

2026

SPONSORSHIP PROSPECTUS



*Celebrating 40
years of ACT* **40**

**Association for Commuter
Transportation (ACT)**

*The premier association for
Transportation Demand Management
(TDM) professionals and advocates for
commuter transportation*

2026 EVENTS

International Conference
Philadelphia, PA | July 26-29

Spring/Fall Into TDM
Nationwide | Spring & Fall 2026

ACT's 40th Anniversary
Leading up to the 40th Annual
International Conference

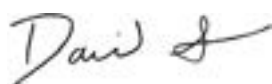


LETTER FROM THE EXECUTIVE DIRECTOR

From our largest celebration yet honoring ACT's 40th anniversary to new Spring/Fall Into TDM events, unique programming, and expanded engagement opportunities, 2026 promises to be a defining year for ACT and TDM. This guide outlines high-impact ways for you to be part of it and showcase your organization through exclusive, milestone-driven sponsorship designed to make you stand out.

Sponsoring ACT events strategically positions your brand in front of hundreds of influencers and decision-makers, and there are many opportunities to align visibility with your goals. No organization is better positioned than ACT to connect you with the pulse of the industry and the meaningful opportunities for you within it.

Thank you for your support and thoughtful consideration for 2026 event sponsorship. Please do not hesitate to reach out to our staff team at any time with questions. We hope that you will consider being a part of the extraordinary events taking place during our 40th anniversary!



David Straus, TDM-CP



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WHY SUPPORT ACT

Professionals across the TDM field rely on ACT as their trusted hub to connect with peers, expand their expertise, and gain insights they need to excel in their roles. Simply put, no organization is more central to how TDM professionals learn, network, and grow.



Why sponsor an ACT conference?

Sponsors gain sustained visibility before, during, and after the event through high-impact touchpoints that place your brand directly in front of leaders and influencers. You'll gain:

- ✓ **Market leadership:** Sponsoring ACT's International Conference positions your organization as one of the most trusted voices in TDM. As the field's premier event, the conference signals credibility and leadership to an audience that actively influences policy direction, funding priorities, and program adoption nationwide.
- ✓ **Direct decision-maker access:** Over four days, you'll have access to a concentrated group of practitioners who are responsible for or influence the selection of partners and implementation of programs. This creates rare, high-value access to decision-makers and those supporting them in one place.
- ✓ **High-engagement environment:** The multi-day format drives meaningful interaction through sessions, workshops, and networking experiences that keep attendees engaged for hours each day. Sponsors benefit from longer exposure, deeper conversations, and stronger brand recall than short or virtual events.
- ✓ **Built-in trust:** ACT's International Conference is a trusted space for learning and collaboration. Sponsors are viewed as contributors to the field, which strengthens brand perception and credibility with a values-driven audience.

With one focused investment, ACT's International Conference gives your organization unmatched visibility, trusted credibility, and direct access to the people making the decisions that define the future of TDM.

INTERNATIONAL CONFERENCE

July 26-29, 2026 | Philadelphia, PA

#ACT26



Event overview

ACT's International Conference is the largest gathering of TDM professionals in the country and the premier event of the year. **This year marks the 40th iteration, a historic event for ACT!**

The event spans four days and provides attendees with numerous opportunities for professional development, networking, and fun.

Event highlights

- President's Reception
- Opening Reception
- Keynote addresses
- Tours
- Mobile sessions
- National awards breakfast
- Exhibitor networking social
- Leadership Luncheon

Who attends?

This year's conference will welcome **650+ transportation, mobility, and planning professionals** from across the United States and around the globe. Attendees represent Fortune 500 companies, State/local agencies, higher education institutions, MPOs, TMAs, consultants, transit agencies, vendors, and transportation providers.



#ACT25 in numbers

By the numbers

550+

Registrants

139

Speakers

28

Exhibitors

29

Sponsors

Attendee breakdown



34%

Government



34%

Service
providers



17%

Private/public
employers



14%

Consultants



1%

Other

Who attended in 2025:

Amazon, Atlanta Regional Commission, Apple, Baltimore Metropolitan Council, California State University - Fullerton, City of Austin, City Of Baltimore, City of Boulder - GO Boulder, City of Durham, City Of Los Angeles, City of Raleigh, City of Philadelphia, Colorado State University, Denver International Airport, Golden State Warriors, Google, Intuit, James Madison University, Johns Hopkins University, LinkedIn, Los Angeles World Airports, Mayo Clinic, Meta, Microsoft, NC Department of Transportation, NC State University, Netflix, OHSU, OpenAI, Port of Seattle, Portland Bureau of Transportation, Riot Games, Stanford University, Tennessee Department of Transportation, Walmart, Inc., Walt Disney Company, Uber, **and more!**

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Four decades ago, the National Association of Vanpool Operators and the Association of Rideshare Professionals merged to form the Association for Commuter Transportation. **Since then, ACT has served as the leading organization and advocate for TDM professionals.**

The past 40 years have been defined by industry leadership, policy wins, groundbreaking programs, and signature events that brought the field together while moving it forward. We're celebrating big to honor that legacy, and part of that is launching new sponsorships to highlight partners in exclusive roles worthy of this milestone.

Becoming the 40th Anniversary Presenting Sponsor places your organization at the center of this historic moment, aligning your brand with ACT's past, present, and future in a way no other sponsorship can. With guaranteed top-tier placement, direct communication with attendees, and first right of refusal for 2027, this sponsorship delivers influence that will last well beyond our anniversary year.

New sponsorship opportunities (details on next page):

- **40th Anniversary Presenting Sponsor [featured]**
- Past President Tribute and 40-Year Timeline
- Gather Hub
- Shuttle / Transportation Sponsor
- Daily Highlight Email Sponsor

40

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40th Anniversary Presenting Sponsor

A level above Platinum that includes:

- 8 comp registrations
- Exclusive brand placement as **“ACT 40th Anniversary Conference Presented by [Sponsor]”**
- Logo co-branding on all attendee badges, main stage screen opener, and walk-in slides
- Reserved meeting suite with full-day access
- Sponsor-branded 40th Anniversary Opening Reception at the Museum for the American Revolution, plus another A & B item
- Prominent digital marquee banner in mobile app + website
- Guaranteed premium booth location (**double-sized**)
- Push notifications each day (one per day)
- Dedicated sponsor spotlight video shown during a general session
- Two sponsored emails to ACT’s authorized attendee list before/after the event
- Speaking slot in the Vendor Showcase
- First-right-of-refusal for 2027

Other High-Visibility Sponsor Opportunities

Past President Tribute and 40-Year Timeline – \$10,000

- Walk-by installation highlighting 40 years of TDM and past ACT Presidents as bobbleheads
- Company logo and QR code for engagement



Example legacy wall or timeline

Gather Hub – \$20,000

- Larger than a charging station – couches, meeting pods, branded screens

Shuttle / Transportation Sponsor – \$15,000

- For opening reception, mobile tours, educational/recreational tours

Daily Highlight Email Sponsor – \$3,000/day

- Morning itinerary + evening recap sent to all attendees.



INTERNATIONAL CONFERENCE

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International Conference sponsors receive a **5% discount** on any other ACT sponsorships.

40th Anniversary Presenting Sponsor (higher than platinum) details available on page 7.

Benefits	Platinum \$20,000 (Limit four)	Diamond \$15,000	Gold \$10,000	Ruby \$7,500	Silver \$5,500	Bronze \$3,000
Selection of sponsor opportunities (Listed on next page)	A+C+C	A+C or B+C+C	B+C	B or C+C	C	
Complimentary full registrations (\$975 value each)	5	4	3	2	2	1
Event attendee list* <i>*have accepted marketing</i>	Pre & post	Pre & post	Pre & post	Post	Post	
Logo on applicable event signage	X	X	X	X	x	x
Logo on emails and website	X	X	X	X	X	X
Insert in conference bag	Item or paper	Item or paper	Paper	Paper		
Ad in electronic conference program	Full page ad	1/2 page ad	1/4 page ad	1/4 page ad		
Reserved meeting space for half a day to host meetings or demos <i>*Will receive 10% off F&B</i>	X	2 hours				
Opportunity to moderate and sponsor a session	X					

Benefits continue with **NEW** enhancements for 2026 on the following page.

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NEW - Enhancements for 2026 include (at no additional cost):

Benefits (Cont.)	Platinum \$20,000 (Limit four)	Diamond \$15,000	Gold \$10,000	Ruby \$7,500	Silver \$5,500	Bronze \$3,000
Custom push notifications	X	X				
Content spotlight in the newsletter	X	X				
Speaking slot in the Vendor Showcase	X	X				
Access to President's Reception (usually closed)	X	X	X			
Conference program ad LinkedIn post	X	X				

Sponsor and exhibitor opportunities

A	B	C
Keynote session	Member center	Standard exhibit booth (+\$500 for corner booth)
Lanyard	Selfie wall	Morning coffee/afternoon break
Conference bag	Mobile app	Floor decals
Climate champion	Wifi sponsorship	One additional registration
Welcome gift	Awards ceremony	App push notification
Exhibitor happy hour	Registration	Sponsor function highlighted
Room key card	Charging station	Morning wellness (yoga/walk)
President's Reception	Session room sponsor (four)	Daily Highlight Email Sponsor
Past President Tribute and 40-Year Timeline	Welcome banner (30x72)	
Gather Hub	Column cling	
Opening night reception		

Unused opportunities may be sold as individual items after May 1 of the conference year.

Exhibiting only

Exhibiting only	Corner booth*	Standard booth
	Member cost: \$4,000 Non-member cost: \$4,700 <i>*If available</i>	Member cost: \$3,000 Non-member cost: \$3,700
One complimentary full registration (\$925 value)	1	1
One 6' table, two chairs, and waste basket	X	X
Listing in the program guide, mobile app, and website	X	X
Draped 8' backwall and 3' side walls	X	X
Booth identification sign	X	X



Detailed opportunities

- **Keynote speaker introduction** (\$10,000 value each): One of the most memorable parts of the conference – during Monday or Tuesday morning’s general session. Your logo will be in all emails promoting the speaker and you also get the opportunity to present for five minutes and introduce the speaker. Limit two sponsors
- **Lanyard** (\$5,000 value): Your logo/name will be printed on each conference lanyard. Sponsor can pick the lanyard color. Limit one sponsor.
- **Conference bag** (\$7,500 value): One color imprint of sponsor's logo will appear on every attendee bag. Sponsor can provide input on the bag’s design. If the sponsor desires a more expensive bag, the sponsor will incur the additional cost to purchase the bag. Limit one sponsor.
- **Attendee Wi-fi** (\$7,500 value): Sponsor’s logo will be listed as the official Wi-fi sponsor on the back of each conference badge. Sponsor will also get to create the username and password used by all attendees onsite. Limit one sponsor.
- **Community sponsor** (\$10,000 value): This program involves charitable giving to local nonprofit organizations in the cities where ACT hosts its major events. Limit one sponsor.
- **Conference app** (\$7,500 value): Includes your logo on the home screen of the conference app. Limit one sponsor. One push notification included.
- **Welcome gift** (\$7,500 value): Create a high-quality item that will welcome attendees to Philadelphia! Gift will be handed out at registration. ACT will contribute a set amount to the item, but the sponsor can pay the additional charge if the cost goes over ACT's set amount. Limit one sponsor.
- **Exhibitor Happy Hour** (\$7,500 value): Includes signage, an opportunity to distribute promotional items at entrance to exhibit hall, logo on all drink tickets, and 20 complimentary drink tickets to distribute to clients. Limit one sponsor.
- **Opening Reception** (\$15,000 value): Help kick off the conference with an opportunity to host a shared experience with our registered attendees. Options may include, but not limited to karaoke, themed trivia, a virtual scavenger hunt, rotation of live-streamed bands and movie night. Limit one sponsor.
- **Room key card** (\$7,500 value): Take your company’s visibility to the next level by being the first thing attendees see when they check in for the Conference. Limit one sponsor.
- **Sponsored meeting room**: Reserve your own room to host meetings or demos in.



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- **Member center** (\$5,000 value): Member center will feature furniture for attendees to gather, network, and charge their electronic devices. Includes signage and opportunity to distribute information within Member Center. Limit one sponsor.
- **Selfie wall** (\$5,000 value): Share your brand on every selfie taken in front of your branded selfie wall. Guaranteed traffic! Sponsor to work with ACT to select graphic. Limit one sponsor.
- **Awards ceremony** (\$5,000 value): Put your brand front and center of the awards and celebration! Sponsor featured on all promotional materials leading up to the ceremony and can speak for up to five minutes before the ceremony starts. Limit one sponsor.
- **President's Reception** (\$7,500 value): This (invite-only) event allows you to network with ACT's National Board of Directors, senior leadership, and chapter and council leaders. The sponsor will be recognized on the conference website, on the app, and on all onsite signage for the event. Limit one sponsor.
- **Charging station** (\$5,000 value): Everyone needs to charge up their smart devices. Host a branded kiosk to make that happen! Limit one sponsor.
- **Session room sponsor** (\$5,000 value): Do you have a prize you want to raffle off? As a session room sponsor, you're entitled to one breakout session room over the course of the conference that you can brand with inserts, pop-up signs, games, etc... You will be recognized as the breakout session room sponsor on the conference website, on the app and on all onsite signage for the session. Limit four sponsors.
- **Registration** (\$5,000 value): What a way to get your name out there! Your logo will be placed on the conference registration form and on confirmation emails to attendees.
- **Welcome banner** (\$5,000 value): Sponsor logo will be placed on welcome banner at the entrance to ACT's General Session Room. Limit one sponsor.
- **Morning coffee / afternoon break** (\$5,500 value): Put your company front and center while attendees network. Your logo/name will appear on signage around the refreshments. Limit two sponsors.
- **Column cling / floor decals** (\$5,000 value): ACT has unique opportunities in the registration area and outside the general session room to promote your company through wall clings and decals!
- **App push notifications** (Multiple) (\$1,500 value): Send a message to attendees at any time with a push notification through the conference app.
- **Morning wellness** (\$4,000 value): Help attendees get their day started by sponsoring a morning yoga class or group walk around Philadelphia. Limit two sponsors.



SPRING/FALL INTO TDM

Spring & Fall 2025 | Nationwide

#SpringIntoTDM
#FallIntoTDM



Spring/Fall Into TDM Title Sponsorship

Showcasing your company at regional events across the country

\$5,000 (Limited to 4)

With three events scheduled to be held across the country, Spring/Fall Into TDM Title Sponsorship presents a unique opportunity to showcase your organization's leadership and provide you with a national presence. **As one of just four Title Sponsors, you will enjoy the highest level of visibility across event materials, exclusive speaking opportunities, and recognition at each event.**

These four sponsorships will serve as the only sponsors of the national Spring/Fall Into TDM promotion. Separate individual sponsorships will be available for each event and their promotion will be limited only to the communications pertaining to that event. Title Sponsors will appear in all event-specific promotional materials in addition to the national promotion.

Anticipated Spring/Fall Into TDM events include:

Red River Chapter - March 4-5, Houston TX

Northern California Chapter - April 2026 (additional details TBA)

Chesapeake Chapter - September 2026 (additional details TBA)



Title Sponsor Benefits

Top billing as Title Sponsors on the Spring/Fall Into TDM website

Three complimentary registrations to each chapter event

Title Sponsor promotion on event homepage

Recognition as Title Sponsor at each Spring/Fall Into TDM event

Includes dedicated group sign and an individual slide

Recognition as Title Sponsor on all Spring/Fall Into TDM promotional emails

Only Title Sponsors will be featured on joint communications highlighting all events.
No individual event sponsors will be featured on these communications.

Top-level sponsor benefits at each event

Highest level of visibility across event materials, exclusive speaking opportunities,
and recognition

Social media recognition of your sponsorship

Opportunity to select one event to speak during general session

(limited to 1 Title Sponsor at each event - priority is given based on date of
sponsorship agreement)



ACT WEBINARS



ACT webinars at a glance

- **2,500+** contacts receive promotional emails
- **150+** registrants
- **100+** attendees

About ACT webinars

ACT hosts national webinars throughout the year. Open to members and non-members, the webinars aim to provide additional professional development on timely and relevant TDM topics. ACT records all webinars and gives access to the recording at any time through the Webinar Archive page on the website.

Premium webinar sponsorship* \$1,000 (session topic and speakers must be confirmed before date is selected)	Webinar sponsorship \$500
Opportunity to create webinar topic	Logo and recognition as sponsor of selected webinar coordinated by ACT national
Work with ACT national to select speakers and provide recommendations	Three-minute welcome intro with slides
Three-minute welcome intro with slides	Logo/name on ACT website listing
Pre and post attendee list	Post-attendee list
Logo/name on marketing materials including social media announcement and ACT website listing	
Follow-up email sent to everyone registered on behalf of the sponsor	
Opportunity to create a 30-second video to be added to the beginning of the webinar recording	

**Priority selection of webinar date is based on the number of ACT events the sponsor has committed to. Sponsorship does not include the ability to host the webinar on the sponsor's site post-event. Sponsors can request to host a link from their website to the webinar. However, access is limited to members and paid attendees. The sponsor may pay an additional \$250 to remove the paywall.*

CORPORATE PARTNERSHIP

Opportunities for recognition

ACT's Corporate Partner program recognizes significant contributions supporting ACT's programs and events. As a Corporate Partner, your company will gain increased recognition among your peers and competitors while supporting ACT's goals.

Sponsoring ACT's International Conference brings your company on the path towards being a Corporate Partner, which is achieved by supporting two (2) or more ACT events and programs at a combined annual financial level, including membership dues, of **\$8,500** or greater.

Champion Level ➤ Combined sponsor and membership support over **\$20,000**

All Leader and Patron-Level Benefits, plus:

- A feature story in ACT's *Connections* Newsletter (sent to 4,000+ recipients)
- Ability to write and post a promotion or news story to ACT's Facebook page
- One additional complimentary registration to the International Conference

Leader Level ➤ Combined sponsor and membership support of **\$15,000 - 19,999**

All Patron-Level Benefits, plus:

- One additional complimentary registration to a Spring or Fall Into TDM event
- Complimentary registration to ACT's Public Policy event/DC Fly-In (*if scheduled*)

Patron Level ➤ Combined sponsor and membership support of **\$8,500 - \$14,999**

- Rotating company logo and hyperlink to company website on ACT's home page
- Logo and short promotional description on the website Corporate Partners page
- Corporate Partner Ribbon on company employee's badges at all ACT events
- Announcement of Corporate Partner status on ACT's social media accounts
- Listing as a Corporate Partner in Global TDM Impact Report (if secured prior to publication)



SPONSORSHIP SELECTION FORM

Primary contact _____ Company name _____
Address _____
City _____ State/Province _____ Postal code _____ Country _____
Email _____ Phone _____

Select sponsorship opportunities: *Please note that the non-member rate includes an additional 10%*

*International Conference sponsors receive a **5% discount** on any other ACT sponsorships.*

40th Anniversary Sponsorship level: ☐ Presenting Sponsor (\$40,000)

2026 International Conference (July 26-29 | Philadelphia, PA) sponsorship level:

☐ Platinum (\$20,000) ☐ Diamond (\$15,000) ☐ Gold (\$10,000) ☐ Ruby (\$7,500) ☐ Silver (\$5,500) ☐ Bronze (\$3,000)

Exhibitor only

☐ Corner booth (member): \$4,000 ☐ Corner booth (non-member): \$4,700
☐ Standard booth (member): \$3,000 ☐ Standard booth (non-member): \$3,700

Additional sponsorship opportunities (Diamond, Platinum, and Gold sponsors select complimentary item based on level)

<input type="checkbox"/> \$20,000 Gather Hub	<input type="checkbox"/> \$7,500 mobile app	<input type="checkbox"/> \$5,000 charging station
<input type="checkbox"/> \$15,000 shuttle/ transportation sponsor	<input type="checkbox"/> \$7,500 welcome gift	<input type="checkbox"/> \$5,000 selfie wall
<input type="checkbox"/> \$15,000 Opening Reception	<input type="checkbox"/> \$7,500 attendee Wi-fi	<input type="checkbox"/> \$5,000 registration
<input type="checkbox"/> \$10,000 community sponsor	<input type="checkbox"/> \$7,500 room key card	<input type="checkbox"/> \$5,000 lanyards
<input type="checkbox"/> \$10,000 keynote speaker	<input type="checkbox"/> \$7,500 Exhibitor Happy Hour	<input type="checkbox"/> \$5,000 column cling
<input type="checkbox"/> \$10,000 Past President Tribute and 40-Year Timeline	<input type="checkbox"/> \$5,000 welcome banner	<input type="checkbox"/> \$5,000 session room sponsor
<input type="checkbox"/> \$7,500 President's Reception	<input type="checkbox"/> \$5,000 member center	<input type="checkbox"/> \$3,000/day daily highlight email sponsor
<input type="checkbox"/> \$7,500 conference bags	<input type="checkbox"/> \$5,000 awards ceremony	<input type="checkbox"/> Other _____

Spring/Fall Into TDM Title Sponsorship (Nationwide) sponsorship level: ☐ Title Sponsor (\$5,000)

2025 ACT TDM Webinars (held monthly) sponsorship level:

☐ Premium (\$1,000) ☐ Standard (\$500)

Please note that support of at least two events along with membership dues may qualify you for Corporate Partner recognition.

Total sponsorship amount: \$ _____

Please complete and return to Casey Murphy at cmurphy@actweb.org.

A formal agreement and invoice will be sent once this form has been received.