



# 2026

## OTE

### SPONSORSHIPS

Expand your brand with sponsorship at the largest bus show in Canada!



#### BRAND AWARENESS

Grab your target market's attention on your brand.



#### SPEAKING OPPORTUNITIES

Some sponsorships include a minute or two of stage time in front of a captive audience.



#### ACTIVE ENGAGEMENT

Have attendees from across the busing industry engaging with your brand.

**APRIL 13-15**  
TORONTO, ONTARIO

INQUIRIES:  
[info@ote.ca](mailto:info@ote.ca)

[ote.ca/sponsorship/](https://ote.ca/sponsorship/)

APRIL 13-15

TORONTO, ONTARIO



## OTE 2026 SPONSORSHIPS

The Ontario Transportation Expo wouldn't be possible without the support of our amazing sponsors. We work hard to get our sponsorships the exposure and recognition they deserve.

We have two types of sponsorships:



Trade Show



Conference

### Sponsorships include:

- Speaking opportunities (select sponsorships only)
- One (1) Full Conference Delegate registration (diamond sponsorships only)
- A table near the reception room for your promotional items (select sponsorships only)
- Sponsors listing on the OTE website
- Logo listing on the sponsor page of the mobile app with a link to your website
- Logo listing on all on-site sponsorship signage
- Sponsor ribbon identification
- Sponsor recognition on the reception sign
- Recognition in the industry-related association newsletters

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## DIAMOND SPONSORSHIPS

\$5,000 +

All Diamond Level Sponsorships include:

- Timed speaking opportunity
- Sponsor table at the conference centre near the sponsored event
- One (1) full conference registration



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### MONDAY LUNCH: **SOLD**

Host the biggest lunch of the OTE event! Sponsor has the option to place promotional items on each table. The speaking opportunity is a maximum of 3 minutes.



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### MONDAY RECEPTION: **SOLD**

Be the centre of attention during this all-delegate networking reception with a maximum 3-minute speech.



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### TUESDAY RECEPTION: **\$5,000**

Host the well-attended members-only networking reception the evening after the tradeshow. Maximum 2-minute speaking opportunity.



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### TRADE SHOW WIFI: **\$6,000**

Public wifi is available to trade show attendees only if provided by a sponsor. Have everyone on the tradeshow floor sing your praises when they learn that free wifi is available!

## GOLD SPONSORSHIPS

\$3,000 Each



### MONDAY BREAKFAST: **SOLD**

Host\* the first meal of the event as we welcome all conference delegates to the OTE conference! Includes a 2-minute speaking opportunity. *\*TWO of these sponsorships are available.*



### TRADE SHOW TITLE SPONSOR: **SOLD OUT**

Includes logo on the Trade Show Map Sign, and branded floor stickers at the trade show entrance.  
*\*TWO of these sponsorships are available.*



### TRADE SHOW REGISTRATION COFFEE: **SOLD**

Recognition at the coffee station at the registration entrance of the trade show. Includes the opportunity to display branded items at the coffee station (branded items and coffee not included).



### TRADE SHOW LOUNGE: **SOLD**

Centrally located and favoured by the tired feet of trade show visitors, the lounge is the ideal place to get additional brand recognition.



### MOBILE APP SPLASH SCREEN: **\$3,000**

Every delegate sees your splash page every time they open the mobile app.

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## SILVER SPONSORSHIPS

\$2,000 Each



### NAME BADGES

**SOLD OUT**

Your company logo is featured prominently on all name badges for the following registration types:

- Conference badges (SOLD)
- Exhibitor Badges (SOLD)
- General Admission Badges (SOLD)



### LANYARDS

**SOLD OUT**

Your custom lanyards on the following delegates:

- Conference attendees (SOLD)
- Exhibitors (SOLD)



### WEDNESDAY CONTINENTAL BREAKFAST: \$2,000

Host Wednesday's continental breakfast to fuel our industry's minds on the final day of OTE.

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## BRONZE SPONSORSHIPS

\$1,000 +



### REFRESHMENT BREAK: \$1,500 EACH

Host one of four refreshment breaks with a sponsor table in the refreshment area.

- Monday Morning Break (\$1,500)
- Monday Afternoon Break (\$1,500)
- Wednesday Morning Break (\$1,500)
- Wednesday Afternoon Break (\$1,500)



### MOBILE APP BANNER AD: \$1,500

Have your banner ad on the home screen, clickable to a webpage of your choice. Multiple sponsorships available.



### BUSINESS SESSION: \$1,000 - \$1,500

MEMBERS ONLY. Price is per session. Multiple business session sponsorships are available. Contact your membership association for more details.



### SOCIAL MEDIA TAKEOVER: \$1,500

Target OTE's followers during the 2026 conference and trade show! Daily posts on OTE's social media channels (Twitter, Facebook and LinkedIn). Posts must be approved by OTE. Includes 4 posts in total (Sunday - Wednesday)

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BOOK YOUR  
SPONSORSHIP WHILE  
IT IS STILL AVAILABLE!

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