

Benefits of OPTA Membership for Business Members

OPTA is a lean organization and offers its business members a valuable set of services for relatively low cost. Take a moment to review some of the reasons why membership in OPTA may be a wise business investment for your organization.

Networking

The ability to identify and communicate with key decision-makers in the transit industry could mean the difference between success and failure. OPTA fall regional meetings and the spring conference and trade show present a great opportunity to get in front of customers, learn their concerns and needs, and build relationships.

OPTA also has good relationships with other transportation associations in Ontario which could help open the door to other opportunities.

Ontario Transportation Expo (OTE)

OPTA hosts an annual conference and trade show each Spring, OTE, in conjunction with the Ontario School Bus Association (OSBA) and the Ontario Motor Coach Association (OMCA). This Toronto-based show continues to rate very highly among exhibitors and is one of the most cost-effective ways to reach your target market. OPTA members receive preferential booth rates and priority registration.

Sponsorship Opportunities

Along with preferred access to the trade show, business members have an excellent opportunity to sponsor various events and functions during the entire conference and trade show event. That includes coffee breaks, lunches, and receptions. In return, you get appropriate recognition and exposure in OTE publications, on the web site, and during the event itself. An excellent opportunity to increase your image and visibility during the industry's marquee annual event.

Member Directory

Although we live in the internet age, there is nothing like being able to put your hands on a hard copy booklet of key contacts – customers, colleagues, competitors and even potential business partners -- and OPTA's Member Directory lets you do that. The hard copy version is updated once a year, and the soft version every month.

Maintenance Committee

Those who work the shop floor and service the fleet have one of the most important jobs in the industry. Business members can participate in work of the OPTA Maintenance Committee by participating in their fall meeting, which gives you an opportunity to present product updates and answer questions from many of the industry's customers at one time. The contacts and information gained from attending this one meeting *alone* would more than justify the cost of membership.

Advocacy

While advocacy primarily benefits transit system members and is the main "raison d'être" for OPTA, it is important that Business members understand the key public policy issues impacting your customers. Their success at Queen's Park equates to your success. Supporting the association which represents your customers makes good business sense.

At the same time, Business Members themselves can benefit from OPTA's lobbying activity, as evidenced by the success we had with MTO in representing bus manufacturers on potential reforms to the regulations for Vehicle Weights and Dimensions.

Newsletter and Information

Stay on top of issues with OPTA's Quarterly newsletter about our lobbying activities, key developments and upcoming events.