

2020 NAFC ANNUAL CONFERENCE & EXHIBITION

June 9 - 11 Marriott City Center Charlotte, North Carolina

SPONSORSHIP / EXHIBITOR CONTRACT

Company: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Job Title: _____ Phone: _____ Email: _____

Website: _____

SPONSORSHIP ORDERS

Yes! I would like to Sponsor

Diamond - \$15,000 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Platinum - \$9,500 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Gold - \$5,500 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Silver - \$2,500

Mobile App Sponsorship - \$15,000 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Exhibit Space - \$3,500 My three booth choices, in order of preference:
(1) _____ (2) _____ (3) _____

To view the floor plan for booth selection, please click [HERE](#)

PAYMENT REQUIREMENTS

Full payment is required on all sponsorship commitments. Enclosed is the sponsorship payment \$ _____

Payment Methods:

Check #: _____

Credit Card: _____

AMEX MasterCard VISA

Credit Card Account #: _____ Expires: _____

Name as it appears on card: _____

Signature: _____

Please return signed agreement with payment to American Trucking Associations, Attn: Dan Duggan, Event Services, 2020 NAFC Conference, 950 N. Glebe Road, Suite 210, Arlington, VA 22203. You can also fax your order to (703) 838-1774. If you have any questions, please call Dan Duggan, CEM, Director, Exhibits & Sponsorships at (703) 838-1756 or email dduggan@trucking.org. The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver a contract, which includes authorizing payment and commitment to the American Trucking Associations for sponsorship support.

Company & Contact: _____

Signature: _____ Date: _____



Questions? Please feel free to contact Dan Duggan at (703) 838-1756 or email dduggan@trucking.org

Sponsorship Rates and Benefits

DIAMOND (LIMIT 1) \$15,000

- Special recognition as opening keynote speaker sponsor
- 2-3 minute speaking opportunity at Chris Spear's Breakfast Address
- Recognition as both Diamond and Wednesday Breakfast Sponsor
- Complimentary exhibit space
- Two complimentary registrations to the NAFC Annual Meeting
- Two complimentary NAFC memberships
- Full page color ad in the on-site program
- Special sponsor badge for you and your employees
- Your logo on promotional and informational materials sent to registrants prior to the conference
- Logo will be visible on signage throughout the meeting
- Logo recognition as diamond sponsor in the meeting program
- Podium recognition of all sponsors at the beginning of all educational sessions
- Logos of all sponsors will be projected in order of commitment level (Diamond, Platinum, Gold and Silver) on the A/V screens in the meeting rooms at the beginning of the educational sessions
- Logo will appear on meeting promotional and informational pages on ATA's website
- Recognition in NAFC's Q3 Newsletter: *Driving the Numbers*

PLATINUM \$9,500

- 2-3 minute speaking opportunity
- Recognition as both Platinum and cocktail reception sponsor
- Complimentary exhibit space
- Two complimentary registrations to the NAFC Annual Meeting
- One complimentary NAFC membership
- Full page color ad in the on-site program
- Special sponsor badge for you and your employees
- Your logo on promotional and informational materials sent to registrants prior to the conference
- Your logo visible on signage throughout the meeting
- Recognition as platinum sponsor in the meeting program
- Podium recognition of all sponsors at the beginning of all educational sessions
- Logos of all sponsors will be projected in order of commitment level (Diamond, Gold and Silver) on the A/V screens in the meeting rooms at the beginning of the educational sessions
- Your logo on meeting promotional and informational pages on ATA's website
- Recognition in NAFC's Q3 Newsletter: *Driving the Numbers*

GOLD \$5,500

- Complimentary exhibit space
- One complimentary registration to the NAFC Annual Meeting
- One complimentary NAFC membership
- Full page color ad in the on-site program
- Special sponsor badge for you and your employees
- Your logo on promotional and informational materials sent to registrants prior to the conference
- Your logo visible on signage throughout the meeting
- Your logo recognition as gold sponsor in the meeting program
- Podium recognition of all sponsors at the beginning of all educational sessions
- Logos of all sponsors will be projected in order of commitment level (Diamond, Platinum, Gold and Silver) on the A/V screens in the meeting rooms at the beginning of the educational sessions
- Your logo on meeting promotional and informational pages on ATA's website
- Recognition in NAFC's Q3 Newsletter: *Driving the Numbers*

SILVER \$2,500

- One complimentary registration to the NAFC Annual Meeting
- Special sponsor badge for you and your employees
- Your logo on promotional and informational materials sent to registrants prior to the conference
- Your logo visible on signage throughout the meeting
- Recognition as silver sponsor in the meeting program
- Podium recognition of all sponsors at the beginning of all educational sessions
- Logos of all sponsors will be projected in order of commitment level (Diamond, Platinum, Gold and Silver) on the A/V screens in the meeting rooms at the beginning of the educational sessions
- Your logo on meeting promotional and informational pages on ATA's website
- Recognition in NAFC's Q3 Newsletter: *Driving the Numbers*

MOBILE APP SPONSORSHIP \$15,000

Get brand exposure, drive web traffic and get access to hard data – clicks and views by sponsoring our NAFC Annual Meeting app

- Exclusive opening splash screen
- Banner ad
- Two push notifications
- A video (30-60 seconds) linked from your exhibitor and sponsor listing
- Watermark in the background of the "My Calendar" section of the app
- Recognition as a platinum sponsor
- Complimentary exhibit space
- Two complimentary registrations to the NAFC Annual Meeting
- One complimentary NAFC membership
- Full page color ad in the on-site program
- Special sponsor badge for you and your employees
- Your logo on promotional and informational materials sent to registrants prior to the conference
- Your logo visible on signage throughout the meeting
- Your logo recognition as platinum sponsor in the meeting program
- Podium recognition of all sponsors at the beginning of all educational sessions
- Logos of all sponsors will be projected in order of commitment level (Diamond, Platinum, Gold and Silver) on the A/V screens in the meeting rooms at the beginning of the educational sessions
- Your logo on meeting promotional and informational pages on ATA's website
- Recognition in NAFC's Q3 Newsletter: *Driving the Numbers*

EXHIBITOR \$3,500

Exhibiting provides a turn-key selling platform – build and deepen your relationships with customers and prospects, showcase products and generate sales leads. Exhibitor benefits include:

- One complimentary registration to the NAFC Annual Meeting
- 10x10 exhibit space in the General Session Meeting Room/ Exhibit Hall (In order to provide ample time for our attendees to visit with exhibitors, the Exhibit Hall will open on Tuesday afternoon for the Opening Session followed by a Welcome Cocktail Reception and all non-meal general educational sessions, multiple coffee breaks and a cocktail reception on Wednesday).
- Recognition in NAFC's Q3 Newsletter: *Driving the Numbers*