

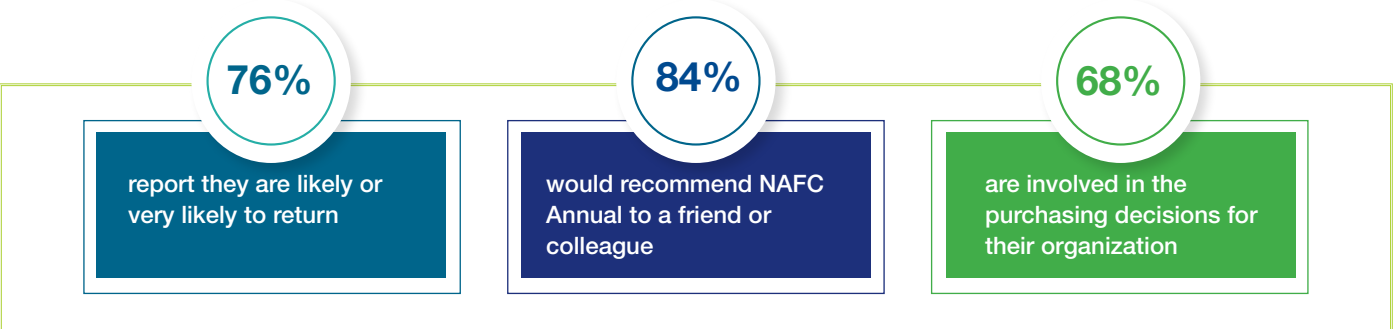
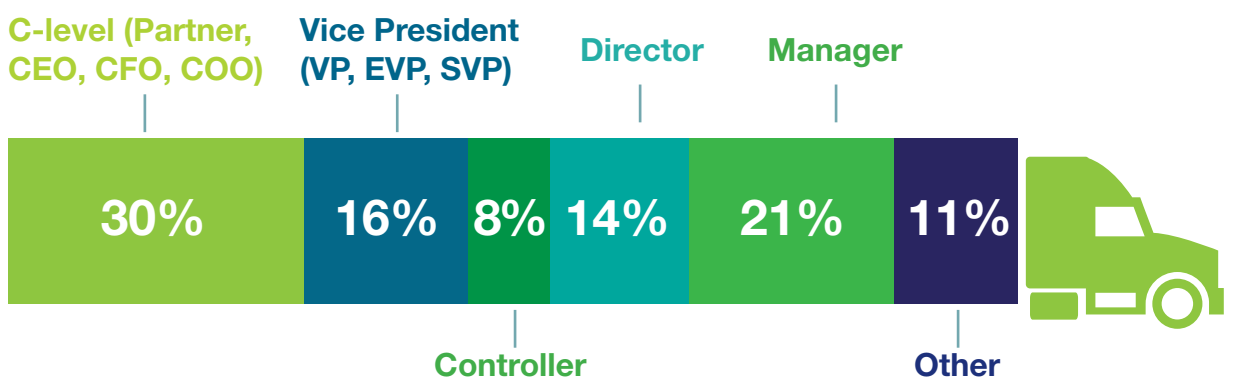
**2024 NAFC Annual Conference & Exhibition
 June 3-5, 2024 | Cleveland, OH**

SPONSORSHIP 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 three-day educational conference focused on finance, taxes, risk management, accounting, information technology and the economy.

Sponsoring and exhibiting at the 2024 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 Driving the Numbers Newsletter

SPONSORSHIP OPPORTUNITIES

	DIAMOND \$14,500	PLATINUM \$10,500	GOLD \$6,500	SILVER \$4,500	BRONZE \$3,000
Sponsor logo recognition on pre-event brochure, pre-event promotional emails, event website, onsite program, onsite signage and post-event email to attendees	✓	✓	✓	✓	✓
Ad Placement in NAFC's Driving the Numbers Newsletter	4 issues	3 issues	2 issues	1 issue	1 issue
Complimentary Conference Registrations	2	2	1	1	
Recognition from the Podium at the Start of all Educational Sessions	✓	✓	✓	✓	
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			
NAFC Webinar Sponsorship	✓				
Sponsored Article Placement in NAFC's Driving the Numbers Newsletter	✓				

Social Media & Digital

NAFC Mobile App (Exclusive) \$15,000

Reach NAFC attendees on their mobile device. This sponsorship package provides maximum digital exposure via our event app, email and social media. What's more, 81% of our attendees report using the app onsite to find session locations and events!

- 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
- NAFC Live! Social Media 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 share to all attendees via email and will be posted on ATA's and NAFC's social media channels.

Branding

Daily Beverage Sponsor:

Signage, Branded Cups and Napkins (2 Available) **\$5,000 per day includes Silver Benefits**

Hotel Room Keys **\$5,000 includes Silver Benefits**

Spiral Notebook (5"X7") with Company Logo And Pen **\$4,000 includes Bronze Benefit**

Ballpoint Stylus Pen with Company Name **\$3,500 includes Bronze Benefits**

Hand Sanitizer with Company Logo **\$3,500 includes Bronze Benefits**

Mints with Company Logo on the Tin Container **\$3,500 includes Bronze Benefits**

Meterboard Signage **\$1,000**