



Transit Mobility Alliance Conference

YOUR TRANSIT. YOUR FUTURE.

October 27-30, San Antonio, TX





Transit is a Buying Market Right Now.

Transit is in a buying cycle. Federal funding, fleet electrification, AI adoption, and workforce modernization are pushing agencies to make major technology decisions, and many of those conversations will converge in San Antonio this October.

Transit Technologies Mobility Alliance Conference is not a typical trade show built around booths and foot traffic. It is four days of structured access to the transit leaders who are actively evaluating, piloting, and procuring technology, hosted by the company that already serves more than 2,500 of them.

Transit Technologies Mobility Alliance Conference is built on a clear belief: the people who run transit should shape what comes next. This year, the event flips the traditional conference model. Clients open and close the program. Product teams listen before they present. Every session is designed to drive decisions and action, not just attention.

Your brand should be at the center of that conversation.



TRANSIT TECHNOLOGIES · TMAC 2026

In the Driver's Seat: The Sponsor's Case for Transit Technologies Mobility Alliance Conference 2026

Why the transit industry's most engaged user conference is where your pipeline gets built.

October 27–30, 2026 · San Antonio, TX · 4th Annual

THE AUDIENCE

300+ Decision-Makers. Four Days. One Room.

This is not a general industry expo. Every attendee is a verified Transit Technologies client or partner — operators who run real systems, manage real fleets, and make real procurement decisions. Here is exactly who will be in the room:

300+

Transit professionals

47%

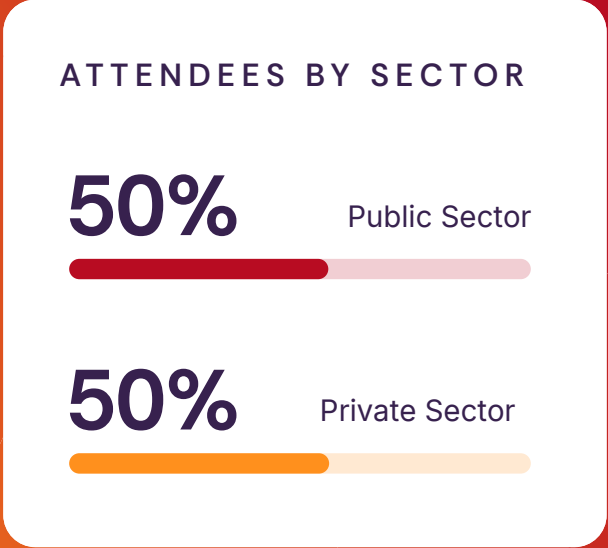
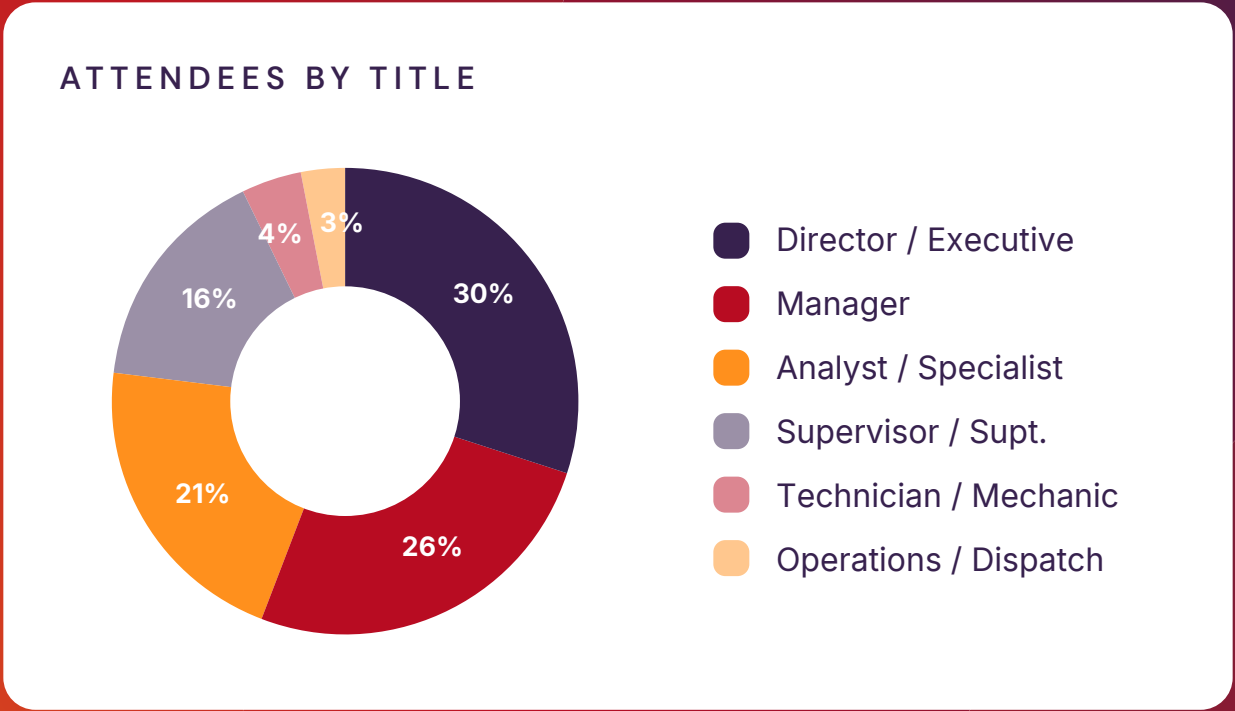
Manager-level or above

20+

States represented

2,500+

TT clients in the ecosystem



Why this audience is different from a general transit expo

Every attendee has an existing relationship with Transit Technologies software. They are not browsing. They are operators looking for adjacent solutions, including integrations, services, financing, and fleet products, that make their existing stack work better. Your sponsorship is not a cold introduction. It is a warm conversation with people who are already bought into the category.



SIGNATURE TOUCHPOINT

The Pit Stop: Where Clients Come to You

The Pit Stop is a permanent walk-up consultation space, inspired by Apple's Genius Bar, positioned at the center of the Partner Pavilion. No ticket. No wait. Clients approach because they have a specific question or problem. Experts are preloaded with each client's account history, open tickets, and known pain points.

20 min

Focused conversations —
not demos or pitches

100%

All conversations logged,
followed up within 5 days

6 Solutions

FASTER, Ecolane, TripShot,
TripMaster, Workforce
Management, Safety

#1

Opportunity to have
personalized support with
product experts



Sponsor ROI: The Pit Stop

Sponsoring the Pit Stop puts your brand at the most organically trafficked location in the conference. Clients are there because they want help, not because they were pushed there. That intent makes every impression count 3–5× more than passive signage exposure. The Pit Stop is available as a standalone add-on (\$8,500) or is included in Diamond tier packages.



NEW FOR 2026 — PRESENTING SPONSOR OPPORTUNITY

Inaugural Client Impact Awards Thursday, October 29

For the first time at TMAC, the industry stops to recognize the transit leaders, innovators, and problem-solvers who keep our communities moving every day.



Rider Impact Award

For the individual whose work directly improved the experience of riders.



Operational Excellence Award

For the team that made their operation measurably better.



Community Leadership Award

For the individual whose work had an outsized impact beyond the agency.



SPONSORSHIP PACKAGES

Choose Your Level of Investment

Four tiers. Every one earns direct access to an audience that is hard to reach anywhere else. Packages reflect a 25% to 30% increase from 2025, supported by expanded programming, higher attendance targets, and a format that gives sponsors more quality time with attendees.



A tradition rooted in giving back. The Transit Mobility Alliance Conference duck race proudly supports the Gary Sinise Foundation and the heroes it serves.

 DIAMOND **\$35,000**

The premier TMAC partnership. Your brand is woven into every moment, not a backdrop. Part of the story.

- ✓ 10×20 booth—premium corner booth
- ✓ 8 full-access conference passes
- ✓ 1-min brand video played before Opening Keynote
- ✓ Logo on all materials, signage, app & website
- ✓ Dedicated pre-event email to all registrants
- ✓ 4 dedicated social posts across TT channels
- ✓ Named recognition in opening and closing keynotes
- ✓ Logo on attendee bag

 GOLD **\$20,000**

Prominent throughout TMAC across sessions, the booth, and every attendee’s hands. Built for companies serious about the transit market.

- ✓ 10×10 booth—premium floor placement
- ✓ 4 full-access conference passes
- ✓ Logo on materials, signage, app & website
- ✓ One featured placement in pre-event email communication
- ✓ 2 dedicated social posts across TT channels
- ✓ 1 add-on sponsorship (Happy Hour or Lunch)
- ✓ Named recognition in conference program and signage



SILVER

\$15,000

A strong entry point for organizations building their presence with the TMAC community.

- ✓ 10×10 booth
- ✓ 3 full-access conference passes
- ✓ Logo on conference app, website, select signage
- ✓ 1 dedicated social post across TT channels
- ✓ 1 break sponsorship (Coffee Break)
- ✓ Named recognition in conference program



BRONZE

\$10,000

Floor-level access to 300+ transit professionals at the industry's most engaged user conference.

- ✓ 10×10 booth
- ✓ 2 full-access conference passes
- ✓ Guaranteed prime booth location
- ✓ Logo on conference website and program
- ✓ Named recognition in conference program





ADD-ONS & À LA CARTE

Amplify Your Presence

Layer onto any tier package or sponsor a standalone moment. Each add-on is designed around a specific audience touchpoint where your brand earns attention at peak engagement.

OPPORTUNITY	WHAT YOU GET	INVESTMENT
EVENING & SIGNATURE EVENTS		
An Evening at the Alamo Wednesday Night	Full brand presence at the flagship evening event. Welcome remarks, prominent recognition. 2 bonus passes	\$20,000
Welcome Reception Tuesday Night	Sponsor the opening night. Logo on all reception signage, verbal recognition, 2 bonus passes.	\$15,000
Award Ceremony Presenting Sponsor	Naming rights, logo on all award materials, on-stage presenting role at peak-attendance moment. NEW 2026.	\$8,000
Fundraiser Wednesday Night	Support the Gary Sinise Foundation and advocate for veterans and first responders, with logo recognition and exclusive event perks!	\$5,000
Hospitality Suite	Private suite in a designated space for meetings, demos, and client conversations. Work directly with the hotel for food and beverage needs.	\$5,000
Happy Hour	Create connections in the exhibitor room with logo placement, event signage, and app recognition.	\$3,000

HIGH-IMPRESSION BRANDING		
Keynote Speaker Sponsor	Brand association with the conference keynote. Logo on keynote stage, introduction slot, and prominent placement in all keynote materials.	\$15,000
Transit Technologies Band	Back for its 4th year, High Maintenance band hits the stage at TMAC 2026! See those you connect with daily rocking out with an unforgettable experience.	\$10,000
Pit Stop Sponsor	Exclusive presence at the conference's highest-intent touchpoint. Signage, recognition, 3-day access.	\$8,500
Lanyard Sponsor	Your logo on every attendee lanyard, worn all 4 days. Highest per-impression item at TMAC.	\$6,000
Coffee Break Sponsor	Branded signage and verbal recognition at the coffee break station.	\$3,500
Breakout Session Sponsor	Logo placement on signage and a 5-minute speaking opportunity at the beginning of a breakout session to share your product.	\$3,000
Fun Run Sponsor	Logo placement, recognition, and exclusive perks at the TMAC 5K Fun Run.	\$2,500
Conference App Sponsor	Your logo front-and-center in the app every attendee uses throughout the conference.	\$1,000





Secure Your Spot Before It's Gone

Sponsorships are limited by design and we cap availability to protect the quality of your access. Several exclusive add-ons sell out before the formal prospectus launch. If you are evaluating TMAC, the right time to act is now.

tmac.transit-technologies.com 



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THANK YOU TO OUR 2025 SPONSORS & PARTNERS

2025 Conference Sponsors



Founding Alliance Partners





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