
2017 OSBA MEMBERSHIP BENEFITS

Supplier/Manufacturer and Distributor Members

EXPOSURE AND ACCESS

- **Ontario Transportation Expo (OTE) Conference & Trade Show** – Many contacts, excellent exposure, one location. OSBA, along with its partners OMCA and OPTA, offers the only quadruple bus industry conference and trade show in Canada combining school bus, motor coach, public transit and specialized transit in which to display your products/services and connect with potential buyers, decision makers and “influencers”.
- **Webinars** – Superior exposure opportunities by speaking directly to attendees at the start of the webinar and providing an advertisement of products and services.
- **Website** – Powerful world-wide presence on the OSBA website through a variety of advertising opportunities.
- **Newsletter** – Bi-weekly image-building opportunities in OSBA’s electronic newsletter providing the industry’s latest issues and trends impacting daily business in the school bus industry. Be seen as an industry supporter and partner!
- **Magazine** – Image/brand enhancing positioning through advertisements in a professionally designed and produced magazine containing articles that speak to all student transportation stakeholders across the country.
- **Membership Directory** – Exposure in a powerful resource which lists key industry decision makers and contact information across the province.

EDUCATION AND CONNECTIONS

- **Webinars** – OSBA conducts webinars to assist in education and informing members on timely and pertinent safety, regulatory and industry issues and initiatives. These webinars offer learning opportunities to staff of all members from the comfort and convenience of offices, boardrooms, training rooms and personal locations.
- **Ontario Transportation Expo (OTE)** - School bus specific educational workshops are led by accomplished subject matter experts and focus on highly relevant and informative topics regarding important industry issues. OTE provides a multitude of unique business connections and opportunities to share experiences, expertise and best practices, particularly during the trade show.

REGULATORY ADVOCACY AND ISSUE MANAGEMENT - ALEX BUGEYA

Alex Bugeya represents OSBA members’ interests and successfully advises government regarding many issues affecting the school bus industry including the following (working list contains many more active issues):

- Annual and Semi-annual Bus Inspection Standards
- MTO Inspections and Enforcement
- Red/Amber (8 Lamp) Warning Light System
- School Bus Occupant Restraints
- Hand-held Two-way Radio Exemption Expiry
- School Bus Exhaust Emissions
- Stop Arm Cameras
- CSA D250, D270 and D407 Standards
- Daily Vehicle Inspections
- Public Vehicles Act Updates
- Electric School Bus Pilots

GOVERNMENT ADVOCACY AND PARTNERSHIPS

OSBA represents its members with one strong, collective, professional voice. OSBA is highly respected and called upon by government for industry advice, and advocates for all members in an expert manner with the Ministries of Education, Transportation, Government Services, and with numerous other provincial and federal bodies. Competitive procurement has been a major focus of the Board of Directors and OSBA continues to meet with government officials to resolve the concerns of members and the student transportation industry.

PUBLICATIONS

- **OSBA Newsletter and Important Bulletins** electronically provide the latest issues and trends that impact daily business and the school bus industry.
- **School Bus Ontario Magazine** - Canada’s only school bus industry magazine containing articles and expert insight on highly topical subjects that impact student transportation across Ontario. Sent to all members on an annual basis, along with government officials, directors of education and many thousands of other student transportation stakeholders.
- **Membership Directory** - A detailed listing of all members and their contact information for enhanced business connections and opportunities.

2017 MEMBERSHIP FEE OPTIONS

Supplier/Manufacturer Members

PREMIUM

\$6000

- \$350 credit towards display space at the Ontario Transportation Expo
- Telephone meetings with 5 bus operator members of the OSBA Board of Directors
- ¼ page colour advertisement in annual OSBA "School Bus Ontario" magazine
- Advertisement in 3 OSBA electronic newsletters (featured company ad)
- Webinar advertisement/speaking opportunity at beginning of 2 webinars
- Logo advertisement on OSBA website home page (1" x 2") for 6 months
- ½ page advertisement in annual OSBA Membership Directory
- Additional exposure and awareness building via sponsorship opportunities at the Ontario Transportation Expo
- Resource publications including the OSBA Newsletter, Important Bulletins, "School Bus Ontario" magazine, OSBA Membership Directory and various other industry papers and presentations.
- Regulatory advocacy and issue management by Alex Bugeya for supplier members on matters such as CSA D250 and D270 standards, inspections and maintenance and much more.
- Government advocacy regarding concerns of supplier members in conjunction with the needs of the student transportation industry.

ENHANCED

\$2750

- Telephone meetings with 3 bus operator members of the OSBA Board of Directors
- 1/8 page colour advertisement in annual OSBA "School Bus Ontario" magazine
- Advertisement in one OSBA electronic newsletter (featured company ad)
- Webinar advertisement/speaking opportunity at beginning of one webinar
- Logo advertisement on OSBA website home page (1" x 2") for 3 months
- ¼ page advertisement in annual OSBA Membership Directory
- Additional exposure and awareness building via sponsorship opportunities at the Ontario Transportation Expo
- Resource publications including the OSBA Newsletter, Important Bulletins, "School Bus Ontario" magazine, OSBA Membership Directory and various other industry papers and presentations.
- Regulatory advocacy and issue management by Alex Bugeya for supplier members on matters such as CSA D250 and D270 standards, inspections and maintenance and much more.
- Government advocacy regarding concerns of supplier members in conjunction with the needs of the student transportation industry.

REGULAR

\$750

- Exposure, access and networking opportunities (additional costs):
 - Ontario Transportation Expo (OTE)
 - Webinars
 - Website
 - Newsletter
 - Magazine
 - Membership Directory
- Additional exposure and awareness building via sponsorship opportunities at the Ontario Transportation Expo
- Resource publications including the OSBA Newsletter, Important Bulletins, "School Bus Ontario" magazine, OSBA Membership Directory and various other industry papers and presentations.
- Regulatory advocacy and issue management by Alex Bugeya for supplier members on matters such as CSA D250 and D270 standards, inspections and maintenance and much more.
- Government advocacy regarding concerns of supplier members in conjunction with the needs of the student transportation industry.