFAST**.....\$5,000

- Limited (3) Sponsors: Logo signage and tickets to breakfast. The New Member breakfast is open to all new and prospective TTA members. Sponsors will each have 3 minutes to present to attendees. This is a unique opportunity for your company to network in a fun and intimate setting.

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

- Limited (1) Sponsors: Custom-branded napkins. Logo signage is displayed at the Expo entrance, on food stations, and on tabletops.

**KEYNOTE SPEAKER**.....\$10,000

- Limited (2) Sponsors: Logo signage will be displayed at the foyer entrance, on the screen and slide deck, and the keynote speaker will recognize the sponsor(s).

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

- Limited (2) Sponsors: Custom-branded napkins. Logo signage will be displayed at the Expo entrance, on food stations, and on tabletops.

**EXPO OPENING RECEPTION BAR**.....\$10,000

- Exclusive Sponsor: Custom-branded napkins. Custom cocktail opportunity. Logo signage at the entrance to the expo hall, on bars, and on tabletops.

### WEDNESDAY, OCTOBER 28

**MORNING COFFEE BREAK** .....\$3,500

- Limited (1) Sponsors Custom branded coffee cups. Logo signage will be displayed at the foyer entrance and on the coffee stations.

**EXPO BUFFET LUNCH**.....\$3,500

- Limited (1) Sponsors: Custom-branded napkins. Logo signage is displayed at the Expo entrance, on food stations, and on tabletops.

### ENTIRE CONVENTION

**EDUCATIONAL SESSIONS**.....\$20,000

- Exclusive Sponsor: Prominent signage throughout the convention, including signage outside each session and on slide decks.

**MOBILE APP BANNER**.....\$3,000

- Limited (3) Sponsors: Prominent banner placed on the homepage of the mobile app.

**REGISTRATION BAGS** .....\$7,500

- Exclusive Sponsor: Convention-branded, including your one-color logo.

**REGISTRATION PADFOLIOS** .....\$7,500

- Exclusive Sponsor: Convention-branded, including your one-color logo.

**BADGE LANYARDS**.....\$7,500

- Exclusive Sponsor: Printed with your one-color logo.

**WI-FI**.....\$15,000

- Exclusive Sponsor: Your company name as the password for the convention Wi-Fi. Includes logo on Wi-Fi signs.

# SPONSOR BENEFITS



## SPONSORSHIP LEVELS

Platinum.....\$20,000  
 Gold.....\$12,001 to \$19,999  
 Silver.....\$6,001 to \$12,000  
 Bronze.....\$6,000 or less

Benefit	Platinum	Gold	Silver	Bronze
Linked logo on convention website.	✓	✓	✓	✓
Logo placement on all promotional emails for convention. Customized social media post on TTA channels. Logo recognition during convention.	✓	✓	✓	✓
Pre- and Post-registration list, including email. (please note attendees can opt out)	✓	✓	✓	
Marketing materials in Conference bags	3 Items	3 Items	2 Items	1 Item
# of Complimentary Full Convention Registrations	5	4	3	2
# of e-blasts issued (your personalized marketing email sent to our entire email list.)	3	2	1	
2-minutes at Kick-Off Welcome General Session	✓	✓		
45-minute breakout session	✓			

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# 2025 EXHIBITORS & SPONSORS



# TTA CONDITIONS OF EXHIBITOR'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 exhibitor or for the betterment of the exposition. No exhibit 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 exhibitor's space request, exhibitor forfeits his or her selection of that particular space.

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

**4. Use of Display Space.** (a) In the event that the exhibitor 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 of the exhibition, 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 exhibitor's space. (c) Exhibits 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 exhibitors and their patrons, and must be approved, at least two weeks before the show opens by TTA. (d) No exhibitor shall assign, sublet, or share the space assigned. (e) Exhibitor shall also comply with all reasonable requests of the officials of the exhibit hall and TTA with respect to the installation, conduct and disassembly of its exhibit. (f) Vehicles will be placed in the center of their display areas.

**5. Height Restrictions.** (a) A booth exhibitor shall not install a sign or descriptive placard above the eight-foot-high back wall without advance approval. (b) A vehicle exhibitor shall not install a sign or descriptive placard above eight feet high without advance approval. (c) The above, and any other special or unusual exhibit construction or installation, must be approved, in advance, by TTA.

## 6. 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.

**7. 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 exhibit hall except for contracted exhibiting companies. (b) TTA reserves the right to restrict displays or remove any exhibitor 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 exposition, or for any other reason. (c) The serving or distribution of food or alcoholic beverages by the exhibitors in the exhibit hall is forbidden, unless otherwise approved by TTA. (d) The use of live models, performers, etc., shall be subject to the approval of TTA.

## 8. Storage of Packing and Crates.

Exhibitors will not be permitted to store packing crates and boxes in their display spaces, including behind the booth drape or under a vehicle, but these, when properly marked, may be stored and returned by the service contractors. Storage and marking of crates are the responsibility of the exhibitors. Crates not properly marked or identified may be destroyed.

## 9. Care of Building and Equipment.

Exhibitors 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 exhibitor. When such damage appears, the exhibitor causing such damage is liable to the owner of the property so damaged.

**10. Public Policy.** (a) Each exhibitor is charged with knowledge of and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. (b) All booth decorations 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 exhibitor's expense.

## 11. Exhibitor's Authorized Representative.

Each exhibitor shall provide TTA, in advance, the name of the person who will be in attendance at the exposition 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 exhibitor shall be monetarily responsible. All booth 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 exhibit 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. If an outside crew is hired to install a booth display, the crew members must register upon arrival with the contracted Exhibit Services vendor and receive temporary badges. If temporary badges are not returned prior to the hall opening or the crew is found in the hall during open hours, the exhibiting company will be charged for convention registrations for them.

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

**13. Hold Harmless Clause.** Exhibitor 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 exhibitors or those holding under the exhibitor, and further, the exhibitor 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 exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof. Exhibitor 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.

**14. Hotel Liability.** Exhibitors shall be fully responsible to pay for any and all damages to property owned by Paris Hotel, Las Vegas, its owners or managers which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Paris Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor'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 accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arises from or out of the Exhibitor's occupancy and use of the exhibition premises.

**15. Insurance.** All property of the exhibitor will remain under his or her custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the exposition. **Exhibitors are required 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. Exhibitor certifies by signing this contract that it carries at least \$1,000,000 U.S. in general liability insurance for booth displays and at least \$2,000,000 U.S. in general liability insurance for vehicle displays.**