



## KENTUCKIANS FOR BETTER TRANSPORTATION

WE MAKE KENTUCKY GO

### **KBT's 2025 Annual Conference Sponsorship/Exhibitor Opportunities** **January 22-24, 2025 - Omni Louisville**

*Each year KBT hosts Kentucky's premier transportation networking and educational event. On January 22-24, 2025, business leaders, government agencies, local, state, and national government officials, and economic development advocates, among many other areas of expertise will converge and explore transportation industry issues. Attendees and speakers will span all modes of transportation – air, highways, local streets and roads, rail, public transit, and waterways – to discuss investment in infrastructure. **To confirm your sponsorship or exhibitor package, please email [Missy@kbt.net](mailto:Missy@kbt.net)***

#### **Why be a sponsor at KBT's Transportation Conference?**

- **Increased brand exposure throughout the event**
- **including advertising, and media coverage**
- **In-event speaking opportunities that help boost brand equity**
- **Direct contact with an audience full of networking options**
- **Active Social Media Channels**
- **E-Newsletter Open Rate 57%**
- **Access to data about attendees which can be highly informative for product development and market research**
- **Nearly 500 Attendees at the 2024 Annual Conference**
- **As an Association, KBT has grown 38% since 2020**

#### **Exclusive! KBT Presenting Sponsor \$15,000- (1 available)**

- Entrance Banner with Logo
- Digital Media Marketing: KBT website with hyperlink, social media, media mentions, etc.
- Logo listed for a year on e-newsletter with link to company website
- Logo on conference name tags, agenda, and floor decals
- 4 Conference Registrations
- 4 Mid-Year Luncheon Registrations
- 1 KBT DC Fly-In Registration
- Priority Speaking Opportunity/Introductions
- Event Signage/Full Page Video Screen Logo
- Double booth at Conference
- Sponsor recognition from the stage
- Company info distributed to all attendees

#### **Exclusive! Thursday Reception Sponsor \$10,000 (SOLD!)**

- Speaking Opportunity at Reception
- Logo listed on KBT Conference website
- Logo listed for a year on e-newsletter with link to company website
- Double booth at Conference
- Logo Floor Decal
- Event Signage/Full page Video Screen Logo
- 3 complimentary guests
- Company listed on Reception Signage

## Exclusive! Wednesday Welcome Reception Sponsor \$6000 (SOLD!)

- Speaking Opportunity at Reception
- Logo listed on KBT Conference website
- Logo listed for a year on e-newsletter with link to company website
- Event Signage/Full page Video Screen Logo
- 3 complimentary guests
- Company listed on Reception Signage
- Double booth at Conference *OR* Floor Decal

## Platinum Sponsor- \$6000

- Logo listed on KBT Conference website
- Logo listed for a year on e-newsletter with link to company website
- Logo on conference agenda
- Event Signage/Full Page Video Screen logo
- Double booth at Conference ***OR*** Floor Decal
- Company listed on Exhibitor Signage
- 3 complimentary guests
- Sponsor recognition from the stage
- Option to introduce speakers at KBT Conference

## Diamond Sponsor - \$5000

- Logo listed on KBT Conference website
- Logo listed for a year on e-newsletter with link to company website
- Logo on conference agenda
- Event Signage/ 1/2 Page Video Screen Logo
- Double booth at Conference ***OR*** Floor Decal
- Company listed on Exhibitor Signage
- 2 complimentary registrations
- Sponsor recognition from the stage
- Option to introduce speakers at KBT Conference

## Gold Sponsor - \$3500

- Logo listed on KBT Conference website
- Logo listed for a year on e-newsletter with link to company website
- Logo on conference agenda
- Event Signage/ 1/2 Page Video Screen Logo
- 1 Booth Space at Conference
- Company listed on Exhibitor
- 2 complimentary registrations
- Sponsor recognition from the stage

## Silver Sponsor - \$2500

- Logo with link on KBT Sponsor Page
- Logo listed for 6 months on e-newsletter with link to company website
- Event Signage and/or Video Screen Logo
- Reduced booth space at conference \$600
- Company listed on Exhibitor Signage
- 1 complimentary registration

## Bronze Sponsor - \$1250

- Logo with link on KBT Sponsor Page
- Logo listed for 3 months on e-newsletter with link to company website
- Event Signage and/or Video Screen Logo
- Reduced booth space at conference \$750
- Company listed on Exhibitor Signage
- 1 complimentary registration

**Coffee Sponsor \$2500 (1 available) SOLD!**

- Signage displayed at all coffee stations with company name and logo
- Video Screen Logo

**Registration Area Sponsor \$1500 (1 available)**

- Logo and company info/swag displayed at the registration desk.
- Opportunity for a company representative to welcome guests Wednesday 4-5pm, Thursday and Friday 8-9AM, or more.

**Wi-Fi Sponsor \$1000 (1 available)**

- Ability to choose password for conference Wi-Fi
- Logo listed on Video Screen with Wi-Fi password

**Exhibitor Booths Only**

**Non-Sponsor KBT Member Rate \$1000**

**Non-Member \$1250**

- 1 complimentary registrant
- 1 8 x10 exhibitor booth
- Company listed as Exhibitor on conference website