

2022 NAFC ANNUAL CONFERENCE & EXHIBITION

Marriott Downtown | Austin, TX | June 6-8

SPONSORSHIP / EXHIBITOR CONTRACT

Company: _____ Contact Person: _____

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

Job Title: _____ Phone: _____ Email: _____

Website: _____

SPONSORSHIP ORDERS

Yes! I would like to Sponsor

Diamond - \$14,500 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Platinum - \$10,500 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Gold - \$6,500 Yes, I want to take advantage of the complimentary booth, here are my three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

Silver - \$4,500

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 - \$4,000 My three booth choices, in order of preference: (1) _____ (2) _____ (3) _____

NAFC Live - Social Media Package - \$7,500

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

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, 2022 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

EXHIBITS

Booth Investment: \$4,000 per exhibit space

Benefits Include:

- One complimentary Onsite Conference Registration
- 10x10 exhibit space in the General Session Meeting Room/Exhibit Hall
- Recognition in NAFC's Newsletter: Driving the Numbers

SPONSORSHIP OPPORTUNITIES

	DIAMOND \$14,500	PLATINUM \$10,500	GOLD \$6,500	SILVER \$4,500
Complimentary Conference Registrations	2	2	1	1
Logo Recognition on Pre-event Promotions and Conference Website	✓	✓	✓	✓
Recognition from the Podium at the Start of all Educational Sessions	✓	✓	✓	✓
Recognition in NAFC's Newsletter: Driving the Numbers	✓	✓	✓	✓
Complimentary Exhibit Space	✓	✓	✓	
Complimentary NAFC Memberships	2	2	1	
2-3 minute Speaking Opportunity at 2 Sessions of Your Choice	✓	✓		
Reception Sponsor Recognition	Cocktail Reception	Welcome Reception		
On-site Program Advertising	Full Page, 4C	Full Page, 4C		
Exclusive	✓			

Social Media & Digital

NAFC Mobile App (Exclusive) \$15,000

Reach NAFC attendees on their mobile device! Sponsor the official NAFC Mobile App and ensure your marketing message is seen by conference attendees multiple times throughout the event.

- 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
- Platinum sponsor package

NAFC Live! Social Media Package \$7,500

Drive traffic directly to your booth and your website with our live social media marketing. We'll send a representative to your booth for a live interaction with a subject matter expert from your company. Content could highlight a booth tour, product launch, or an event you're sponsoring at the NAFC Annual Conference. The video will be shared on ATA's and NAFC's social media channels for maximum exposure.

Branding

Meterboard Signage \$1,000

Column Wraps \$5,000

Window Graphics \$9,000