



iVAMOS! LET'S GO!
Defining the Future of Micromobility Together
— N A B S A 2022 CONFERENCE —



2022 NABSA ANNUAL CONFERENCE SPONSORSHIP BENEFITS PACKAGES



ABOUT THE CONFERENCE:

THE NABSA ANNUAL CONFERENCE IS THE ONLY EVENT OF ITS KIND GLOBALLY. IT IS AN INTERNATIONAL CONVENING OF ALL SECTORS INVOLVED IN SHARED MICROMOBILITY PLANNING AND IMPLEMENTATION-- HOST CITIES, EQUIPMENT MANUFACTURERS, OPERATORS, TECHNOLOGY PROVIDERS, CONSULTANTS, DATA ANALYTICS COMPANIES, AND OTHER SERVICE PROVIDERS THAT CONTRIBUTE TO REALIZING SHARED MICROMOBILITY IN COMMUNITIES. SPONSORSHIP PROVIDES MULTIPLE VENUES AND COLLATERAL ITEMS TO CONNECT YOU TO THE PEOPLE YOU WANT TO KNOW, AND WHO WANT TO KNOW YOU. GAIN EXPOSURE TO CITY OFFICIALS, OPERATORS, AND PRIVATE INDUSTRY PROFESSIONALS, AND MAKE YOUR MARK IN THE SHARED MICROMOBILITY INDUSTRY.

WHAT PAST SPONSORS ARE SAYING:

“ NABSA, AND ITS ANNUAL CONFERENCE CONVENING LEADERS IN THE MICROMOBILITY INDUSTRY, IS AN ESSENTIAL FORCE IN BUILDING RELATIONSHIPS AND PUSHING FOR POLICIES THAT SET SHARED BIKE AND SCOOTER SYSTEMS UP FOR GROWING IMPACT IN COMMUNITIES ACROSS NORTH AMERICA. LYFT HAS BEEN PROUD TO PLAY A PRESENTING SPONSOR ROLE AFTER LEARNING FIRST HAND THE VALUE OF SPONSORSHIP OVER THE PAST 3 YEARS. SERVING AS A SPONSOR NOT ONLY ALLOWS US TO SUPPORT NABSA, BUT ALSO GIVES US A POWERFUL FORUM TO DEMONSTRATE INDUSTRY LEADERSHIP AND EXPAND OUR RELATIONSHIPS. ”

- CAROLINE SAMPONARO, LYFT

“ TODAY, THE DISCOVERIES AND VENTURES WITHIN THE MICROMOBILITY SECTOR MAKE THE NABSA CONFERENCE A DYNAMIC AND EVER-CHANGING VENUE WHERE EVERYONE CAN COME AND LEARN FROM THE LATEST DEVELOPMENTS IN THE SECTOR. ON THAT NOTE, IT SHOULD BE REMEMBERED THAT NOTHING LIKE NABSA EXISTS BEYOND NORTH AMERICA, SO THE POTENTIAL FOR THE ASSOCIATION TO BECOME THE LEADING POLICY MAKER FOR BIKE SHARING AT A GLOBAL LEVEL IS REAL. NABSA IS WITHOUT DOUBT THE GLOBAL BIKE SHARING CONFERENCE WORLD-WIDE. ”

- KRISTIAN BRINK, URBAN SHARING

“ THE NABSA CONFERENCE IS A UNIQUE OCCASION TO EXCHANGE WITH ALL THE NORTH AMERICAN BIKESHARE STAKEHOLDERS AND GREAT OPPORTUNITY TO SPEND TIME WITH MANY OF OUR CLIENTS AT THE SAME TIME AND MEET BIKESHARE COLLEAGUES. ”

- ADRIAN POPOVICI, PBSC

ABOUT THE CONFERENCE:

- **THE NABSA CONFERENCE IS A GLOBAL STAGE.**
The NABSA Conference is the longest-running and only conference of its kind globally. Professionals from all over the world attend this must-go event!
- **NABSA IN-PERSON CONFERENCES HAVE 300-350 SHARED MICROMOBILITY AND TRANSPORTATION PROFESSIONALS IN ATTENDANCE--**
government officials, private industry and non-profit professionals.
- **NABSA'S ANNUAL CONFERENCE IS THE BEST WAY TO CONNECT**
with the leaders, influencers and decision-makers that are driving micromobility forward.
- **ATTENDEES INCLUDE REPRESENTATIVES FROM MANY CITIES ACROSS NORTH AMERICA**
engaged in shared micromobility, and looking to implement and expand systems.
- **PAST CONFERENCE ATTENDEES HAVE INCLUDED, BUT ARE NOT LIMITED TO, REPRESENTATION FROM THE FOLLOWING COMPANIES**

AND ORGANIZATIONS:

Alta Planning + Design, Atlanta Relay Bike Share, Arlington County, VA, BCycle, Bicycle Transit Systems, BKT bicipublica, BikeArlington, WE-cycle, Nice Ride Minnesota, University of Washington, Bike Walk Tompkins, City of Austin, City of Calgary, City of Charleston, City of Long Beach, City of Vancouver, City of North Vancouver, HOPR, DDOT, Dero Bike Racks, Vancouver Bike Share, Phocos Americas, Race Forward, Secure Bike Share Hawaii, JUMP, Urban Sharing, Motivate, VeloMetro Mobility, Lime, Red Bike, GREENbike SLC, Region of Waterloo, Transporte Ativo, PeopleForBikes, onbikes, nextbike, Hamilton Bike Share, Purdue University, Fort Worth Bikesharing, LaneSpotter, Healthy Ride, PBSC, WSDOT, Qucit, Serco, PBOT, Populus, Kore, Smoove, HERE mobility, Lyft, LADOT, beryl, Bi-State Development, P3GM, Citi Bike, NYC DOT, Heartland Bike Share, Valley Regional Transit, Indianapolis Cultural Trail, Drop Mobility, San Francisco Public Works, SFMTA, Safe Routes to School National Partnership, City of Kokomo, BRICK, Bantam Strategy Group, VeoRide, Blue Bikes NOLA, MAPC, Bixi Montreal, Ride Report, City of Little Rock, Bicycle Coalition of Greater Philly, Omron Corp, City of Gresham, Urban Health Collaborative, Portland State University, MountainHawk Corp, Bike Fun Library, Shift Transit, JBI.BIKE, StreetMetrics, Zagster, Nike, Toole Design Group, Re-sure, Media Culture Marketing, gates Corp, CycloChrome, Gotcha MoGo, West Town Bikes, CalTrans, City of Culver, Outdoor Sports Insurance, Free2Move, Transit, Explore Bike Share, Steer, Remix, Bosch eBike Systems, Bewegen, NACTO, Trek, City of Bellevue, Denver B-Cycle, VBIke, DecoBike, City of Philadelphia, NUVINCI, City of Dallas, Aromeiazero Institute, Spin, Long Beach Bike Share, Sam Schwartz, Superpedestrian, SACOG, Populus, San Antonio Bike Share, Oregon Department of Transportation, City of San Jose, City of Kelowna, Sonoma County Transportation Authority, tembici, Gonbike, New York Institute of Technology, Toronto Parking Authority, Chicago DOT, ITDP.

PRESENTING SPONSOR - \$45,000 EXCLUSIVE

- 7 Minute Speaking opportunity during Welcome Plenary in advance of Keynote
- Recognition at Welcome Plenary, 2nd Plenary, Closing Social
- Recognition in at least 4 social media posts/tags
- Recognition in at least 5 conference signage pieces
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Recognition in conference Press Release
- Recognition of sponsorship on upcoming NABSA webinar if confirmed by June 1st
- Name tag lanyard on all attendee badges
- Space in Expo- tier one
- 10 complimentary conference tickets
- 10 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

PLATINUM SPONSOR - \$35,000

EXCLUSIVE

- 7 Minute Speaking opportunity at 2nd Plenary in advance of Keynote
- Recognition at 2nd Plenary, Closing Social
- Recognition in at least 3 social media posts/tags
- Recognition on at least 4 conference signage pieces
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Space in Expo-- tier one
- 8 complimentary conference tickets
- 8 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

DIAMOND OPENING RECEPTION SPONSOR - \$25,000

EXCLUSIVE

- Opening Reception Sponsorship recognition at event



LOCATION: MUSEO CABAÑAS

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

- Recognition at 2nd Plenary, Closing Social
- Recognition in at least 2 social media post/tags
- Recognition on at least 3 conference signage pieces
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Space in Expo-- tier 2
- 6 complimentary conference tickets
- 6 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

GOLD 2ND EVENING RECEPTION SPONSOR - \$17,000

EXCLUSIVE

- 2nd Reception Sponsorship recognition at event



- Recognition at 2nd Plenary, Closing Social
- Recognition in at least 1 social media post/tag
- Recognition on at least 3 conference signage pieces
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Space in Expo-- tier 2
- 6 complimentary conference tickets
- 6 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

SILVER PLUS SPONSOR - \$12,500

UP TO 3

- Lunch/Closing Social sponsorship recognition
- Recognition at 2nd Plenary
- Recognition on at least 2 conference signage pieces
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Space in Expo-- tier 2
- 4 complimentary conference tickets
- 4 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

SILVER - \$10,000 UP TO 4

- Breakfast/break sponsorship recognition
- Recognition at 2nd Plenary
- Recognition on at least 2 conference signage pieces
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Space in Expo-- tier 2
- 4 complimentary conference tickets
- 4 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

BRONZE - \$6,500

NO LIMIT

- Recognition on at least 1 conference signage piece
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Space in Expo-- tier 3
- 2 complimentary conference tickets
- 2 complimentary MiBici bikeshare passes
- Pre-event and post-event conference attendee lists distributed. Pre-event list distributed 5 days before event, post-event list distributed no later than two weeks after the event. (Lists exclude contact information for attendees who have opted out.)

The NABSA logo consists of the letters 'N A B S A' in a bold, white, sans-serif font, each letter contained within its own white square. These squares are arranged horizontally and overlap slightly. The background of the entire slide is a dark blue overlay on a photograph of a person riding a bicycle, with other bicycles visible in the background.

N A B S A

NORTH AMERICAN BIKESHARE & SCOOTERSHARE ASSOCIATION

DEFINING THE FUTURE OF MICROMOBILITY TOGETHER

GREEN \$3,500

NO LIMIT

- Recognition on at least 1 conference signage piece
- Recognition in conference printed program
- Logo and link on NABSA conference webpage
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- 1 complimentary conference ticket
- 1 complimentary MiBici bikeshare ticket

CUSTOM SPONSORSHIP OPPORTUNITIES AND PACKAGES AVAILABLE UPON REQUEST

ADD ON OPTIONS

WIFI SPONSOR

DAILY \$5,000

- Recognition in conference printed program
- Recognition on wifi info signs
- Recognition in all conference-specific email announcements (from date of sponsor agreement)
- Logo and link on NABSA conference website
- Pre-event conference attendee list distributed 5 days before event.
(Lists exclude contact information for attendees who have opted out.)

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THANK YOU!

FOR MORE INFO, CONTACT
NABSA EXECUTIVE DIRECTOR, SAM HERR
(207) 370-9836
SAM@NABSA.NET

IF YOU DO NOT SEE A FIT FOR YOUR ORGANIZATION LISTED, PLEASE CONTACT US FOR
CUSTOM SPONSORSHIP OPPORTUNITIES THAT MAY BETTER FIT YOUR GOALS.