

North State Transit Symposium

July 12 & 13, 2023

Sequoia Conference Center

Eureka, CA

PROSPECTUS

Hosted By:



Sponsored By:



North State Transit Symposium

July 12-13, 2023



**Sequoia Conference Center
Eureka, CA**

Symposium Schedule

Wednesday, July 12, 2023

Zero Emission Fleet & Infrastructure

Hotel Pick Up	8:30 AM		Shuttle Bus leaves Bear River Casino for Eureka
Doors Open	9:00 AM		Registration, Coffee and Pastries
Open Welcome	9:45 AM	10:15 AM	Welcome by Natalie Arroyo (HTA) & Chad Edison (CalSTA)
Session 1	10:15 AM	11:00 AM	Starting the Process: CARB Regulations and Understanding LCFS Credits; Regional Coordination Strategies
Session 2	11:00 AM	11:45 AM	Leveraging Consultants for Grant Writing Support
Lunch	11:45 AM	12:45 PM	Catered Lunch By Luis Mexican Restaurant
Vendors Tour	12:45 PM	1:45 PM	Vendor's Hall and Exhibits
Session 3	1:45 PM	2:30 PM	Understanding Your Electric Infrastructure Needs
Session 4	2:30 PM	3:30 PM	Exploring Hydrogen Fuel Choices
Presentations	3:30 PM		Vendor Presentations
Bus Depart	5:00 PM		Bus departs Sequoia Conference Center to Bear River Casino
Evening Event	5:30 PM	8:30 PM	Dinner and Casino Night: Bear River Casino
Bus Pick Up	8:30 PM	9:00 PM	Bear River Casino to Eureka

Thursday, July 13, 2023

Staffing Shortages and Attracting Ridership

Hotel Pick Up		If Needed	Pre-arrange with HTA on July 12th
Breakfast	7:30 AM	8:30 AM	Continental Breakfast
Session 5	8:30 AM	9:15 AM	Addressing Staff Shortages
Session 6	9:15 AM	10:00 AM	Simplifying Fares
Break	10:00 AM	10:15 AM	
Session 7	10:15 AM	11:00 AM	Using Technology to Attract Ridership.
Lunch	11:30 AM	12:30 PM	Catered Lunch by CC Catering
Vendors Tour	12:30 PM	1:30 PM	Vendor's Hall and Exhibits
Session 8	1:30 PM	2:15 PM	Regional Coordination Strategies
Session 9	2:15 PM	3:00 PM	TDA's Future



Humboldt County

*Where the forest
meets the ocean!*



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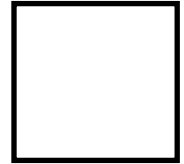
**Sequoia Conference Center
Eureka, CA**

Guest Information

Registration Fee \$100

To register, please visit our website at
www.HTA.Org/Symposium.

The Symposium will be held at the Sequoia Conference Center
located at 901 Myrtle Avenue, Eureka, CA 95501 .



HTA will also be holding an Evening Event with dinner, games and fun, at
Bear River Casino on July 12, 2023 from 5:30 to 8:30.

Cost is \$50.00 per person. Deadline to reserve is 6/26/2023.

Reservations can be made at any time, online, through our Registration link.

Accommodations

Bear River Casino and Resort, \$199 per night + tax. 11 Bears Paw Way, Loleta.
Attendees must call 707-733-9644 and give code RIDE 101 to make reservations.
Prices good until 6/26/2023.

Comfort Inn Redwood Country, \$199 per night + tax. 1583 Riverwalk Drive, Fortuna.
Attendees must call 707-273-4195 and give code RIDE 101 to make reservations.
Prices good until 6/26/2023.

Travel

HTA will provide bus transportation from the hotels to Sequoia Conference Center
and return to hotels on July 12, and as needed on July 13.

If you are flying in for the Symposium and need transportation assistance from the Arcata Airport,
please call us at 707-443-0826 ext. 119 or email Finance@hta.org
before July 7, 2023 to make arrangements.

North State Transit Symposium

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**Sequoia Conference Center
Eureka, CA**

Area Information and Maps



Travel between the Sequoia Conference Center and hotels is approximately 15 - 20 minutes along the beautiful Hwy 101 corridor. We hope you enjoy the scenery!

-  **Sequoia Conference Center**
901 Myrtle Ave, Eureka
-  **Bear River Casino and Resort**
11 Bear Paws Way, Loleta
-  **Comfort Inn Redwood Country**
1583 Riverwalk Drive, Fortuna

Restaurants near Bear River Casino / Loleta Area

Rivers Edge Grill & Bar
4.1 ★★★★★ (323)
New American · 11 Bear Paws Way
Open · Closes 2PM · Reopens 5PM

Menu highlight: bear river

[RESERVE A TABLE](#) [ORDER ONLINE](#)

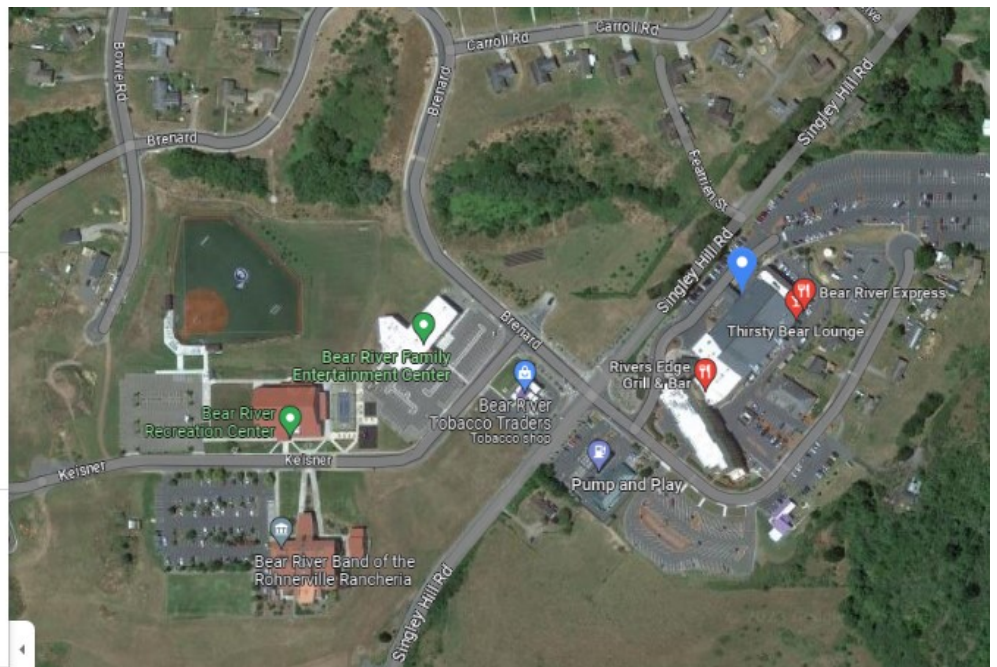
Bear River Express
4.4 ★★★★★ (5)
Restaurant · 11 Bear Paws Way
Open · Closes 3AM

Dine-in · Takeout · Delivery

[ORDER ONLINE](#)

Thirsty Bear Lounge
4.4 ★★★★★ (23)
Restaurant · 11 Bear Paws Way
Open · Closes 2AM

Dine-in · Takeout · No delivery



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Sequoia Conference Center
Eureka, CA

Restaurants near Riverwalk Drive, Fortuna Area

Pepper's
4.3 ★★★★★ (624) · \$
Traditional American · 719 S Fortuna Blvd
Open · Closes 9 PM

Dine-in · Curbside pickup · No-contact delivery

[RESERVE A TABLE](#)

[ORDER ONLINE](#)

Smokin' Barrels, Burgers & BBQ
4.1 ★★★★★ (262)
American · 1095 S Fortuna Blvd Ste. E
Opens soon · 11 AM

Dine-in · Takeout · No delivery

[RESERVE A TABLE](#)

Hot Brew Bistro
4.5 ★★★★★ (468) · \$\$
Breakfast · 904 S Fortuna Blvd
Open · Closes 3 PM

Dine-in · Curbside pickup · No delivery

[RESERVE A TABLE](#)

Bella Italia
3.8 ★★★★★ (94) · \$\$
Restaurant · 1875 Riverwalk Dr
Relaxed restaurant for Italian dining
Opens soon · 11 AM

Dine-in · Takeout · Delivery

[ORDER ONLINE](#)

[CHECK WAIT TIME](#)

Locha's Mexican Restaurant
4.3 ★★★★★ (95)
Mexican · 751 S Fortuna Blvd
Open · Closes 9 PM

Dine-in · Takeout · Delivery

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El Paisano Mexican Taqueria
4.4 ★★★★★ (135)
Mexican · 1095 S Fortuna Blvd
Opens soon · 11 AM

Dine-in · Takeout

Papa Murphy's | Take 'N' Bake Pizza
4.0 ★★★★★ (118) · \$
Pizza · 709 S Fortuna Blvd
Chain for custom cook-at-home pizzas
Opens soon · 11 AM
Curbside pickup · Delivery

[ORDER ONLINE](#)

Burger King
3.4 ★★★★★ (604) · \$
Restaurant · 925 S Fortuna Blvd
Fast-food chain for grilled burgers
Open · Closes 1 AM

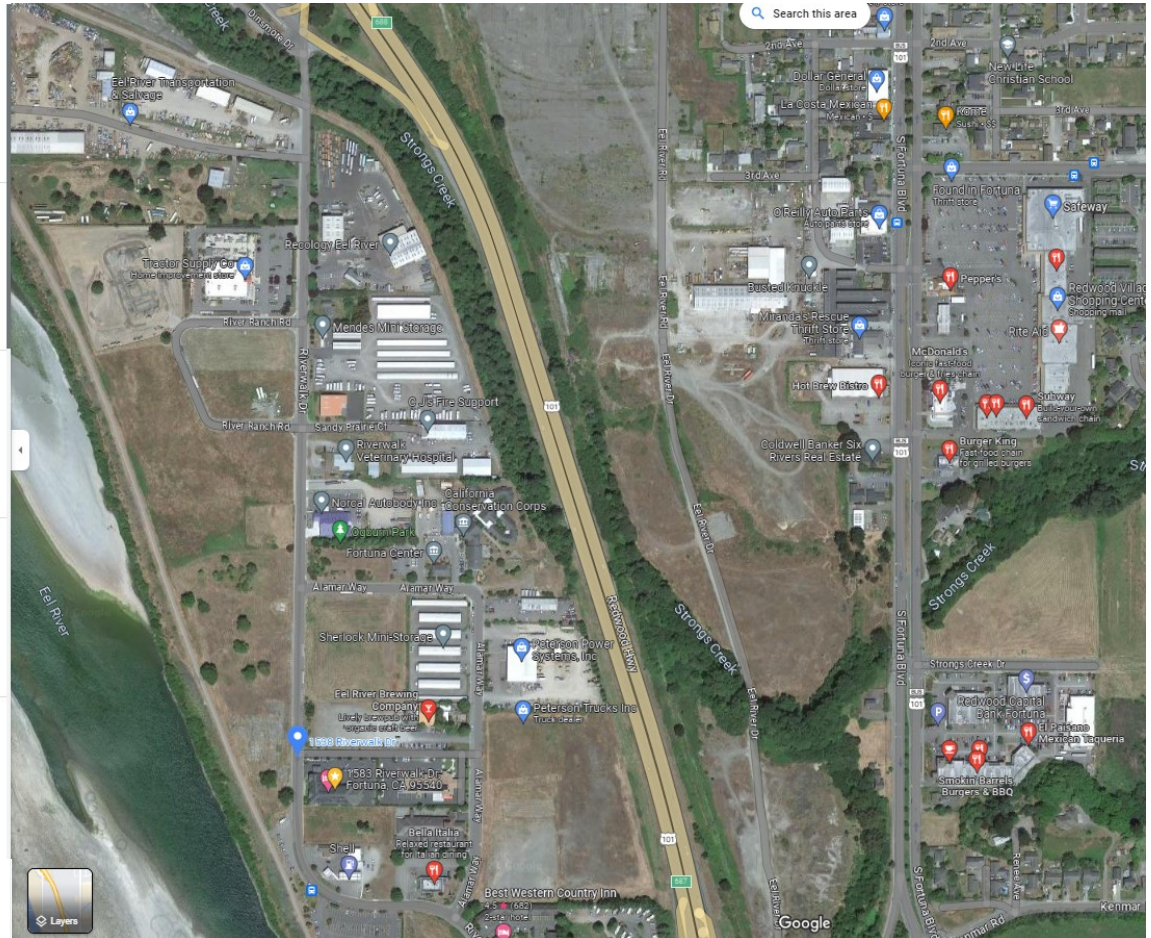
Dine-in · Drive-through · Delivery

[ORDER ONLINE](#)

McDonald's
3.2 ★★★★★ (708) · \$
Fast Food · 761 S Fortuna Blvd
Iconic fast-food burger & fries chain
Open · Closes 11 PM

Dine-in · Drive-through · Delivery

[ORDER ONLINE](#)



Round Table Pizza

3.7 ★★★★★ (283) · \$\$
Pizza · 759 S Fortuna Blvd
Chain eatery with build-your-own pizzas
Opens soon · 11 AM

Dine-in · Takeout · No-contact delivery

Eel River Brewing Company
4.2 ★★★★★ (1,395) · \$\$
Brewpub · 1777 Alamar Way
Lively brewpub with organic craft beer
Opens soon · 11 AM

Dine-in · Takeout · No delivery

[CHECK WAIT TIME](#)

Mountain Mike's Pizza
4.4 ★★★★★ (13) · \$\$
Pizza · 1095 S Fortuna Blvd Suite 48
Family-friendly pizzeria chain
Open · Closes 10 PM

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North State Transit Symposium

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**Sequoia Conference Center
Eureka, CA**

Vendor Information

[Vendor and Exhibit Fee's - \\$500.00](#)

Fees include registration for one person.

Additional staff will need to register and pay the \$100 Symposium registration fee.

Vendors will have one 8' table space within the Conference Center
and/or exhibit space outdoors for larger exhibits.

Indoor exhibit space is limited to 16 -18 spaces

Outdoor exhibit space will vary depending on size requirements.

Please indicate needs in your registration or call HTA at 707-443-0826 ext. 102.

For an additional \$200, vendors can "Take the Stage" during the Symposium
and have 10 minutes to talk about their products/services. Time slots are
limited, so the sooner you register, the better your chances at a timeslot.

Why not take your vendor participation to the next level
and sponsor one of our events or purchase advertising!

Please see the next page for Sponsorship
and Advertising opportunities!

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Eureka, CA**

Vendor Sponsorship and Advertising

Highlight your business by sponsoring one of our events or displaying digital ads on our conference center video displays throughout the symposium.

All **\$1500** or more Vendor Sponsors will be given 10 minutes to "Take The Stage" and promote their products or services.

Premier Sponsorship - \$5000

Company Logo presented on Prospectus Cover, "Swag" items printed and distributed throughout venues, Video Advertising throughout venue.

Name Badge - \$500

Exclusive customized lanyards, includes 1 Conference Registration

Lunch Wednesday - \$1750

includes 2 Conference Registrations and Independent Signage

Lunch Thursday - \$1750

includes 2 Conference Registrations and Independent Signage

Continental Breakfast - \$1500

includes 2 Conference Registrations and Independent Signage

Evening Event - Gold Level Sponsorship- \$5,000

includes 3 Conference Registrations, Exclusive Signage

Evening Event - Silver Level Sponsorship- \$2500

includes 2 Conference Registrations, Independent Signage

Evening Event - Bronze Level Sponsorship- \$1000

includes 1 Conference Registration, Shared Signage

"Take The Stage" Advertising - \$200

Vendors will be given 10 minutes on the stage to promote their products/services

Video Advertising - Large Multi Display- and Small Display - \$300 -

ads will rotate throughout the event

Video Advertising - Small Video Monitors - \$100

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**Sequoia Conference Center
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Sequoia Conference Center Bus Exhibit Map



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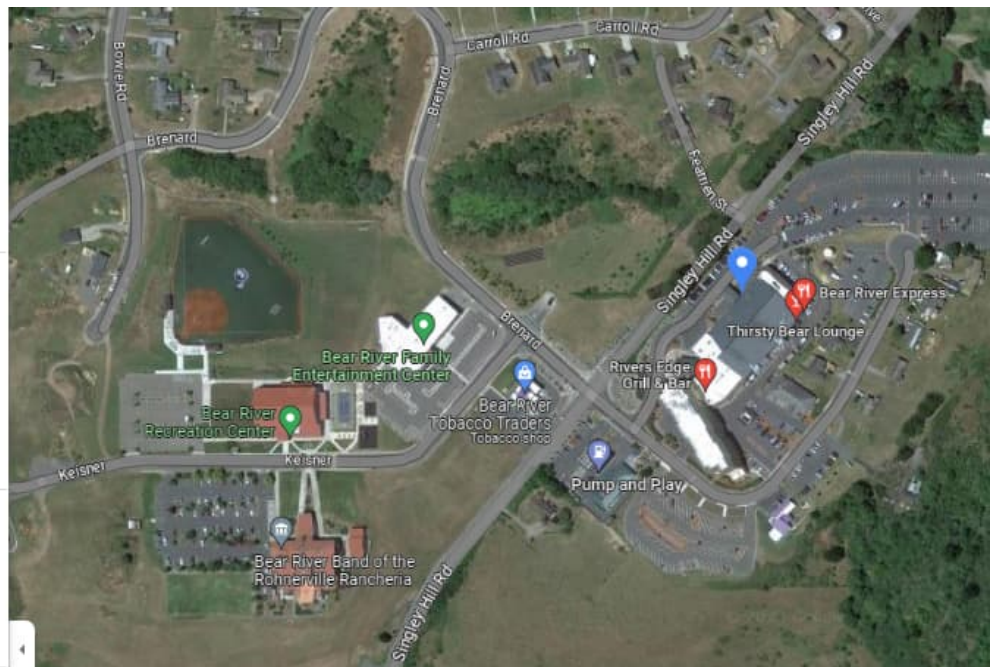
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Sequoia Conference Center

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