



52nd Annual - California Bus Association Convention & Tradeshow

SUNDAY, OCTOBER 25 - TUESDAY OCTOBER 27
DOUBLETREE BY HILTON SONOMA WINE COUNTRY

Become an Event Sponsor!

➤ REGISTRATION FEES

Operator/Affiliate Member	\$425
Associate Member	\$825

➤ EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Corporate Partner	<\$12,000
Premier Partner	\$10,000-\$11,999
Executive Partner	\$7,500-\$9,999
Leadership Partner	\$5,000-\$7,499
Contributing Partner	\$2,500-\$4,999
Supporting Sponsor	\$750-\$2,499
Tabletop Exhibitor Only	\$350

Click [HERE](#) for a list of opportunities

➤ LODGING ACCOMMODATIONS

Discounted Group Rate available for
Standard King & Double-Queen Lodging
at \$165/night (Approx \$200/night
including taxes, service, resort and
reduced parking fees)

Secure your reservataion by phone at
707.584.5466 (reference CBA), or Click
[HERE](#) to book online.

RESERVE BY SATURDAY, OCTOBER 3



Hosted by the California Bus Association ◀

Join CBA for three days of industry connections,
education, networking and fun in Sonoma County!

The convention kicks off Sunday with optional pre-conference activities, including the Annual Bridgestone Golf Tournament at Foxtail Golf Club and the Bubbles & Brews FAM Tour with tastings and lunch at Korbel and Russian River Brewing Company. Monday and Tuesday will include informative educational sessions, bus displays, tradeshow networking, and opportunities to connect with fellow motorcoach industry professionals.

Attendees can also look forward to Monday Night Madness at Nitro City Racing, and sessions on Tuesday followed by an evening cocktail hour and Awards Gala and Dinner celebrating the industry and its leaders.

Please note: You must be a CBA Member or Affiliate to attend.

Contact Us



916.836.3340



information@cbabus.com



www.cbabus.com



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2026 Schedule-at-a-Glance

SUNDAY, OCTOBER 25

All Day | Charging Lounge

6:45 AM Coaches Load & Depart
7:00 AM to Foxtail Golf Club

7:30 AM Golf Group Photo

8:00 AM Golf Tournament Begins

TBA Coaches Load & Depart for
Russian River Fam Tours

TBA FAM Tour:
Bubbles & Brews

5:00 PM Registration Opens

5:30 PM CBA Welcome Reception

6:15 PM Women in Buses Meet-Up
& Group Photograph

7:00 PM Offsite: Dine-Arounds

9:00 PM After Party

MONDAY, OCTOBER 26

All Day | Charging Lounge

6:00 AM Bus Only Move-in &
8:00 AM Exhibitor Tabletop Setup

7:00 AM Registration Desk Open
5:00 PM

8:00 AM Breakfast Buffet
9:15 AM

8:30 AM Opening Session:
9:15 AM *The Breakfast Briefing*

9:15 AM Session 1.1
10:15 AM

10:15 AM Networking Break
10:45 AM

10:45 AM Keynote Address
12:00 PM

12:00 PM CBA Luncheon &
1:30 PM Golf Tournament Awards

12:45 PM Session 1.2: *National*
1:30 PM *Association Updates*

1:30 PM Bus & Table Displays:
2:45 PM *Part I*

2:45 PM Session 1.3:
3:45 PM *Enforcement Updates*

3:45 PM Session Break
4:00 PM

4:00 PM Session 1.4
5:00 PM

6:30 PM Monday Night Madness:
9:30 PM *Nitro City Racing*

9:30 PM After Party

TUESDAY, OCTOBER 27

All Day | Charging Lounge

7:00 AM Registration Desk Open
5:00 PM

8:00 AM Breakfast Buffet
8:45 AM

8:45 AM Sessions 2.1 - 2.3
12:30 PM *Presented by BISC West*

10:15 AM Networking Break
10:30 AM

12:30 PM CBA Luncheon &
2:30 PM Legislative Updates

2:30 PM Bus & Table Displays:
3:30 PM Part II + Raffle Drawings

3:30 PM Marketplace Vendor
4:00 PM Feedback

4:00 PM Tabletop Exhibitor
Teardown

4:00 PM Operator Roundtable
5:00 PM Discussion

6:00 PM Cocktail Reception
7:00 PM

7:00 PM 2026 CBA & Gala Awards
9:00 PM Dinner

9:00 PM After Party





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PARTNER LEVELS & SPONSORSHIP INCLUSIONS	\$750 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$7,499	\$7,500 - \$9,999	\$10,000 - \$11,999	\$12,000 +
Tabletop Exhibitor Fee Waived	SUPPORTING	CONTRIBUTING	LEADERSHIP	EXECUTIVE	PREMIER	CORPORATE
Sponsor recognition on badges & event signage	✓	✓	✓	✓	✓	✓
Bi-monthly registration list (emailed the 1 st & 3 rd Friday/month)	✓	✓	✓	✓	✓	✓
Social Media Promotional Showcase (CBA generated)		✓	✓	✓	✓	✓
Social Media Promotional Showcase (Sponsor Provided)			✓	✓	✓	✓
Recognition in event app with Company Profile	✓	✓	✓	✓	✓	✓
Signage and company provided handouts/materials at sponsored event functions			✓	✓	✓	✓
One (1) dedicated email to CBA Membership*				✓	✓	✓
Banner Ad Space in Quarterly e-Newsletter				✓	✓	✓
One (1) General Session Sponsor Recognition				✓	✓	✓
Five (5) minute Company Introduction during Opening Address				✓	✓	✓
Sponsor Recognition and Company Highlight at the Member Education Webinar					✓	✓
Feature Story in one (1) 2027 Quarterly e-Newsletter					✓	✓
Visibility on CBA homepage from September 2026-August 2027 and in CBA emails, plus quarterly recognition as CBA Corporate Partner						✓



52nd Annual - California Bus Association Convention & Tradeshow

OCT 25-27, 2026 | ROHNERT PARK, CALIFORNIA

SPONSORSHIP OPPORTUNITIES

Event Sponsors will receive recognition in this year's event app, event banners, signage & welcome slides.

Keynote Sponsors will have the opportunity for brief company introductions before introducing special guest speaker.

Executive, Premier and Corporate Sponsors will be recognized at one (1) of the General Session prior to speaker introductions.

CONVENTION SPONSORSHIPS

App Sponsor **\$1,500**
[5-AVAILABLE] or Buyout @ \$7,500

Keep your brand in attendees' hands with prominent banner visibility in the official convention app. Banners will be displayed on the Homepage, Agenda and Attendees pages.

Badge Sponsor **\$750**
[1-AVAILABLE]

Be seen throughout the event with your Company Logo featured on attendee badge holders. *Sponsor responsible to provide badge holders no later than Friday, September 25*

Bag Sponsor **\$1,000**
[1-AVAILABLE]

Be part of every attendee's convention experience with branded swag bags distributed at registration. *Sponsor responsible to provide badge holders no later than Friday, September 25*

Charging Station Sponsor **\$1,500**
[1-AVAILABLE]

Power attendee connections with premier recognition on the signage at the convention charging station. Small table will be available to place your company's promotional materials and handouts.

Welcome Reception Sponsor **\$6,000**
[1-AVAILABLE]

Kick off the convention with premier recognition on signage and drink tickets at the Welcome Reception on Sunday, October 25

Keynote Sponsor **\$5,000**
[1-AVAILABLE]

Align your company with one of the convention's most visible moments by introducing the keynote speaker. Exclusive banner displayed on the Keynote Session of the event app.

Breakfast Sponsors **\$3,250**
[3-AVAILABLE/day] Buyout @ \$10K

Monday, October 26

Tuesday, October 27

Start the day strong with sponsor recognition at the breakfast buffet. Choose between Monday or Tuesday. **Co-sponsor and buyout opportunities*

Luncheon Sponsor **\$3,800**
[3-AVAILABLE/day] Buyout @ \$12K

Monday, October 26

Tuesday, October 27

Gain valuable midday visibility with Company Logo recognition at the CBA Luncheon. Choose between Monday or Tuesday. **Co-sponsor and buyout opportunities*

AM/PM Refreshment Sponsors
[1-AVAILABLE/each]

AM Beverage Service **\$1,000**

PM Beverage Service **\$800**

Help attendees recharge during a morning break, or keep the afternoon going with an afternoon break. Company Logo on signage at the beverage stations

ACTIVITIES SPONSORSHIPS

Golf | Title Sponsor **SOLD**
[1-AVAILABLE]

Take center stage as the premier sponsor of the CBA Golf Tournament, with top visibility on event signage and sponsor recognition during the CBA Luncheon on Monday, October 26

Golf | Hole Sponsor **\$125**
[4-AVAILABLE]

Put your brand directly on the course--your company logo will be on the green sign at the hole of your choice during tournament play

Golf | Tournament Sponsors
[1-AVAILABLE/each]

Mens's Closest to Pin **\$175**

Women's Closest to Pin **\$175**

Men's Longest Drive **SOLD**

Women's Longest Drive **SOLD**

Enjoy a featured moment and recognize big swings by announcing and presenting one of four golf tournament awards during the CBA Luncheon on Monday, October 26

MONDAY & TUESDAY EVENING SPONSORSHIPS

Monday Night Madness Sponsor **\$2,500**
[5-AVAILABLE]

Put your company in the spotlight during our fun-filled evening with indoor kart racing and much more. Company logo will be displayed during the event.

Gala Dinner Sponsor **\$5,000**
[6-AVAILABLE]

Showcase your support at CBA's Awards Gala Dinner. Company logo will be displayed during the event, with recognition during the awards ceremony. *Includes one (1) complimentary Plus One/Guest admission.*

Gala Awards Sponsor
[1-AVAILABLE/each]

Operator of the Year **\$2,500**

Mechanic of the Year **\$1,500**

Vickie Cole Memorial/ **SOLD**

Women in Leadership

Help honor the industry's standout professionals who keep California's motorcoach industry moving forward by announcing and presenting one of four award recipients



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OCT 25-27, 2026 | ROHNERT PARK, CALIFORNIA

ABOUT THE 52nd ANNUAL CBA CONVENTION & TRADESHOW

Connect with California's motorcoach industry leaders, operators, suppliers, and decision-makers at CBA's signature annual event. With education sessions, bus displays, networking events, tradeshow opportunities, and the Awards Gala, the convention offers sponsors and exhibitors valuable visibility and direct access to the people shaping the future of group transportation in California.

Click [HERE](#) for information on conference location and lodging accommodations.

How do I register myself/my company representatives?

If you are registering as an Exhibitor and aren't planning to take advantage of the listed sponsorship opportunities, simply click **REGISTER** from the event page; following all prompts until you receive a confirmation that you are successfully registered. If you are registering as a Sponsor, click [HERE](#) to select from available sponsorship opportunities.

Will you share a the floorplan and our confirmed booth # in advance of the event?

Exhibitors will be showcased in the Ballroom Foyer located immediately outside of the Grand Ballroom. Large booths cannot be accommodated at the CBA Convention & Tradeshow. Each tabletop exhibitor will have a six-foot table with (2) chairs. Exhibitors are welcome to set up pop-up/tabletop signage and retractable banners only as part of their displays.

All Booth Assignments will be prioritized based Partner-level, and is subject to change slightly based on the number of sponsor commitments. Refer to the diagram of the Ballroom Foyer.

What's included with the Tabletop Exhibitor space?

- One (1) six-foot table with (2) tablecloths, and two (2) chairs
- One (1) Wastebasket
- Recognition with Company Logo in the event app
- Bi-monthly registration list emailed the 1st & 3rd Friday/month. Post-event attendee list emailed by Friday, November 3.
- Whova Event App Company Profile (access will be provided once your registration and sponsorships are confirmed)

Will internet/Wi-Fi, access to power or other AV items be provided?

Electrical access will be provided to all exhibitors. Basic Wi-Fi internet access will be available through the AV service provider. The option to purchase stronger internet with faster connection speed will be available. Add-On packages are available through Encore for additional equipment needs, i.e. computer monitors, extension cords, and high-speed internet.

What is the estimated # of attendees?

The CBA Convention & Tradeshow is attended by approximately 200 attendees; 90 Operator/Affiliate Members and 80 Associate Members.

Will there be media coverage?

No.

Will we need to submit a COI?

No.

Where should tabletop materials be shipped?

California Bus Association

[NAME OF EXHIBITING COMPANY]

C/O DoubleTree by Hilton Sonoma Wine Country

One DoubleTree Drive, Rohnert Park, CA 94928

Group Meeting Dates: October 25-27

NOTE: Multiple packages within a single shipment, should reference sequence numbers (i.e. "1 of 2", etc.). Due to limited storage, do not send packages more than two (2) days prior to the event. Deliveries that arrive prior to this will be subject to a daily facility storage fee; and will be billed to the exhibiting company.

EXHIBITOR NETWORKING SCHEDULE

SUN, OCT 25	5:30PM-7:00PM 7:00PM-9:00PM	Welcome Reception Dine-Arounds Offsite
MON, OCT 26	7:00AM-8:00AM 10:15AM-10:45AM 12:00PM-12:45PM 1:30PM-2:45PM 6:30PM-9:30PM	Exhibitor Move-In Networking Break CBA Luncheon Bus & Tabletop Exh MNM
TUE, OCT 27	10:15AM-10:30AM 2:30PM-3:30PM 3:30PM-4:00PM 4:00PM-5:00PM 6:00PM-9:00PM	Networking Break Bus & Tabletop Exh Vendor Feedback Exhibitor Teardown Cocktail Reception & Awards Dinner

SAMPLE TABLETOP ASSIGNMENTS BASED ON PARTNERSHIP LEVEL. SUBJECT TO CHANGES CONTIGENT ON QUANTITIES OF CONFIRMED SPONSORS AT EACH LEVEL.

