

2022 EVENT SPONSORSHIP PORTFOLIO

**REACH AMERICA'S TRUCKING
INDUSTRY LEADERS**



POWER OF ATA

The American Trucking Associations (ATA) is the largest national trade association for the trucking industry.

About Us

Our membership includes a robust federation of state associations, affiliated conferences, and individual members in order to develop, advocate, and advance innovative research-based policies that promote highway safety, security, environmental sustainability, and profitability. We are proud to represent our member companies in Washington, DC and to serve as a national voice of the trucking industry.

37,000
Member Companies

For-hire motor carriers

Private carriers

Allied companies

Shipping companies

ATA Events

ATA hosts a variety of industry-leading events that bring trucking professionals together to:

- ✓ Engage in educational sessions
- ✓ Hear advocacy updates
- ✓ Network
- ✓ Discover new technologies and solutions to grow their business

Our sponsorship program offers the opportunity to align your company with ATA's powerful brand name and positions your company as a leader in the trucking and transportation marketplace.









Discover our extensive portfolio of offerings in this sponsorship guide and contact the ATA team to get started on your custom marketing package today.

Exhibits: ataexhibits@trucking.org

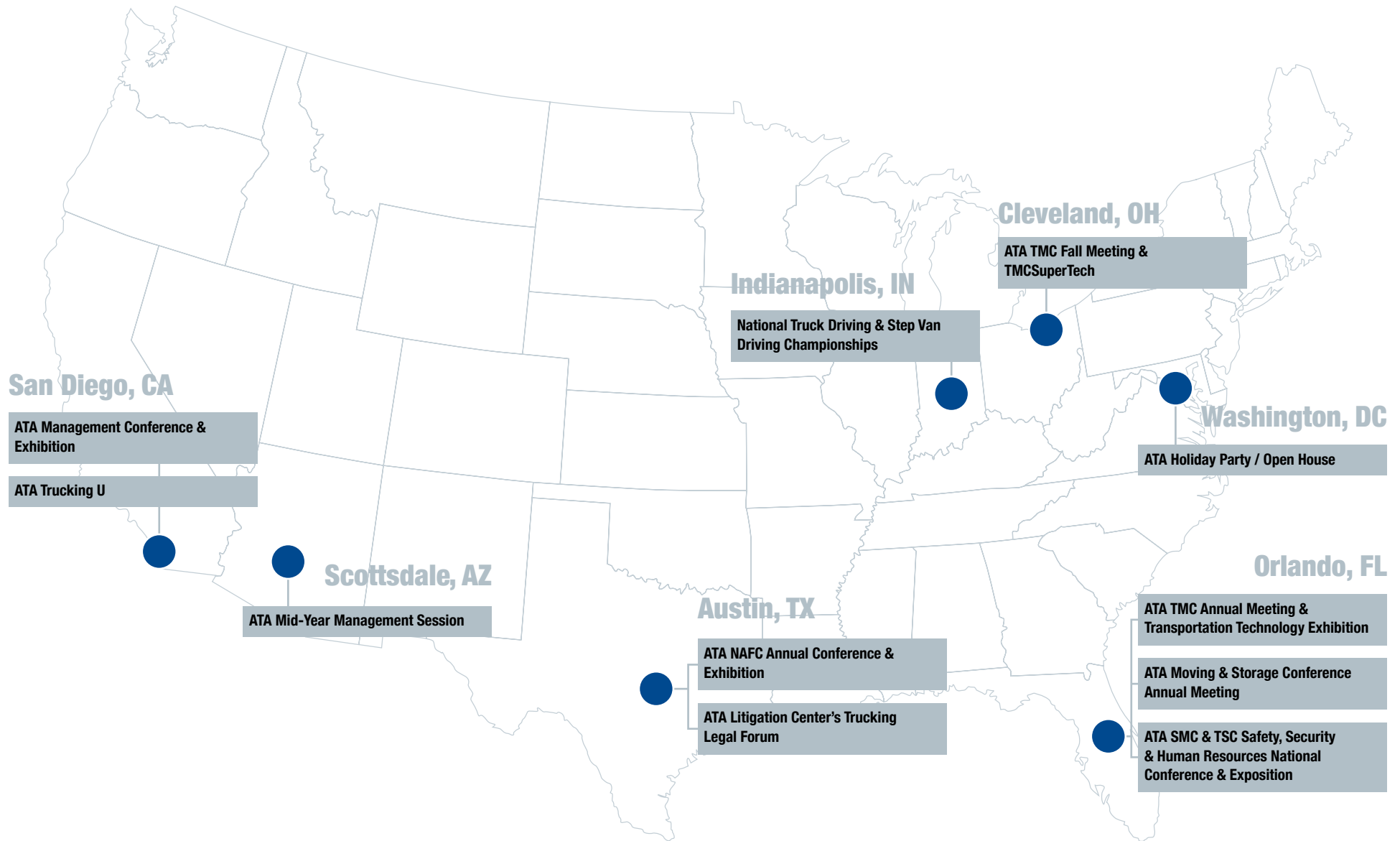
Sponsorships: atasponsorships@trucking.org

Connect With Us!

-  [/company/ata](https://www.linkedin.com/company/ata)
-  [@TRUCKINGdotORG](https://twitter.com/TRUCKINGdotORG)
-  [/truckingdotorg](https://www.facebook.com/truckingdotorg)
-  [/truckingdotorg](https://www.instagram.com/truckingdotorg)

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September 25-29		ATA TMC Fall Meeting & National Technician Skills Competitions (TMCSuperTech)	24
October 22-26		ATA Management Conference & Exhibition	26
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ATA MEMBER DISCOUNT: ATA Members receive discounts on ATA events! Email us at ATAMembership@trucking.org for more details.





TMC 22

ANNUAL MEETING

& Transportation Technology Exhibition

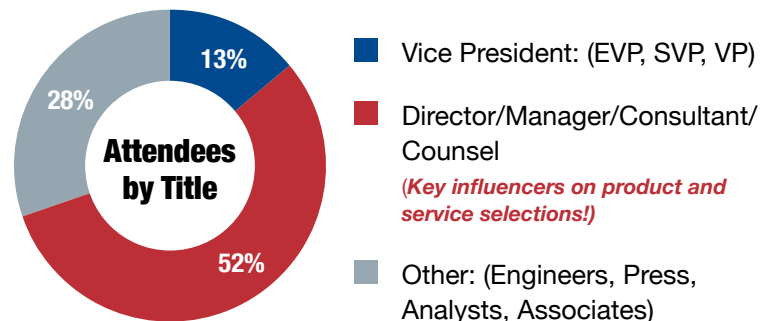
March 7-10
Orlando, Florida
Orange County Convention Center
tmcannual.trucking.org
#TMCAnnual22

**The Most Popular Event
of the Year for Fleet
Technology and Maintenance
Management Professionals**

Reach the Most Important Buyers in Commercial Vehicle Transportation

TMC's Annual Meeting is North America's premier technical meeting for trucking and the most important event of the year for fleet technology and maintenance management professionals. Our attendees include the most important buyers in commercial vehicle transportation, including presidents and CEOs, senior maintenance and equipment executives, directors of maintenance, fleet managers and other key decision makers responsible for millions of pieces of equipment in every possible vehicle vocation.

Who Attends?



In North America, TMC Fleet Attendees are responsible for more than:

500,000 power units
2 million trailers

Attendance of Supplier Community Represents:

- Software/Technology/ Fleet Maintenance Management
- Recruiting/Human Resources
- Cabs and Controls
- Drivetrain Components
- Corrosion Control
- On-Board Vehicle Electronics
- Electrical
- Sustainability and Environment
- Service Providers
- Engine
- Chassis and Brakes Systems
- Light and Medium-Duty, and Specialized
- Tire and Wheel
- Trailers, Bodies and Material
- Heavy-Duty Trucks

TMC's Transportation Technology Exhibition is the premier is the premier technical exhibition for new trucking-related products and services. It's trucking's technology marketplace — be seen here!

Returning in 2022:

- **Electric and Automated Vehicles Pavilion** for technologies such as cybersecurity, automated driving and platooning, drone/quadcopter applications, alternative fuels, telematics/over-the-air-programming, and advanced fuel economy solutions
- **TMC Technology Showcase** that allows for live demonstrations of emerging technologies – a ride & drive format

“TMC is great because it is an opportunity to network with a lot of vendors, see a lot of new technology as it is rolled out, and see how it's impacting the trucking industry.”

– Frank Ems, Field Safety Manager, FedEx

“As a manufacturer and distributor, it's important for us to participate in TMC, because it's one place where all of the suppliers, fleets and manufacturers can understand what's happening in the industry. TMC is the place to learn, the place to network, the place to collaborate.”

– Kenyatta Matlock, SKF USA

Booth Investment:

	TMC Member	TMC Non-Member
100-300 square feet	\$32/sq. ft.	\$42/sq. ft.
400+ square feet	\$30/sq. ft.	\$40 sq. ft.

Trailer Booths:

20' x 80'	\$14,000	\$24,000
20' x 160'	\$19,000	\$34,000

Corner Fee: \$300 or free for booths 900 sq. ft. or larger

Benefits Include:

- Three or more exhibitor-only badges, depending on space (to a maximum of 12)
- Protected exhibit hall hours
- TMC functions in the hall: Monday Granding Opening, Tuesday Walk-Around Luncheon and Wednesday's final viewing period

Exhibit Hours

Monday, March 7.....6:45 p.m. – 9:15 p.m.
Tuesday, March 810:15 a.m. – 2:15 p.m.
Wednesday, March 98:30 a.m. – 12:30 p.m.

Ride & Drive Vehicle Tour

Ultimate Package	\$50,000
Basic Package	\$35,000

Performance Upgrade Packages

Best	\$12,500
Better	\$6,500
Good	\$3,000

Receptions, Networking and Food/Beverage Events

TMC Annual Reception & Banquet	\$50,000
TMC Exhibit Hall Grand Opening & Ribbon Cutting Ceremony	\$20,000
TMC Industry Awards Luncheon	\$20,000
Tuesday Kickoff Breakfast	\$20,000

Exhibit Hall Opportunities

Aisle Signs	\$20,000
Exhibit Hall Hand Sanitizer Stations Exclusive Sponsor (10 stations)	\$20,000
Exhibit Hall Hand Sanitizer Stations Co-Sponsor (5 stations)	\$10,000
TMC Exhibit Hall "You Are Here" Locator Board	\$10,000
Exhibit Hall Food Stations	\$5,000
Exhibit Hall Beverage Stations	\$5,000
Grand Prize Daytona 500 Package Drawing	\$5,000
Tuesday Coffee Break & Luncheon	\$5,000
Wednesday Breakfast & Coffee Break	\$5,000
Exhibit Hall Prize Drawing	\$2,000

Branding

Convention Center WiFi	\$50,000
Attendee Journals	\$27,500
Hotel Room Keys at the Hyatt Regency	\$20,000
Registration Campaign & Onsite Registration Branding	\$20,000
TMC Mobile App	\$20,000
Attendee Bag	\$15,000
Badge Lanyards	\$15,000
Personal Sized Hand Sanitizer	\$10,000
Attendee Bag Inserts	\$5,000

Social Media & Digital

TMC Live! Social Media Package	\$10,000
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Orange County Convention Center Opportunities

Columns	<i>Starting at \$7,500</i>
Window Clings	\$7,500
Door Clings	\$5,000
Banners	<i>Starting at \$5,000</i>

Hyatt Regency Orlando Opportunities

Wall Graphics	\$10,000
Column Wraps	\$2,500

TMC Exhibit Directory & Industry Reference Guide

Ads	<i>Starting at \$2,300</i>
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March 7-9
Orlando, Florida
Orange County Convention
Center

mscannual.trucking.org
#MSCAnnual22

America's Premier
Moving & Storage
Event

Tap Into the Moving & Storage Industry

Build your brand in the \$85.7 billion relocation marketplace at ATA's Moving & Storage Conference (MSC) Annual Meeting. MSC Annual will bring together the industry's top decision-makers to learn, connect, grow their businesses and have fun!

Join us in Orlando to:



Access decision makers with buying power



Network with moving and storage industry leaders



Demonstrate your products, services and latest innovations



Maximize your exposure to moving and storage leaders

Who Attends?

Hundreds of decision-makers in the relocation marketplace: presidents, CEOs, senior staff and department directors in operations, business development, sales and marketing, and many more. All aspects of the industry are represented — from community-based independent movers to the nation's largest van lines.

Exhibiting

Exhibiting at the 2022 Moving & Storage Conference Annual Meeting gives your company the opportunity to showcase your products and services in person to top decision-makers in the moving and storage industry. What's more, this year's Moving & Storage Conference exhibitor pavilion will be co-located with ATA's Technology & Maintenance Council's 2022 Annual Meeting. TMC's Annual Meeting is the most important event of the year for fleet technology and maintenance management professionals and attracts thousands of attendees—this is tremendous additional exposure for your company.

Booth Investment: \$3,500 per exhibit space

Benefits Include:

- Each booth comes with 1 full MSC registration (full registration includes complimentary access to TMC business meeting) and 3 exhibit hall only passes
- One pull up banner in MSC meeting space area
- Company name listed in official program and mobile app
- Company name, 50-word products/services description and key contact info promoted to attendees in the ATA Moving and Storage Council's monthly email

Exhibit Hours

Monday, March 7 6:45 p.m. – 9:15 p.m.

Tuesday, March 8 10:15 a.m. – 2:15 p.m.

Wednesday, March 9 8:30 a.m. – 12:30 p.m.



Presenting Sponsor: \$30,000**Education**

General Sessions	\$8,500
Education Sessions	\$1,500

Receptions, Networking and Food/Beverage Events

Tuesday Evening Reception, Dinner & MSI Auction Premier Sponsor	\$15,000
Monday Opening Reception Premier Sponsor	\$10,000
Tuesday Lunch	\$10,000
Wednesday Breakfast	\$10,000
Late Night Hospitality:	
• Monday Night	\$5,000
• Monday Night	\$5,000
Tuesday Evening Reception, Dinner & MSI Auction Supporter	\$2,500
Monday Opening Reception Supporter	\$1,500
Tuesday Evening Reception, Dinner & MSI Auction Reserved Table	\$1,500
Refreshment Breaks	\$1,500 each or \$7,000 for all 5
40Below Meeting & Happy Hour	Call for pricing

Social Media & Digital

MSC Live! Social Media Package	\$7,500
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Branding

Badge Lanyards	\$5,000
Branded Notepads with Pens	\$5,000
Mobile App	\$5,000
Registration Sponsor	\$4,000
Sanitizer Bottles	\$3,000
Photo Booth During Tuesday Evening Dinner	\$2,500
Hotel TV Channel	Stay tuned



ATA **Safety** **Security**
Human Resources
 2022 NATIONAL CONFERENCE & EXHIBITION

April 27-29
Orlando, Florida
Hyatt Regency
sshr.trucking.org
#SSHR22

The Top Conference
for Trucking Safety,
Security & Human
Resources

Connect with top professionals in trucking safety, security & HR

ATA's Safety, Security & Human Resources National Conference & Exhibition (SSHR) is the only event in the country that features three main educational tracks focused on the latest in safety, security and human resources.

Who Attends?

350+

Trucking leaders
representing ...

20,000

Sq. ft. of exhibit
space

70

Exhibitors

6.5

Dedicated
exhibitor hours

190

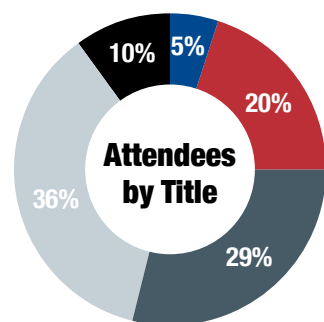
Companies from all over
North America

40+

Meetings &
sessions

15+

Networking
opportunities



- C-Level (President, CEO, Owner, Chairman, Partner)
- Vice President (EVP, SVP, VP)
- Director
- Senior Manager / Manager
- Other



Safety professionals



Security professionals



HR professionals



Exhibiting at ATA's 2022 Safety, Security & Human Resources National Conference & Exhibition (SSHR) gives your company the opportunity to showcase your products and services in person to the top decision-makers in trucking safety, security and human resources.

Booth Investment:

	Booth Pricing Before 3/1/22	Booth Pricing After 3/1/22
ATA and/or council member companies	\$1,750	\$1,950
Non-member companies	\$2,150	\$2,450
Corner Booths:		
ATA and/or council member companies	\$1,900	\$2,100
Non-member companies	\$2,300	\$2,600

(Booth fees above are for 100 sq. ft. For 200 sq. ft. of booth space, double the booth fees)

Note: the exhibit hall is carpeted



Benefits Include

For a flat rate, exhibitor receives:

- (1) 10' x 10' pipe and drape booth, 6' skirted table, identification sign, (2) chairs and (1) wastebasket
- Support from the decorator service provider
- One (1) complimentary registration per 100 square feet of exhibit space. Second booth personnel registration at reduced rate
- Company name recognized in:
 - Meeting materials
 - Signage
 - Official program
 - PowerPoint slide presentation to attendees
- Pre- and post-conference attendee mailing list
- Participation in conference educational sessions and technical committee meetings (note: only committee members may vote)
- Admission to the awards reception & banquet

Education

General Sessions	\$10,000
Concurrent Sessions	\$5,000
Committee Meetings	\$5,000
• Recruitment & Retention, Health & Wellness Committee	
• SMC Occupational Safety & Health Committee	
• SMC Regulations Committee (Friday)	
• SMC Benchmarking Working Group	
• SMC State Association	
• Security Professional Roundtable	

Receptions, Networking and Food/Beverage Events

Reception & Awards Banquet (Thursday)	\$25,000
Wednesday Exhibit Hall Grand Opening and Lunch (in hall) Exclusive Sponsor	\$7,500
Wednesday Evening Reception (in hall)	\$7,500
Thursday Exhibit Hall Lunch & Afternoon Break Exclusive Sponsor	\$7,000
Thursday Breakfast & Morning Break (in hall) Exclusive Sponsor	\$5,000
Friday Breakfast (not in hall)	\$3,500
Thursday Exhibit Hall Lunch & Afternoon Break Co-Sponsor (only available if there is no exclusive sponsor)	\$3,500
Wednesday Exhibit Hall Grand Opening & Lunch Co-Sponsor (not in hall, only available if there is no exclusive sponsor)	\$3,500
Wednesday Morning Networking Break (not in hall)	\$2,500

Awards

National Truck & Industrial Safety Award	\$20,000
National Driver of the Year	\$10,000
National Safety Director Award	\$10,000
ATA President's Trophy	\$5,000
State Association Excellence in Safety	\$5,000
State Association Recognition Program	\$5,000
Excellence in Claims & Loss Prevention Award	\$2,500
Excellence in Security Award	\$2,500

Social Media & Digital

Mobile App	\$15,000
SMC Live! Social Media Package	\$10,000

Branding

Meeting Attendee Journal	\$10,000
Registration Campaign & On-Site Info Desk	\$10,000
Registration Bags	\$7,500
Hotel Room Drop (outside of ATA bag)	\$5,000
Hotel Room Keys	\$5,000
Lanyards	\$5,000
Hotel Room Drop (in ATA bag along with other items)	\$3,500
Attendee Registration Bag Inserts	\$1,000



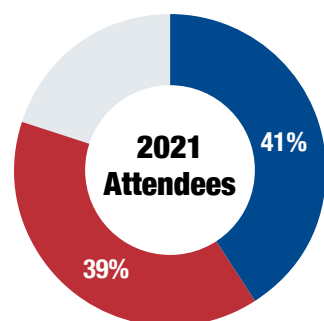
May 14-18
Scottsdale, Arizona
JW Marriott Camelback Inn
Resort & Spa
mymgmt.trucking.org
#MYmgmt22

Advocacy-Focused
Meeting for ATA
Members to Share
Their Voice

Engage with the most influential professionals in trucking as they focus on the future

ATA's Mid-Year Management Session (MYMS) attracts trucking's top executives and is an important way for ATA members to discuss the association's strategic priorities, catch up with colleagues, hear advocacy updates, and influence the direction of the trucking industry.

Who Attends?



The 2021 MYMS was the highest attended ever!

476 Attendees

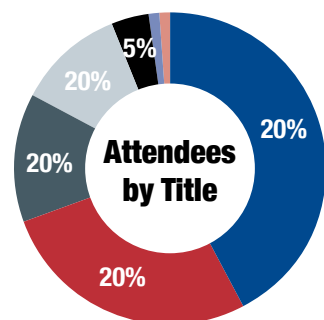
- Motor Carrier Members
- Allied Members



84% Involved in purchasing process



54% Authorize/approve purchases



- C-Level (President, CEO, Owner, Chairman, Partner)
- Vice President (EVP, SVP, VP)
- Director
- Manager
- Other
- Consultant
- Counsel

Top 3 Reasons Attendees Come to MYMS:



Network with colleagues



Learn about legislative and regulatory issues



Engage with ATA



SPONSORSHIPS

Policy, Board & Executive Committee Meetings: \$5,000 per meeting

- Agricultural & Food Transporter Conference
- ATA Board of Directors Meeting
- ATA Executive Committee
- Automated Truck Subcommittee
- Chairman's Membership Committee
- Communications & Image Policy Committee
- Controlled Substances, Driver Health & Wellness Subcommittee
- Diversity Working Group
- Environment & Energy Policy
- Hazardous Materials Policy Committee
- Highway Accident Litigation Round Table
- Highway Policy Committee
- Independent Contractor Policy Committee
- Intermodal Motor Carriers Conference
- Labor & Regulatory Policy Committee
- Legal Reform Advisory Committee
- Litigation Center Board of Directors Meeting
- Safety Policy Committee
- Small Carrier Committee
- Supply Chain Security Policy Committee
- Tax Policy Committee
- Technology & Engineering Policy Committee
- Truck PAC Board of Directors
- Workforce Development Policy Committee

Receptions, Networking and Food/Beverage Events

Truck PAC Reception & Dinner	\$40,000
Monday Luncheon	\$20,000
Monday Reception & Buffet Dinner	\$20,000
Tuesday Networking Luncheon Buffet & Program	\$20,000
Golf Outing	\$15,000
Sunday Opening Reception	\$15,000
Sunday Lunch on the Patio	\$10,000
Welcome Drink	\$7,500
Monday Continental Breakfast	\$5,000
Tuesday Continental Breakfast	\$5,000

Social Media & Digital

MYMS Live! Social Media Package	\$10,000
Mobile App	\$7,500

Branding

Attendee Journals	\$10,000
Bottled Water: \$10,000	
Registration Campaign	\$10,000
Registration Bags	\$7,500
Hotel Room Keys	\$5,000
Lanyards	\$5,000
Personal Sized Hand Sanitizers	\$5,000
Banners & Clings	Stay tuned



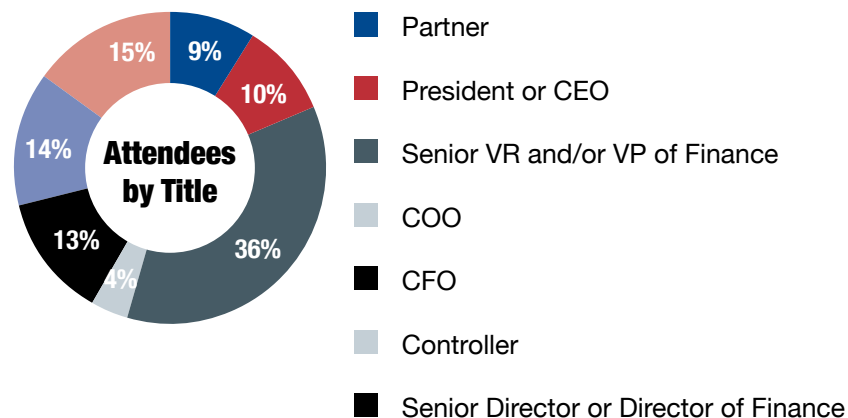
June 6-8
Austin, Texas
Marriott Downtown
nafcannual.trucking.org
#NAFC22

**Practical Solutions for
 Trucking Financial
 Professionals**

TARGET TRUCKING'S TOP FINANCIAL EXECUTIVES

One of ATA's fastest-growing meetings, the NAFC Annual Conference is the premier event for trucking executives to gather and stay informed on the latest developments in tax, accounting, insurance, technology, legal and economic matters. NAFC also offers attendees the opportunity to earn CPE credits.

Who Attends?



EXHIBITS

Booth Investment: \$4,000 per exhibit space

Benefits Include:

- One complimentary Onsite Conference Registration
- 10' x 10' exhibit space in the General Session Meeting Room/ Exhibit Hall
- Recognition in NAFC's Newsletter: Driving the Numbers

SPONSORSHIPS

Tiered Packages

Platinum	\$14,500
Gold	\$10,500
Silver	\$6,500

Social Media & Digital

Mobile App	\$15,000
NAFC Live! Social Media Package	\$7,500

Branding

Meterboard Signage	\$1,000
Window Graphics	\$9,000
Column Wraps	\$5,000



July 10-13
Austin, Texas
W Austin

ataforum.trucking.org
#ATALegalForum22

**Confronting Trucking's
 Legal Challenges
 Together**

MAKE YOUR CASE TO TRUCKING'S GREATEST LEGAL MINDS

The 2022 ATA Litigation Center's Trucking Legal Forum is a niche conference in trucking focused on educating transportation legal counsel, trucking executives and safety, risk management, and human resources professionals on legal issues. The forum also offers attendees Continuing Legal Education credits.

Who Attends?

200+ legal-minded trucking professionals:

- In-house and External Transportation Legal Counsel
- Senior-level Trucking Executives (C-level, VP, Director, Manager)
- Safety, Risk Management, and HR Professionals



SPONSORSHIPS

Tiered Packages

- ◆ Platinum\$15,000
- ◆ Gold.....\$10,000
- ◆ Silver\$5,000

Receptions, Networking and Food/Beverage Events

Tuesday Reception Exclusive Sponsor	\$15,000
Sunday Reception Exclusive Sponsor	\$10,000
Twisted Texas Optional Social Event	\$6,000

Social Media & Digital

Legal Forum Live! Social Media Package	\$7,500
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Branding

Flash Drives with Session Presentations	\$3,000
Meterboard Signage	\$1,000



August 16-19
Indianapolis, Indiana
Indiana Convention Center
ntdc.trucking.org
#NTDC22

**Trucking's Premier
 Competition &
 Safety Programs**

SUPPORT TRUCKING SAFETY & THE INDUSTRY'S MOST VALUABLE ASSET – THE DRIVERS

Whether your market is drivers and their families, or safety and operations professionals and their CEOs, you can reach them all at ATA's Safety Management Council's National Truck Driving Championships (NTDC) and National Step Van Driving Championships (NSVDC). NTDC and NSVDC are recognized globally as the trucking industry's premier competition and safety programs.

Who Attends?

500 of the trucking industry's best professional drivers and their families and:

- Safety and operations professionals
- Trucking CEOs and senior executives



Booth Investment:

Exhibit Space Rates	Member Fee*	Non-Member Fee
Standard In-Line Booth	\$1,500	\$1,800
Corner Booth	\$1,600	\$1,900
Government/Non-Profit	\$500	\$550

**Member fee applicable to members of American Trucking Associations and/or American Trucking Associations' Safety Management Council.*

Benefits include:

- 10' x 10' piped and draped booth space
- 7" x 44" booth sign
- One 6' x 30" skirted table with two chairs and one waste basket
- Three exhibitor badges
- Carpet

Each Exhibitor badge includes a ticket for the Awards Ceremony & Celebration on Saturday. Additional badges and tickets can be purchased on-site at the NTDC/NSVDC information desk.

Corporate Sponsorships

◆ Platinum	\$25,000
◆ Gold.....	\$10,000

Branding

Safety Vests for Media and Judges	\$10,000
NTDC/NSVDC Commemorative Challenge Coins	\$10,000
NTDC/NSVDC Highlights Video	\$10,000
NTDC Live – Social Media Package	\$10,000
Golf Carts	\$7,500
Hotel Key Cards	\$7,500
Course Sponsorship – Course A	\$5,000
Course Sponsorship – Course B	\$5,000
Course Sponsorship – Finals Course	\$5,000
Lanyards	\$5,000
Registration Envelopes	\$5,000
Mobile App	\$5,000
“Celebrating the Trucking Industry’s Safest Professional Drivers” Program Ads	<i>Starting at \$750</i>
On-site Program Ads	<i>Starting at \$750</i>

Social

Awards Ceremony & Celebration	\$50,000 (or 5 at \$10,000)
NTDC VIP Experience	\$15,000
Professional Driver Town Hall	\$10,000 (or non-exclusive at \$5,000)
Judges & Volunteers Reception	\$10,000
Professional Driver Focus Group	\$5,000
Competitor Lunch Breaks	\$4,000
Awards Ceremony Food Station / Bar Sponsorship	\$2,500
Awards Ceremony Dance Floor Sponsor	\$2,500
Daily Coffee Breaks	\$2,000

Awards

NTDC/NSVDC Awards Ceremony Title Sponsor	\$30,000
NTDC/NSVDC Awards Celebration Sponsor	\$20,000 (or non-exclusive at \$10,000)
NTDC Grand Champion	\$10,000
Competition Class Sponsorship and Class Awards	\$10,000
Professional Excellence Award	\$5,000
Vehicle Condition Award	\$5,000
State Team Trophy	\$5,000
Rookie of the Year Award	\$5,000
Sam Gillette Life-time Volunteer Award	\$5,000
Written Exam Award	\$5,000



TMC★22
FALL MEETING
 & National Technician Skills Competitions

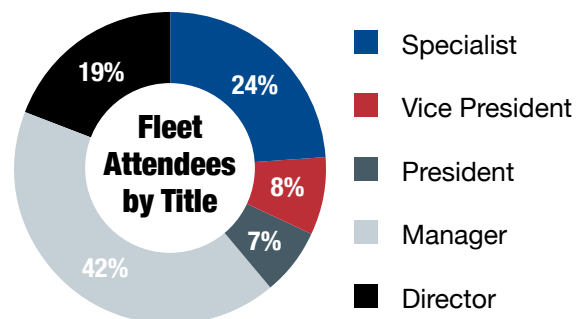
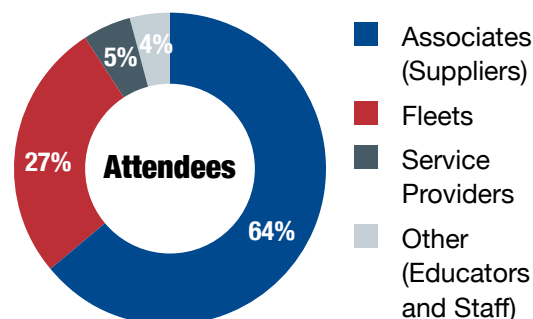
September 25-29
Cleveland, Ohio
Huntington Convention Center
tmcfall.trucking.org
#TMCFall22

**Maintenance
 Solutions for Improving
 Trucking Equipment
 & Transportation
 Efficiencies**

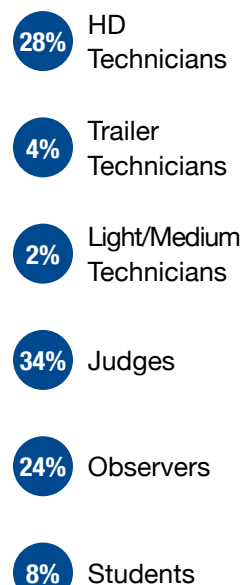
TARGET TRUCKING TECHNOLOGY & MAINTENANCE PROFESSIONALS

TMC's Fall Meeting offers a comprehensive collection of educational sessions designed to keep your maintenance personnel on the cutting edge of vehicle technology. It's also the home of TMC SuperTech – trucking's National Technician Skills Competitions, at which technicians will compete for top honors and valuable prizes.

Who Attends?



TMC SuperTech Audience Make-up



Receptions, Networking and Food/Beverage Events

Tuesday TMC SuperTech 2022 Awards Banquet	\$30,000
Wednesday Evening Social Event	\$30,000
Wednesday Industry Luncheon	\$17,500
Sunday TMC SuperTech 2022 Welcome Reception & Finalists' Announcement	\$17,500
Breakfasts (Sun, Mon, Wed, Thurs)	\$12,500
Tuesday Study Group Leadership Breakfast	\$8,500
Tuesday First-Time Attendee Orientation and Lunch	\$8,500
Coffee Breaks	\$3,000

Branding

Mobile App	\$20,000
Badge Lanyards	\$12,500
Bottled Water	\$10,000
Meeting Bag	\$10,000
Hotel Room Keys	\$7,500
Meeting Pens	\$5,000
Technician Goodie Bag	\$2,000

TMC's PTDC Friend of the Technician Sponsorships

Platinum	\$20,000
Gold	\$10,000
Silver	\$5,000



October 22-26
San Diego, California
San Diego Convention Center
and Marriott Marquis

mce.trucking.org
#ATAmce22

The Premier Event
for Senior Trucking
Executives

MCE brings together more trucking leaders than any other industry event

MCE attracts trucking industry owners, presidents, CEOs, and senior managers – an audience with bottom-line responsibility and purchasing power.

Who Attends?

3,000

Trucking leaders
representing ...

350,000

Sq. ft. of exhibit
space

200

Exhibitors

8+

Dedicated
exhibitor hours

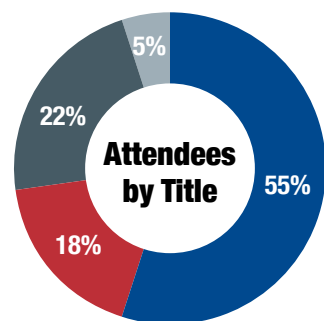
790

Companies from North
America, Europe and Asia

44

Meetings &
sessions

20+

Networking
opportunities


- C-Level (President, CEO, Owner, Chairman, Partner)
- Vice President (EVP, SVP, VP)
- Director / Manager / Consultant / Counsel
- Other

Boost Your Sales and Secure Your Position in the

\$791 Billion Trucking Marketplace



Booth Investment:

Booth Fee for 10' x 10' Booth	
MEMBER \$53.00 per sq. ft.	NON-MEMBER \$63.00 per sq. ft.
\$5,300	\$6,300

Booth Space Over 20' x 40': The initial 800 sq. ft. is priced at applicable booth fees above. Additional footage discounted at \$22.00 per sq. ft. for ATA members and \$27.00 per sq. ft. for non-members with no additional partial registrations.

Truck & Trailer OEM Showcase Prices

(min. 600 sq. ft.)

ATA Member Companies (per sq. ft.)	\$22.50
Non-Member Companies (per sq. ft.)	\$27.50

**Benefits Include:**

- Three complimentary conference partial registrations per 10' x 10' space (to a maximum of 18)
- Three exhibit-only booth badges per 10' x 10' space (maximum of 18)
- Grand Opening event in Exhibit Hall for all registrants (Sunday)
- Refreshments in Exhibit Hall for all registrants (Monday)
- Luncheon in the Exhibit Hall for all registrants (Tuesday)
- General Sessions taking place in the exhibit hall for increased exhibitor visibility
- Booth identification sign with company name and booth number
- Exhibitor listing in the 2022 ATA Management Conference & Exhibition Official Program & Directory of Exhibitors and on the conference app
- 25 complimentary "Exhibits Only" passes for your prospects, customers and partners
- 24 hour security guard service throughout the exhibit hall for the duration of the conference




Ride & Drive Vehicle Tour

Custom Package	Call for details
Standard Package	\$50,000

Education

General Sessions	\$25,000
Education Sessions	\$20,000

Performance Upgrade Packages

 Platinum	\$12,500
 Gold.....	\$6,500
 Silver	\$3,000

Board of Directors, Executive, Conference, Policy & Subcommittee Meetings

ATA Board of Directors	\$15,000
ATA Executive Committee	\$10,000
Chairman's Membership Committee	\$10,000
Highway Policy & infrastructure Funding Policy Committees	\$5,000
Accident Litigation Round Table	\$5,000
Agricultural & Food Transporter Conference	\$5,000
Automated Truck Subcommittee	\$5,000
Communications & Image Policy Committee	\$5,000
Controlled Substances, Driver Health & Wellness Subcommittee	\$5,000
Diversity Working Group	\$5,000
Environment & Energy Policy	\$5,000
Government Freight Conference	\$5,000
Hazardous Materials Policy Committee	\$5,000
Independent Contractor Policy Committee	\$5,000
Infrastructure Funding Policy Committee	\$5,000

Insurance Task Force	\$5,000
Intermodal Motor Carriers Conference	\$5,000
Labor & Regulatory Policy Committee	\$5,000
Litigation Center Board of Directors	\$5,000
Moving & Storage Conference	\$5,000
Safety Policy Committee	\$5,000
Small Carrier Committee Networking Breakfast & Meeting	\$15,000
Supply Chain Security Policy Committee	\$5,000
Tax Policy Committee	\$5,000
Technology & Engineering Policy Committee	\$5,000
Truck PAC Board of Directors	\$5,000
Workforce Development Policy Committee	\$5,000

MCE Final Reception & Banquet

Custom Package	Call for details
Table Sponsor	\$25,000
Dessert, Coffee & After Dinner Drinks Bar	\$15,000
Signature Drink	\$15,000
Table Contributor	\$10,000

Receptions, Networking and Food/Beverage Events

MCE Grand Opening Reception	\$65,000
Truck PAC Reception & Dinner Co-Sponsor	\$40,000
Sunday or Monday Luncheon	\$25,000
Exhibit Hall Grand Opening	\$25,000
ATA Chairman's Reception	\$15,000
MCE 5K Fun Run	\$15,000
MCE First Timers Reception	\$15,000
Transport Topics Reception	\$5,000
Monday or Tuesday Breakfast	\$5,000
Saturday or Monday Afternoon Refreshment Break	\$5,000

Attendee Experience Area

MCE Hub Co-sponsor	\$50,000
Product Demo	\$15,000

Social Media & Digital

WiFi	\$50,000
Mobile App	\$20,000
MCE Live! Social Media Package	\$10,000
30 Second Commercial	\$7,500

Branding

Attendee Journals	\$25,000
General Session Seat Caps	\$25,000
Badge Lanyards	\$20,000
Bottled Water	\$20,000
Conference Attendee Bag	\$20,000
Registration Campaign	\$20,000
Hotel Room Keys	\$15,000
Chairman's Portrait	\$10,000
Conference Pens	\$7,500
Hotel Room Drop	\$5,000

San Diego Convention Center Opportunities

Press Room	\$15,000
Digital Signage	Stay tuned
Columns	Stay tuned
Window Clings	Stay tuned
Door Clings	Stay tuned
Banners	Stay tuned

Exhibit Hall Opportunities

Lounge Area	\$10,000
Food or Beverage Station	\$7,500
Aisle Sign	\$3,500
Table Clings on Cocktail Rounds (includes 3)	\$3,000
Daily Prize Drawing	\$2,000

San Diego Marriott Marquis Opportunities

Hotel Room Do Not Disturb Signs	\$15,000
In-Room TV Channel	\$15,000
In-Room TV Remote Control Wrap	\$15,000
Guest Room Mirror Clings	\$10,000
Hotel Digital Signage	\$2,500

Print Media

Attendee Registration Bag Insert	\$5,000
Ads in Official Program	Starting at \$2,500

Transport Topics Show Daily

Press Release	\$3,000
Ads	Starting at \$4,000





October 22-24
San Diego, California
San Diego Convention Center
and Marriott Marquis
trucking.org/TruckingU

Reach Students
from Top Business
Schools

Recruitment Opportunity!

Would you like access to students from top business programs from all over the country? Through ATA Trucking U sponsorships, you will have the incredible opportunity to not only put your company's name and information directly in front of them, but you will also have ample opportunity to network with these students at receptions, luncheons, and on the MCE show floor. With your sponsorship, you will be provided a booklet of the resumes of all of the participating students for your recruitment benefit.

Premier: \$7,500

- Opportunity to have 3 members of their company or organization attend the Sunday evening Trucking U dinner
- Provide up to a 2-minute video to be played in the Trucking 101 session
- Include company promotional items in the student gift bags
- Host a table of students at the Sunday Luncheon
- Inclusion in the "Highway to Your Future" booklet that will be provided to those participating in ATA Trucking U
- Receive the resumes of all participating students before arrival at MCE
- Recognition on the student t-shirt, program flyer, and all promotional materials

Varsity: \$5,000

- Opportunity to have 2 members of their company or organization attend the Sunday evening Trucking U dinner
- Include company promotional items in the student gift bags
- Host a table of students at the Sunday Luncheon
- Inclusion in the "Highway to Your Future" booklet that will be provided to those participating in ATA Trucking U
- Receive the resumes of all participating students before arrival at MCE
- Recognition on the student t-shirt, program flyer, and all promotional materials

Junior Varsity: \$2,500

- Opportunity to have one member of their company or organization attend the Sunday evening Trucking U dinner
- Include company promotional items in the student gift bag, and sit at reserved tables with the students at the Sunday Luncheon
- Inclusion in the "Highway to Your Future" booklet that will be provided to those participating in ATA Trucking U
- Receive the resumes of all participating students
- Recognition on the student t-shirt, program flyer, and all promotional materials

Recruit: \$1,000

- Inclusion in the "Highway to Your Future" booklet that will be provided to those participating in ATA Trucking U
- Receive the resumes of all participating students
- Recognition on the program flyer as well as all promotional materials

Highway to Your Future: In this booklet – provided to all participating students in ATA Trucking U – your company will have one page to provide a brief description of the company, locations in which you hire or are hiring, contact information for the student to get in touch with you, and any other information you may want these future professionals to know about YOU.





**December 6
Washington, DC
ATA Headquarters**

**Exclusive Holiday
Party Opportunity**

Join us for an exclusive, by invitation only event: the ATA Holiday Party & Open House. We will have hors d'oeuvres, cocktails and music.

Sponsor Packages

Presenting Sponsor.....	\$10,000
◆ Gold.....	\$5,000
◆ Silver	\$2,500

About the Event:

The event will take place at ATA's brand new Headquarters, just down the street from the U.S. Department of Transportation (DOT) Headquarters. This will be the perfect opportunity to highlight your brand and network with ATA members and industry supporters in an intimate setting. Don't miss out!

Who Attends:

- Members of Congress & Congressional Staff
- Federal Agencies (DOT, FMCSA, DOL)
- Leaders in the Trucking Industry



MAXIMIZE YOUR VISIBILITY TO ATA MEMBERS ALL YEAR LONG

ATA Featured Product Program

Interested in promoting your solutions with marketing and event opportunities throughout the year? We can create a customized ATA Featured Product program specifically for your company that blends a unique mix of marketing and networking opportunities with the frequency and effectiveness required to produce powerful results. Contact us today at atasponsorships@trucking.org for more information.







Let's Get Started!

Contact us today to customize your sponsorship program.

Exhibits: ataexhibits@trucking.org

Sponsorships: atasponsorships@trucking.org

Connect With Us!

-  [/company/ata](https://www.linkedin.com/company/ata)
-  [@TRUCKINGdotORG](https://twitter.com/TRUCKINGdotORG)
-  [/truckingdotorg](https://www.facebook.com/truckingdotorg)
-  [/truckingdotorg](https://www.instagram.com/truckingdotorg)