



# 2025 Annual Conference & Expo

Richmond Marriott | 500 E Broad St, Richmond, VA 23219



May 28-29, 2025

# Expo Vendor Information Packet

# **Current Schedule/Agenda**

# Conference Schedule (DRAFT)

Time		Activity/Topic	Speakers	Room
9:00-5:00 pm		<b>Conference Registration</b>		Conference Lobby
10:00-11:00 am		<b>VTA Board of Directors Meeting:</b>		Breakout Room 1
11:30-1:00 pm		<b>Welcome Luncheon</b> brought to you by our <b>Gold Sponsors</b>	<b>Mayor Deanna Reed (VTA President)</b>	Grand Ballroom 1
11:30-1:00 pm		<b>General Session I: Funding Mobility: How to Keep Virginia moving and Impact from Federal Uncertainty</b>	<b>Senator Louise Lucas</b> and <b>Delegate Mark Sickles</b>	Grand Ballroom 1
11:30-2:45 pm		<b>Exhibitor Set-up</b>		<b>Grand Ballroom 2</b>
1:15-1:45 pm		<b>Coffee Break</b> brought to you by <b>TBD</b>		
<b>Breakout Sessions II</b>				
1:45-2:45 pm		Transforming Transit Through Art: Building Trust & Visibility	<b>Andrea Garland</b> (RVARC), <b>David Fois</b> (Bay Transit), <b>Perin Palistrant</b> (OmniRide), and <b>Miranda Hellen</b> (OmniRide)	Breakout Room 1
1:45-2:45 pm		Cybersecurity Considerations for Transit IT Infrastructure	<b>Susan Howard</b> (MBJ), <b>Joel Waugh</b> (WMATA), and <b>Curtis Pierce</b> (4 Nines Tech), and <b>Nick Biffon</b> (MBJ)	Breakout Room 2
3:00-5:30 pm		Hands On with Remix and DRPT!	<b>Josh Panter</b> (Remix) and <b>Wood Hudson</b> (DRPT)	Breakout Room 3
3:00-5:30 pm		<b>Ice-Cream Social</b> brought to you by <b>EVA Transit</b> & <b>Mini-Raffles</b> brought to you by our <b>Exhibitors!</b>	<b>EXPO Fair!</b>	Grand Ballroom 2
5:30-6:30 pm		<b>Cocktail Reception &amp; Big-Raffles</b> brought to you by <b>Silver Sponsors</b>		
6:30-9:00 pm		<b>An Evening Celebrating Transit</b> sponsored by <b>Sonny Meryman</b>		
6:30-8:00 pm		<b>Exhibitor Breakdown</b>		
<b>Thursday, May 29, 2025</b>				
Time		Activity/Topic	Speakers	Room
7:30-8:30 am		<b>General Session II: The new Federal Landscape</b> (Breakfast)	<b>Art Guzzetti</b> (APTA) and <b>David Schilling</b> (FTA)	Grand Ballroom 1
<b>Breakout Sessions I</b>				
8:45-9:45 am		Commuter Assistance Program Strategic Plans: Moving From Plan to Implementation	<b>Sam Sink</b> (Kimley-Horn), <b>Chris Arabia</b> (DRPT), <b>Amy Jordan</b> (goCommute), and <b>Becky Sandletzky</b> (NSVRC)	Breakout Room 1
8:45-9:45 am		Transit Funding Challenges: Roundtable Discussion	<b>Sophie Spiliatopoulos</b> (NVTC) and <b>Ann McGrane</b> (NVTC)	Breakout Room 2
8:45-9:45 am		Public Transit or Land Use (The Chicken or the Egg Analogy)	<b>Sherri L. Dawson</b> (HRT), <b>Stewart Schwartz</b> (CSG),	Breakout Room 3
9:45-10:00 am		<b>Coffee Break</b> brought to you by <b>Michael Baker International</b>		
10:00-10:45 am		<b>General Session III: Driving Workforce Excellence: Building Apprenticeship and Mentorship Programs for Bus Operators</b>	<b>Karisa Holdzkom</b> (ITLC/TWQ), <b>Ashley Mason</b> (GRTC), and <b>Wendy Tunstall</b> (GRTC), <b>Mitch Huber</b> (DRPT), <b>Angela Kelly-Wiecek</b> (VA Works)	Grand Ballroom 1
10:45-11:00 am		<b>Coffee Break</b> brought to you by <b>Michael Baker International</b>		
11:00-12:00 pm		<b>General Session IV: CEO Roundtable: Funding our Future</b>	<b>Kate Matlice</b> (NVTC), <b>William Harrell</b> (HRT), and <b>Garland Williams</b> (CAT)	Grand Ballroom 1
12:15-2:15 pm		<b>Awards Luncheon</b> and <b>Virginia Transit Leadership Institute Graduation</b> brought to you by our <b>Platinum Sponsors</b>	<b>Keynote: Senator Mark Warner (Invited)</b>	Grand Ballroom 2



2025

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# An Evening On Broad St.

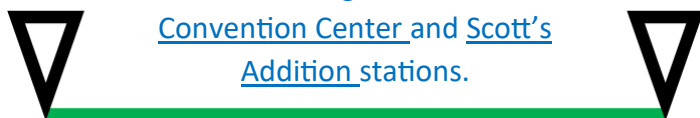
Brought to you by:



## Evening Details

Come join us for a night on Broad St. from 6:30 to 9pm! We have several local restaurants offering deals for VTA conference attendees when you show your nametag. Join us at Bingo Beer Co. for appetizers, games, and drinks; courtesy of our sponsor, **Sonny Merryman**

Take GRTC's Pulse BRT between the Marriott and Bingo Beer Co via the [Convention Center](#) and [Scott's Addition](#) stations.



### Participating Restaurants:

*Special discounts with VTA Conference Nametag.*

**Bingo Beer Co.**  
2900 W Broad St.  
5% discount w/ reservation

## And More to Come...

**Before/After Dinner:**  
6:30-9:30pm

**Bingo Beer Co.**  
2900 W Broad St

Join VTA Staff for arcade games, drinks, and light food



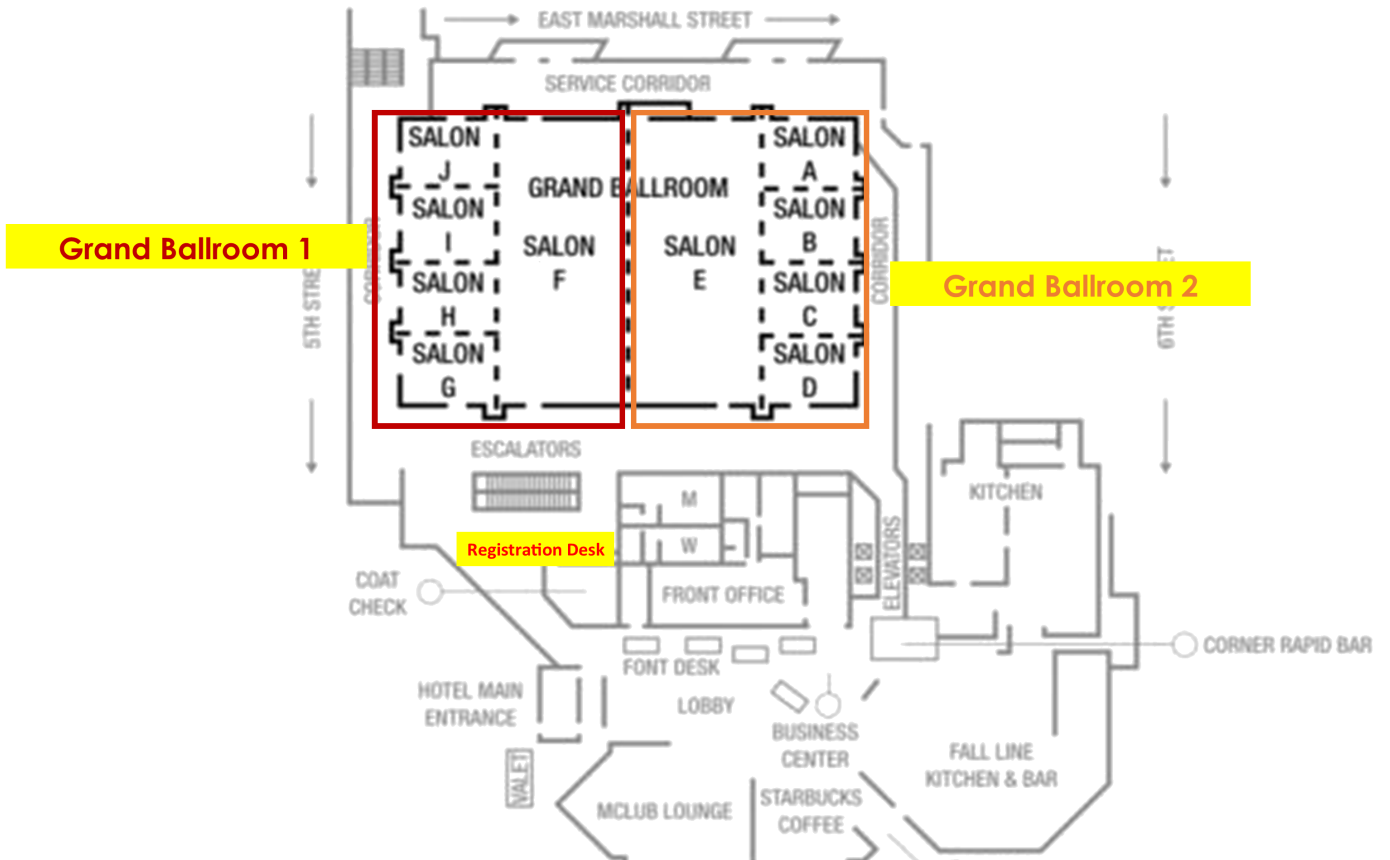
**BINGO  
BEER CO**

**Free Transportation  
provided by:**

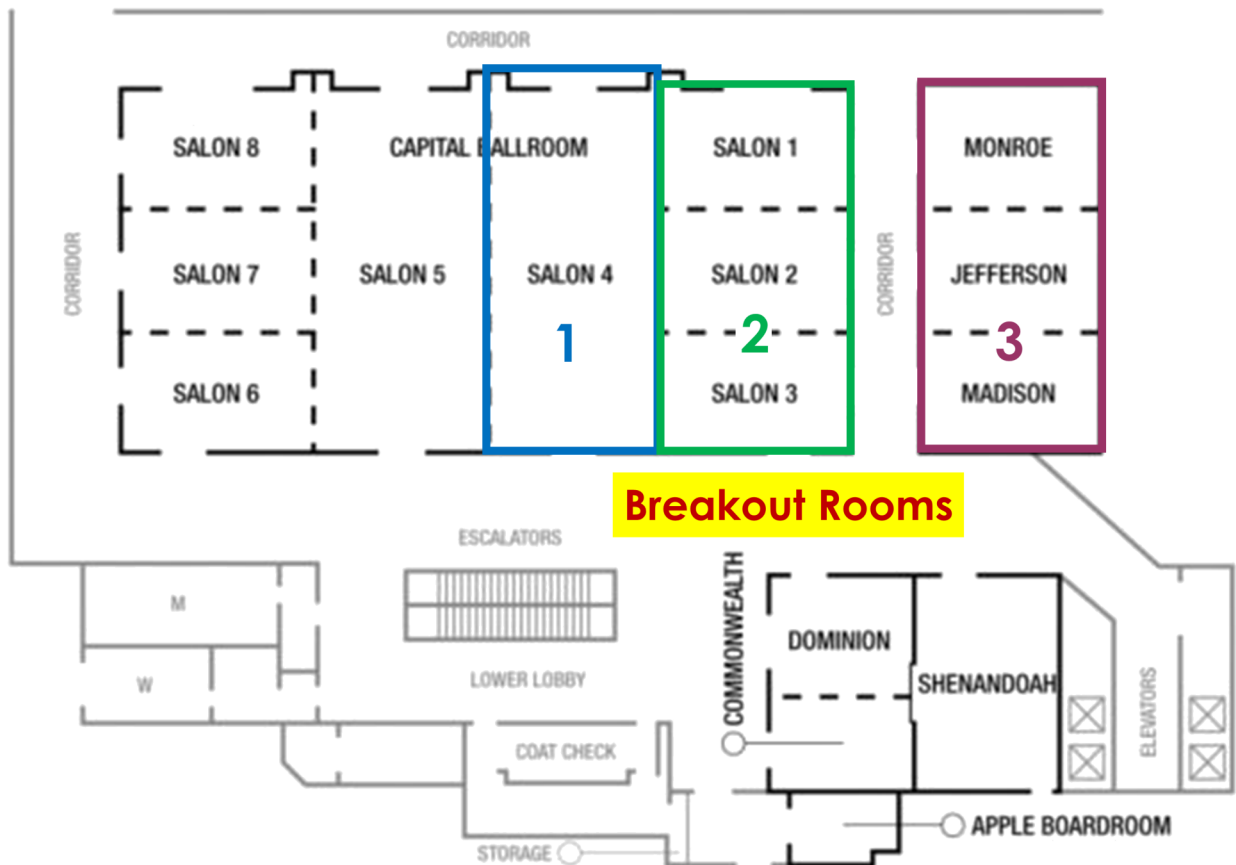


# **Event Location Maps and Expo Hall Layout**

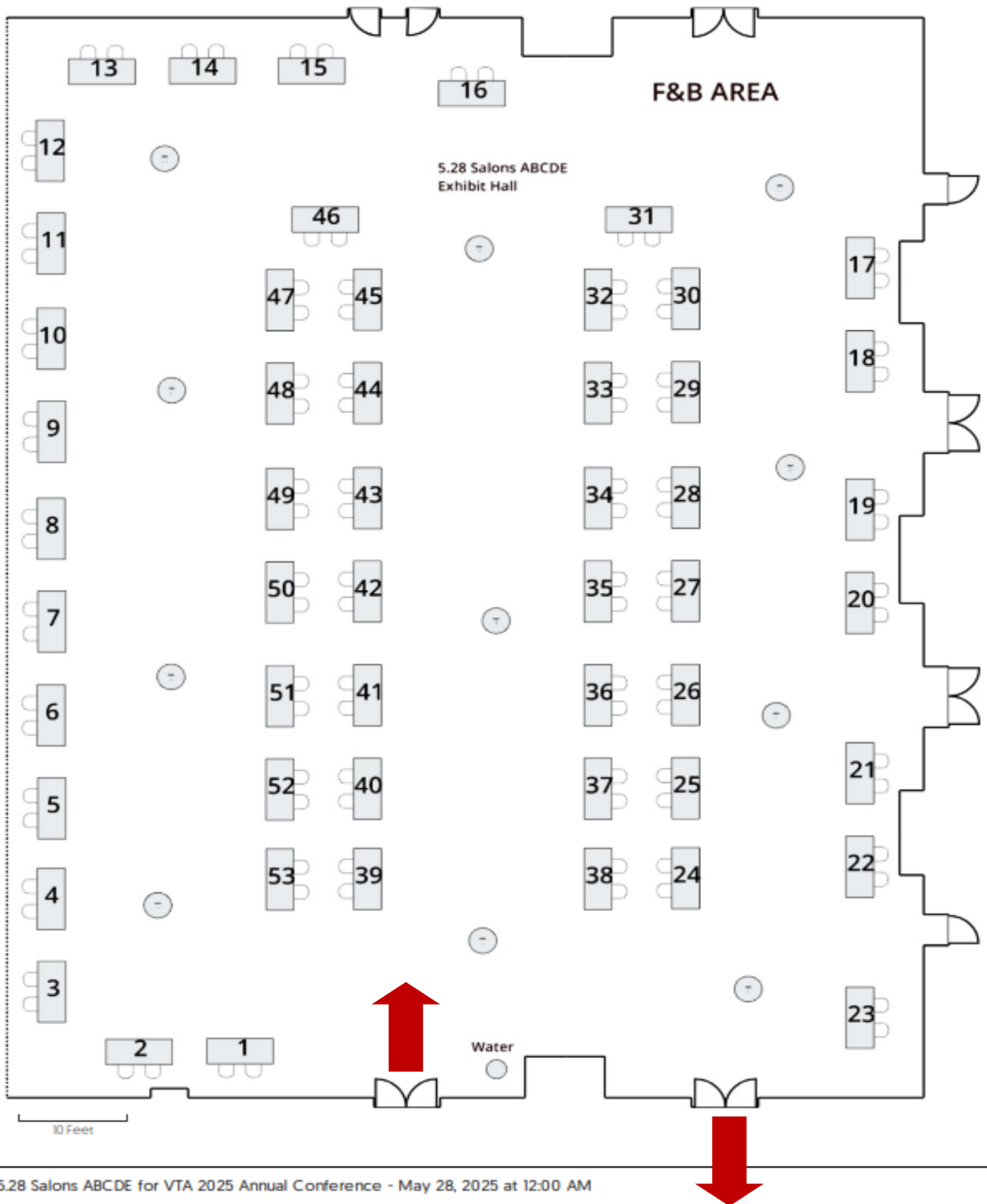
# FIRST FLOOR/STREET LEVEL



# LOWER LEVEL



# Expo Area Layout



# Other important Information

**Exhibitor Tables:** 6 feet with two chairs. A table cloth for the table is included. The expo hall is carpeted.

**Power/Electricity:** Please let Danny Plaugher with VTA ([Danny@VAtransit.com](mailto:Danny@VAtransit.com)) know if you need power at your expo space. We have limited use of the hotel's standard 120v wall outlets, however there may be a service fee for additional power needs and for service to be run to your expo space. Please pack and extension cord.

**Exhibitor Move-in/out:** Exhibitors may move in between 11:30 am and 2:45 pm on May 28. Move out is between 6:30-8:00pm on May 28 to allow for the set-up of morning breakfast session.

**Mailing Exhibitor Materials:** If you need to mail materials ahead of your arrival, please follow the instructions below.

Boxes are not to arrive earlier than 3 business days prior to the Event. All boxes shipped to the hotel should be addressed as follows:

Richmond Marriott Hotel Downtown  
Amy O'Donnell, VTA Annual Conference, May 28, 2025  
*Your employee that will be on sites name*  
500 E. Board Street  
Richmond, Virginia 23219  
Please indicate # of shipments expected i.e.: 1 of 1, 1 of 2, 2 of 3, etc.

The following charges will apply deliveries and storage to the Hotel:

Boxes up to 5 lbs: \$10 each | Storage per day: \$5  
Boxes 5 to 20 lbs: \$15 each | Storage per day: \$8  
Boxes 20 to 50 lbs: \$20 each | Storage per day: \$10  
Boxes over 50 lbs: \$25 each | Storage per day: \$25  
and Pallets/Crate: \$75 each | Storage per day: \$150-200 depending on size.

**Attendance Lists:** The conference participant list will be sent out twice to our sponsors and exhibitors. A draft version a day or two before the event and a final version early the week after the conference concludes.

## Conference Point of Contacts:

**VTA:** Danny Plaugher: 804-461-8165 | Diana Hall: 757-236-8648 | Natalie Loeffler: 253-381-1062

**Marriot:** Amy O'Donnell (804.767.7907) or [Amy.Odonnell@whitelodging.com](mailto:Amy.Odonnell@whitelodging.com)

## Conference Wi-Fi Access:

**Event App:** Make sure to download the event app and create your profile.



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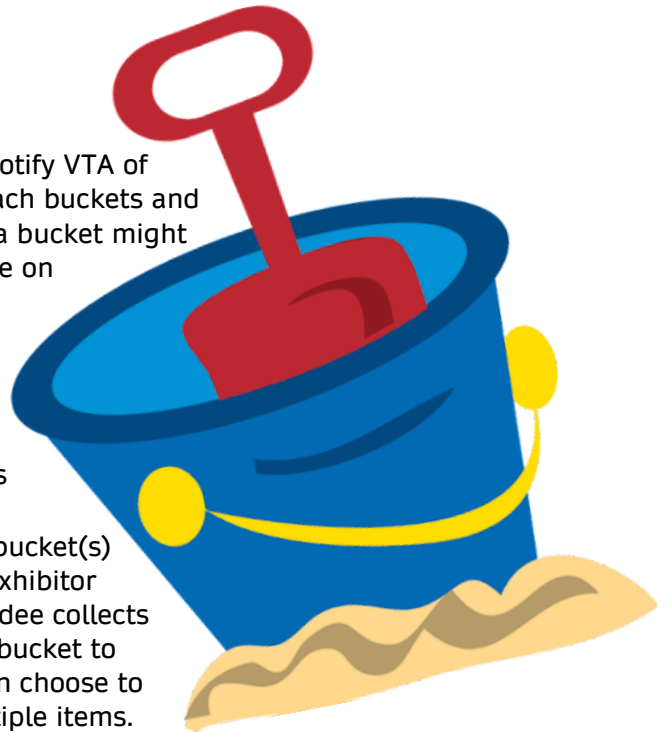
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## Exhibitor “Bucket Brigade Game” and Prizes

Back by popular demand this year is the “*Bucket Brigade*” game- All exhibitors are invited to join the “Bucket Brigade” during the 2025 VTA conference and expo. This is a fun component of the expo where participants win prizes and exhibitors have an opportunity to collect contact information from prospective customers.

### How will it work?

- All participating exhibitors who have prizes to contribute (televisions, gift baskets, gift cards, Yeti coolers, etc.) will notify VTA of what they have to give away. VTA will provide up to 12 beach buckets and will label each one with an exhibitor’s prize. For instance, a bucket might say “Television courtesy of ABC Bus Co.” The buckets will be on display in the expo hall.
- Each interested exhibitor will be given 100 double-tickets. When an attendee visits the exhibit and interacts with the exhibitor, the exhibitor can collect contact information, ask the attendee to fill out a survey, or anything else the exhibitor wants to set up. In exchange, the exhibitor issues the double-ticket to the attendee.
- The attendee will deposit half of their double-ticket in the bucket(s) of their choice in hopes of their ticket being drawn at the Exhibitor Reception on Wednesday evening. For instance, if an attendee collects 10 tickets, they can choose to put all their tickets into one bucket to increase their chances of winning that one prize or they can choose to deposit their tickets in several buckets for chances on multiple items. The attendee keeps the other half of their double-ticket for the drawing.
- At 5 p.m., the participating exhibitors will bring their prize items up to the bucket table.
- Prizes will be drawn by VTA officers during the exhibitor cocktail reception via the microphone. There will be a drawing for each of the buckets with an announcement of the prize and the contributing exhibitor. Winners must turn in their half of the ticket before claiming their prize.
- Only prizes donated via the “Bucket Brigade” will be announced during the exhibitor cocktail reception in an effort to better organize the prizes and the announcements.
- If any exhibitor would like for VTA to purchase gift cards for a prize on your behalf, we can work with you on how to arrange that.



We hope that this game will provide a value to our exhibitors by making the expo hall a beehive of activity while adding some fun for attendees. It is a further incentive to come and learn about the products and services available while helping to build relationships between vendors and customers.

Please contact **Natalie Loeffler** at [natalie@plaugher.org](mailto:natalie@plaugher.org) by **May 16th** to let us know that you have a prize to contribute and want to participate.