

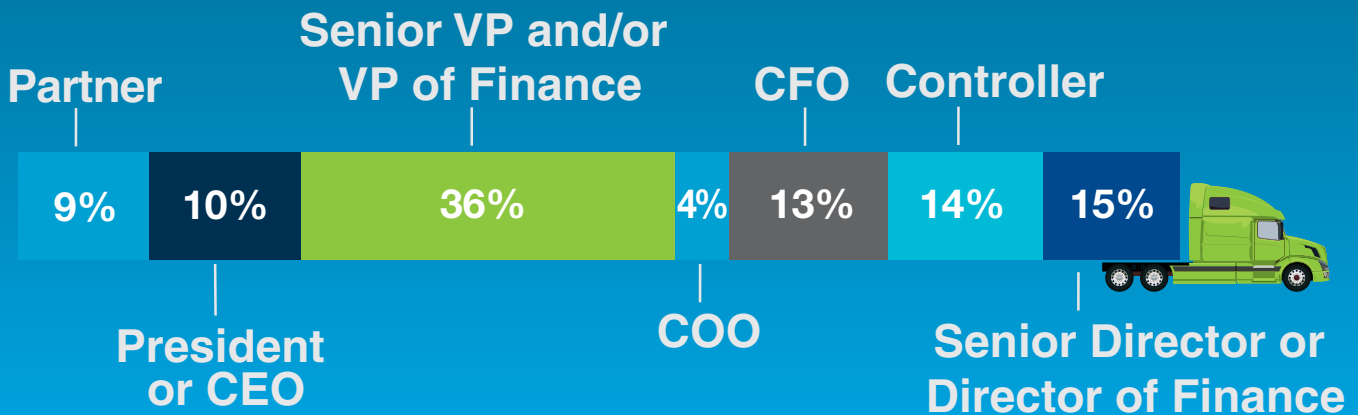
**Marriott Downtown | Austin, TX | June 6-8**

**PARTNER OPPORTUNITIES**

One of ATA's fastest-growing conferences, the NAFC Annual Conference & Exhibition brings together trucking's financial leaders for opportunities to learn, network and find the latest products, technology and services driving their profession. It's a two-day educational conference focused on finance, taxes, risk management, accounting, information technology and the economy.

Sponsoring and exhibiting at the 2022 NAFC Annual Conference will expose attendees to your company and showcase your products and services to the top financial executives and decision-makers in the trucking industry.

**WHO ATTENDS:**



## 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