2020 National Accounting & Finance Council Annual Conference & Exhibition

Sponsorship and Exhibit Opportunities

June 9-11, Marriott City Center, Charlotte, NC

One of ATA’s fastest-growing conferences, the NAFC Annual Conference & Exhibition brings together trucking financial leaders for opportunities to learn, network and find the latest products, technology and services driving their profession. This meeting is a highly visible platform to capture the attention of those with buying power and demonstrate your leadership and industry support to trucking finance executives nation-wide.

For more information please contact Daniel Duggan at dduggan@trucking.org or (703) 838-1756 or visit NAFC’s website at nafcanannual.trucking.org.

WHO ATTENDS:

President and/or CEO: 12%
Senior VP and/or VP of Finance: 36%
Chief Financial Officer: 3%
Controller: 16%
COO: 21%
Director: 11%
Sponsorship rates

NAFC 2020 ANNUAL CONFERENCE & EXHIBITION SPONSORSHIP OPPORTUNITIES

No matter which sponsorship package you choose, becoming our partner in helping trucking financial professionals to discover practical solutions to their everyday challenges can strengthen your company’s reputation in the industry and provide renewed interest for business.

Stand out from the crowd while showing your support for the industry. Contact us today!

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

SILVER $2,500

MOBILE APP SPONSORSHIP $15,000

EXHIBITOR $3,500
## Sponsorship rates

### 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*