

MCE 17



INVITATION TO EXHIBIT

For more information and to exhibit:

<http://mce.trucking.org> • dduggan@trucking.org

866.821.3468



BUILDING TRUCKING'S FUTURE



The City

Discover why Orlando is called “The City Beautiful.” Orlando is one of the world’s most popular destinations with everything to make you smile during your visit. There’s so much to do other than just amazing attractions: first-rate museums, luxurious spas, quaint antique districts and top-rated golf courses.

Home to more than 2.1 million residents, Orlando is centrally located in the heart of Florida, where it encompasses 2.6 million acres and spreads across four counties. The City of Orlando is in Orange County, which is home to many of the attractions. And all within an hour’s drive, there are white-sand beaches, historical and cultural sites and outdoor adventures.

Hit the links and you’ll see why Orlando is consistently named as one of the top North American golf destinations. Orlando also offers endless entertainment options to rejuvenate after our sessions are over for the day. Choose from one of the many retail, dining and entertainment complexes including Pointe Orlando, I-Drive 360, Universal’s CityWalk, and Downtown Disney that have something to please every taste. Or get outside and discover the many offerings of natural Florida and the wildlife and waterways that encompasses it.

The Venue

At 7 million square feet, the award-winning Orange County Convention Center, known as The Center of Hospitality is the second largest convention facility in the United States. The OCCC is located in the heart of Orlando’s Convention Center District and only fifteen minutes from the Orlando International Airport, The main span of the Brooklyn Bridge (all 1,595 feet) could fit inside the West Building’s contiguous exhibition space, which is 2,500 feet in length.

The Convention Center is surrounded by 116,000 guestrooms, including over 5,000 directly connected to the facility by pedestrian bridge. Each year the OCCC attracts more than 230 events bringing approximately one million delegates annually to the Central Florida area making it one of the most exciting places in the country to host a conference.

Whatever your niche, if you are involved in the trucking industry that means the ATA MCE is a “can’t miss” opportunity for YOU, so reserve your space today!

The 2017 American Trucking Associations (ATA) Management Conference & Exhibition (MCE) Brings the Decision Makers to You –and That Equals Buying Power!

- An annual “can’t miss” CEO and Senior Executive oriented conference for the top leaders in the trucking industry
- Trucking’s top decision makers brought to you in the most prestigious, sales-generating trucking event of the year
- A fabulous 3-day collaboration of exhibits that showcase trucks and technology, consulting services and much more
- Cutting-edge management seminars, hard-hitting previews of pending regulatory and political issues
- Unparalleled networking opportunities

**Boost Your Sales and Guarantee Your Position in the \$603 Billion Trucking Marketplace!
Call 866-821-3468 to Reserve Your Space Today!**

Boost Your Sales and Guarantee Your Position in the \$603 Billion Trucking Marketplace! Call 866-821-3468 to Reserve Your Space Today!

Capture the Potential:

If you made months of sales calls, you still couldn't meet face-to-face with as many prospects and customers as you'll meet in just a few days at the MCE. Plus, unlike with cold calls, these are people actively seeking you out and interested in learning about what your company has to offer.

That face-to-face time can pay big dividends. In a global survey of Harvard Business Review subscribers, nearly 80% said in-person meetings are the most effective way to meet new clients and sell business. In addition, 95% said that face-to-face meetings are a key factor in successfully building and maintaining long-term relationships. There's no better choice for face-to-face meetings with interested people than at the MCE.

As a 2017 ATA MCE exhibitor you will receive:

Show site benefits:

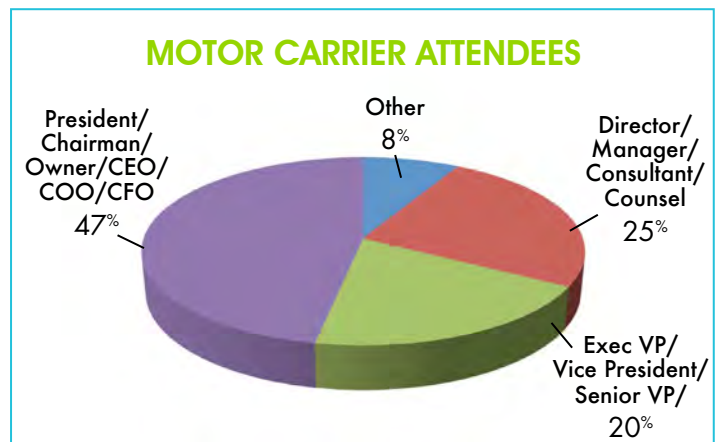
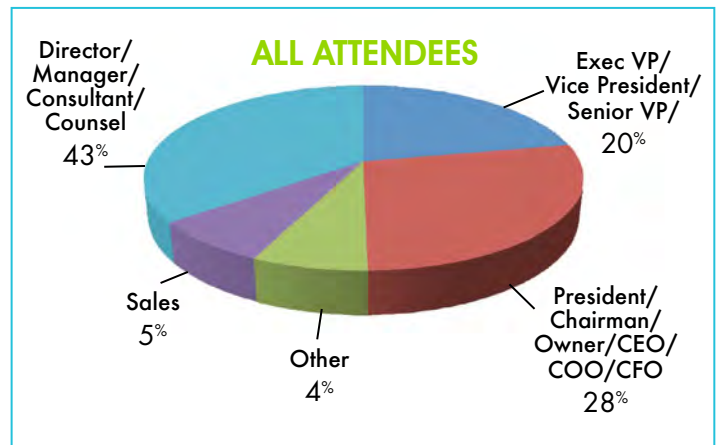
- Unmatched buyer access – over 2,500 CEOs and senior executives in the Exhibit Hall
- Dedicated exhibit hours on Sunday and Monday and extended exhibit hall hours on Tuesday all make for ample opportunities for face-to-face meetings.
- Grand-Scale Facility – the exhibit hall is conveniently attached to our host hotel the Hyatt Regency to maximize buyer traffic.
- Unparalleled networking opportunities on the show floor and throughout the conference.

Year-round benefits:

- Increased promotional support – gain direct access to the pre-show and post-show attendee mailing list to boost your marketing plan.
- Pre-Show Publicity – ATA's promotional efforts will give you added exposure before the show and yield benefits long after the ATA MCE closes its doors.
- Media Coverage – the ATA MCE is exhaustively covered by the trade press so exhibitors benefit from increased exposure for months to come.

Capture Unparalleled Buying Power!

The ATA MCE brings together the trucking industry's top executives and suppliers. These are the owners, CEOs, and senior managers of the fleets nationwide...the people with bottom-line responsibility...the people who make the corporate buying decisions...the people you do business with.



Nearly 50% of the Motor Carrier Attendees are C-level or higher!

"The trucking industry needs to replace a significant amount of equipment, product and services in the coming quarters. The ATA MCE is your best opportunity to get in front of the decision-makers and boost your sales."

*Bob Costello
Senior VP and Chief Economist
American Trucking Associations*

Mr. Andrew M. Owens
Chief Operations Officer
A&M Transport, Inc.

Mr. Gary Percy
President
A.D. Transport Express

Ms. Judy R. McReynolds
Chairman
ABF Freight System, Inc.

Mr. Kolen Jones
President
Abilene Motor Express, Inc.

Mr. Gregory L. Owen
Head Coach
Ability Tri-Modal Transportation Services

Mr. Michael Coatney
President
ACME Truck Line, Inc.

Mr. Louis E. Pfrangle
President
Admiral Transport Corp.

Mr. Alton E. Palmer
Operating Manager
Alton Palmer Trucking LLC

Mr. Richard Barloic
President & Chief Executive Officer
American Pacific Corporation

Mr. Gregory D. Brown
Chairman & Chief Executive Officer
B R Williams Trucking, Inc.

Ms. Cari Baylor
President
Baylor Trucking, Inc.

Mr. Charles Phillips
President
Bennett International Group, LLC

Mr. Andrew T. Boyle
Executive Vice President
Boyle Transportation

Mr. Robert Hamilton
Director, Fleet Maintenance
Bozzuto's Inc.

Mr. Philip L. Byrd, Sr.
President & Chief Executive Officer
Bulldog Hiway Express

Mr. Michael Burton
President
C & K Holdings

Mr. Daniel E. England
Chairman
C. R. England, Inc.

Mr. Brent Bois
President
Calhoun Truck Lines

Mr. Stephen J. Rush
President
Carbon Express, Inc.

Mr. Dennis Dellinger
President
Cargo Transporters, Inc.

Mr. Brian D. Suhre
Vice President, Facilities and Equipment
Cassens Transport Company

Mr. Paul Will
Chairman & Chief Executive Officer
Celadon Group, Inc.

Mr. Brent Christensen
Chief Operating Officer
Certified Freight Logistics, Inc.

Ms. Cheri D. Cook
President & Chief Executive Officer
Chaich Trucking, Inc.

Mr. Daniel J. Einwechter
Chairman & Chief Executive Officer
Challenger Motor Freight Inc.

Mr. Doug Beck
Vice President
Clark Grave Vault

Mr. Michael S. Card
President
Combined Transport, Inc.

Mr. Joey B. Hogan
President & Chief Operating Officer
Covenant Transport, Inc.

Mr. Tonn M. Ostergard
President & Chief Executive Officer
Crete Carrier Corporation

Mr. John M. Smith
Chairman
CRST International, Inc.

Mr. Randall Scott Gehrike
Chief Operating Officer
Crystal Flash

Mr. David Bultsma
President
D & J Bultsma Truckline LLC

Mr. James E. Ward, Jr.
President
D.M. Bowman, Inc.

Mr. Daniel L. Oren
Vice President
Dart Transit Company

Mr. Don Daseke
President & Chief Executive Officer
Daseke, Inc.

Mr. Michael L. Ahart
Vice President, Transportation
Dean Foods Company

Mr. Alvin Foley
President & Chief Executive Officer
Diversified Transfer & Storage

Mr. Jason H. Andrus
Chief Financial Officer
Doug Andrus Distributing, LLC

Mr. Jeffrey C. Lang
Chief Executive Officer
Eagle Systems, Inc.

Mr. Elvin L. Knollman
President
Elvin L. Knollman, Inc. dba Transmark

Mr. Thomas Lee
Vice President
Empire Warehouse, Inc.

Mr. Stephen E. Hupp
Corporate Secretary
Estes Express Lines

Ms. Marcia Faschingbauer
President
Excargo Services Inc.

Mr. Ron Faulkner
President
Faulkner Trucking, Inc.

Ms. Kate Killory
Sr. State & Local Gov't. Rep.
FedEx Corporation

Mr. Michael L. Ducker
President & Chief Executive Officer
FedEx Freight

Mr. Matthew J. Jewell
President, Logistics Services
Forward Air Corporation

Mr. Edwin A. Meyer
President
Fundis Company DbA Nevcal Trucking

Mr. G. Clifton Parker
President
G & P Trucking Company, Inc.

Ms. Sherri Garner Brumbaugh
President & Chief Executive Officer
Garner Trucking, Inc.

Mr. G. Tommy Hodges
Chairman
Goggin Warehousing LLC

Mr. Charles L. Whittington
Vice Chairman, BOD
Grammer Industries, Inc.

Mr. Calvin E. Ewell
President
H.R. Ewell, Inc.

Ms. Barbara J. Windsor
President & Chief Executive Officer
Hahn Transportation, Inc.

Mr. Jowell Rivera
President
Hawaii Logistic Services

Ms. Melanie Burnham
Chief Financial Officer
Hercules Forwarding, Inc.

Mr. William Hill
President
Hill Transportation Service Inc.

Mr. Steve Holtgeerts
President
Hogland Transfer Company

Ms. Nancy Sawyer
EVP & Chief Operating Officer
Holmes Company of Jackson, Inc.

Mr. Mark H. George
Owner
Intermodal Cartage Co., Inc.

Mr. Harold Sumerford, Jr.
Chief Executive Officer
J & M Tank Lines, Inc.

Mr. James Burg
President & Chief Executive Officer
James Burg Trucking Company

Mr. Kevin W. Burch
President
Jef Express, Inc.

Mr. Chris N. Bunning
President & Chief Executive Officer
John Bunning Transfer Company, Inc.

Mr. Jason Hammes
Special Projects Manager
J-Six Farms, Inc.

Mr. Lee Phillip Shaffer
Chairman
Kenan Advantage Group

Mr. Dean E. Kaplan
Chief Executive Officer & EVP
K-Limited Carrier, Ltd.

Mr. Kevin P. Knight
Executive Chairman
Knight Transportation, Inc.

Ms. Cynthia Lee
President
Lesco Logistics

Ms. Rebecca E. Summers
President
Lester R. Summers, Inc.

Mr. Gregory Dubuque
President
Liberty Linehaul West Inc.

Mr. L. Duane Long
Chairman
Longistics

Mr. James Matlby
Corporate Director HSSE
Lynden Incorporated

Mr. Kevin Mast
President
Mast Trucking, Inc.

Mr. Matthew Brian Hitchcock
Chief Executive Officer
MBH Trucking, L.L.C.

Mr. David G. McCorkle
Chairman
McCorkle Truck Line, Inc.

Ms. Debra Anne Stone, CTP
Logistics Cost Analyst
McKee Foods Transportation, LLC

Mr. Robert A. Peterson
Chairman & Chief Executive Officer
Melton Truck Lines, Inc.

Ms. Lesa Dixon
Owner
Midwest Express, Inc.

Mr. John Roswick
Chairman
Midwest Motor Express, Inc.

Mr. Michael L. Miller
President
Miller Trucking, Ltd.

Mr. Evan Stouten
President
Modular Transportation Co.

Ms. Stephanie A. Fleetman
Chief Executive Officer
Mustang Expediting, Inc.

Mr. Daniel Tompkins
Director, Human Resources & Safety
Nebraska Transport Co., Inc.

Mr. David S. Congdon
Vice Chairman & C.E.O.
Old Dominion Freight Line, Inc.

Mr. Danny Opie
President
Opies Transport, Inc.

Mr. John N. Hofstetter
President
Oran Hofstetter, Inc.

Mr. Donald Cox
Chief Executive Officer
Parke Cox Trucking Company, Inc.

Mr. Robert F. Haag
Vice President, Operations
Perfect Transportation LLC

Mr. James Fields
Chief Operating Officer
PITT OHIO

Mr. Barry E. Pottle
President
Pottle's Transportation LLC

Mr. Kary Bryce
CEO
Preferred Materials, Inc.

Mr. Robert E. Low
President
Prime, Inc.

Mr. Kirk A. Williams
President & Chief Executive Officer
Proficient Auto Transport

Mr. Greg P. Steffire
Chairman & Co-founder
Rail Delivery Services

Mr. Kevin Lhotak
President
Reliable Transportation Specialists Inc.

Mr. Henry Dirksen
President
Rocha Transportation

Mr. Richard Roehl
President
Roehl Transport, Inc.

Mr. Dan Van Alstine
President & Chief Operating Officer
Ruan

Mr. Ron Niemoth
CFO
Seward Motor Freight, Inc.

Mr. Mark Engdahl
Vice President, Operations - Foodservice
Shamrock Foods Company

Mr. Dale Lemmons
President
Signature Transport Inc.

Mr. William H. Reed, Jr.
Chief Executive Officer
Skyline Transportation, Inc.

Mr. Glen M. Guillot
Vice President
Southeastern Motor Freight, Inc.

Mr. Robert Spear
President
Southwest Truck Service

Mr. Collin Stewart
President & Chief Executive Officer
Stewart Transport, Inc.

Mr. Scott George
Chief Executive Officer
TCW, Inc.

Mr. Chris Giltz
Senior Vice President, Operations
The Evans Network of Companies

Mr. John Stomps
President & CEO
Total Transportation of MS, LLC

Mr. Keith R. Klein
President
Transport Corporation of America, Inc.

Mr. Randy P. Guillot
President
Triple G Express, Inc.

Mr. Richard Binkley
President
U.S. AutoLogistics, L.L.C.

Mr. Eric Fuller
CEO
U.S. Xpress Enterprises, Inc.

Mr. Michael Kiely
Senior Vice President, U.S. Government Affairs
United Parcel Service, Inc.

Mr. William A. Usher, Jr.
President
Usher Transport, Inc.

Mr. Randall J. Clifford
Chairman & Chief Executive Officer
Ventura Transfer Company

Mr. Stephen Wadhams
President
Wadhams Enterprises

Mr. Joel Wallace
Chief Executive Officer
Wallace Transport, Inc.

Mr. Tracy Rosser
SVP, Transportation
Wal-Mart Transportation, LLC

Ms. Brenda Dittmer
Vice President
Weinrich Truck Line, Inc.

Mr. Derek J. Leathers
President & Chief Executive Officer
Werner Enterprises, Inc.

Mr. Michael P. Wilson
President
Whitewood Transportation

Mr. Pat Wright
President
Wright Transportation, Inc.

Mr. Michael Kelley
VP, External Affairs
YRC Worldwide Inc.

MCE Attendees Are Looking For

- Business Information
- Technology, Services, Truck Components
- Heavy Equipment
- Consulting Services, Training Options
- Management Support
- Buying Opportunities
- Trucking Related Regulatory and Legislative Updates
- YOU!

Is Your Company On This List?

Almost half of the companies* that participated last year have already committed to be in Orlando!



5DT (Fifth Dimension Technologies)

Air-Weigh

Alere eScreen

ALK Technologies, Inc.

Allison Transmission, Inc.

AllOne Health

Aluminum Wheels MFG Inc.

AngelTrax

Aperia Technologies, Inc.

Appalachian State University, Elon University

Asset Intelligence

AT&T

ATA Carrier Savings Program

ATA's Interstate One Tractor-Trailer

ATA's Share The Road Tractor-Trailer

Atlas Injury Prevention Solutions

ATRI

AutoSock/McGee Company

Axiom Medical Consulting, LLC

Baldwin & Lyons, Inc.

Bestpass, Inc.

BKD LLP

Blue Beacon Truck Washes

BMO Transportation Finance

BNSF Railway

CarriersEdge

CAT Scale

Cham-Cal Engineering Co.

Cheetah Software Systems

Chetu Inc.

Clean Energy

Comdata

Continental Tire The Americas

Conversion University E-Learning

Convoy Technologies

Cottingham & Butler

Custom Radio Corporation

Daimler Trucks North America

Decisiv, Inc.

Die-Cast Promotions

DISA Global Solutions

Dock-n-Lock

Dossier Systems

DriveABLE

DriverFacts, Inc.

Drivers Legal Plan

Drivewyze Inc.

EBE Technologies

Eberspaecher Climate Control Systems

Electronic Funds Source

Eleos Technologies, LLC

ENGS Commercial Finance Co.

EpicVue, LLC

EROAD, Inc.

Ex-Guard Industries

Exspeedite

Federal Motor Carrier Safety Administration

First Advantage

Fleetmatics

FleetOwner

FleetSeek

FlowBelow

FSX Equipment, Inc.

Geotab

Gulf Coast Business Credit

Hadley

Heavy Duty Trucking Magazine

HELP Inc.

Hendrickson

Henry Repeating Arms

Highway905

HireRight

Honeywell

Hyllion

Hyundai Translead

iDriver Solutions

International Truck

ITS Compliance, Inc.

J. J. Keller & Associates, Inc.

Jackson Truck & Trailer

Jacobs Vehicle Systems

JACS Solutions

Kenworth Truck Company

Kronos Incorporated

LoadDocs

Love's Travel Stops

Lytix®

Mack Trucks

Manhattan Associates

Marquette Transportation Finance

Marsh

Marvin Johnson & Associates Inc.

Maxwell Technologies, Inc.

McKinney Trailer Rentals

McLeod Software

Meritor

Microdea Inc.

Mobileye

MoneyHaul

Moss Adams LLP

National Interstate Insurance Company

National Sleep Services

NetraDyne

Noregon

Omnitracs

Orlaco Inc.

Pana-Pacific

Paul Hanson Partners

PEAK Commercial & Industrial

PeopleNet

Peterbilt Motors

Peterson Manufacturing Co.

PIT Group (FPInnovations)

PotashCorp

Pulsar Informatics, Inc.

Quality Companies

Rand McNally

Randall-Reilly

Realwheels Corp.

SafeKey Corporation

Safety Vision

SAF-HOLLAND

SambaSafety

Samsung Electronics

Seeing Machines

Sharp Heavy Equipment Services

SkyBitz

Sleep Solution

SmartCap LLC

SmartDrive Systems

Spireon FleetLocate

Stay Metrics

Stoneridge

Streamline Transportation

Technologies Inc.

SUNZ Insurance Company

SuperVision

Sure Foot Corporation

Sygc a.s.

TCG, an SMC3 Company

Teletac Navman

Telogis, A Verizon Company

TMW Systems

Traction Magic

Trans Plus Software

TransForce

Transport Topics

TRANSTEX LLC

Tranztec Solutions, Inc.

Truck Drivers Health

Trucking News Online LLC

Truckstop.com

U.S. Legal Services

UMB Bank

Utility Trailer Manufacturing

Company

Vanguard National Trailer Corp.

Velociti Inc.

VersaPay

Vertical Alliance Group

Vigillo, LLC

VIRAGE SIMULATION

Vnomics Corp.

Volvo Trucks

WABCO

Whiting Systems, Inc.

Women In Trucking

Association, Inc.

Worthington Industries

XStream Trucking Inc.

Zonar

* As of 5/22/2017

Companies in Bold have already signed up to exhibit for 2017

Apply for Exhibit Space Today!

REVIEW THE FOLLOWING INFORMATION:

This brochure contains everything you need to sign up: the contract to exhibit, floor plan and general information.

Reserve your space by mail, phone, or fax today!

BY MAIL:

American Trucking Associations
Attn: Event Services
950 N. Glebe Road, Suite 210, Arlington, VA 22203

BY FAX:

(703) 838.1774

BY EMAIL:

dduggan@trucking.org

Note: \$1,000 per 100 sq. ft. of space deposit is required with application. The balance is due within 30 days of receipt of invoice.

Full booth fees due with contract received after July 1.

ATA Membership Information

ATA member companies receive substantial discounts of nearly 20% off the cost of exhibit space at the 2017 ATA Management Conference & Exhibition. If your company is interested in receiving these discounts, as well as other significant benefits, join ATA today. Call the ATA Membership Department at (888) 333.1759 or email atamembership@trucking.org.

Booth and Exhibit Hall Facts

For 10' x 10' / linear booths:
Back Wall: 8' high fabric draping
Side Rail: 3' high fabric draping
Exhibit Hall Ceiling Height: 20'

Booth Fee Benefits

- Three complimentary conference partial registrations per 10' x 10' space (to a maximum of 18)
- Grand Opening event in Exhibit Hall for all registrants (Sunday)
- Refreshments in Exhibit Hall for all registrants (Monday)
- Luncheon in the Exhibit Hall for all registrants (Tuesday)
- General Sessions taking place in the exhibit hall for increased exhibitor visibility
- Pre-conference and Post-Conference registrant lists
- Booth identification sign with company name and booth number
- Exhibitor listing in the 2017 ATA Management Conference & Exhibition Official Program & Directory of Exhibitors and on the conference app
- First time Exhibitors to the ATA Management Conference & Exhibition will receive 50% off the Freeman Furnishings In voice (drayage and labor not included)!
- 25 complimentary "Exhibits Only" passes for your prospects, customers and partners
- 24 hour-a-day security guard service for the duration of the exhibit

Official Service Contractor

Freeman is the official service contractor for the 2017 ATA Management Conference & Exhibition. They will handle all decorating and exhibit furniture. The exhibitor services kit outlining show hours, prices and instructions for ordering furnishings, equipment, utilities or other special services will be available online to you well in advance of show dates.

Booth Pricing

Size	ATA Members	Non-Members	Partial Badges*
	\$51.50 per square feet	\$61.50 per square feet	3 per 100 square feet
10x10	\$5,150	\$6,150	3
10x20	\$10,300	\$12,300	6
20x20	\$20,600	\$24,600	12
20x30	\$30,900	\$36,900	18 max.
20x40	\$41,200	\$49,200	18 max.

* Partial registrations include: exhibit activities, business sessions, educational programs and hospitality functions. It does not include the ATA General Luncheon, the Advocacy Luncheon nor the final banquet. Registration upgrades are available for a fee.

Booth Space Over 20' x 40': The initial 800 sq. ft. is priced at \$51.50 per square foot for ATA members and \$61.50 for non-members. Additional footage is discounted at \$21.00 per square foot for ATA members and \$26.00 per square foot for non-members with no additional partial registrations.

Discounted Truck Showcase Prices

ATA Member Companies.....\$21.50 per square foot
Non-Member Companies.....\$26.50 per square foot

Benefits include: special rates, up to 18 partial registrations
Call for more information.

Exhibitor Move-In	Show Hours <i>Show Hours subject to change</i>	Exhibitor Move-Out
Friday, October 20 1:00pm-5:00pm	Sunday, October 22 1:00pm-3:30pm	Tuesday, October 24 1:30pm-6:00pm
Saturday, October 21 7:30am-5:00pm	Monday, October 23 10:00am-12:00pm	Wednesday, October 25 8:00am-12:00pm
All exhibits must be set by 9:00am on Sunday, October 22	Tuesday, October 24 12:15pm-1:30pm	

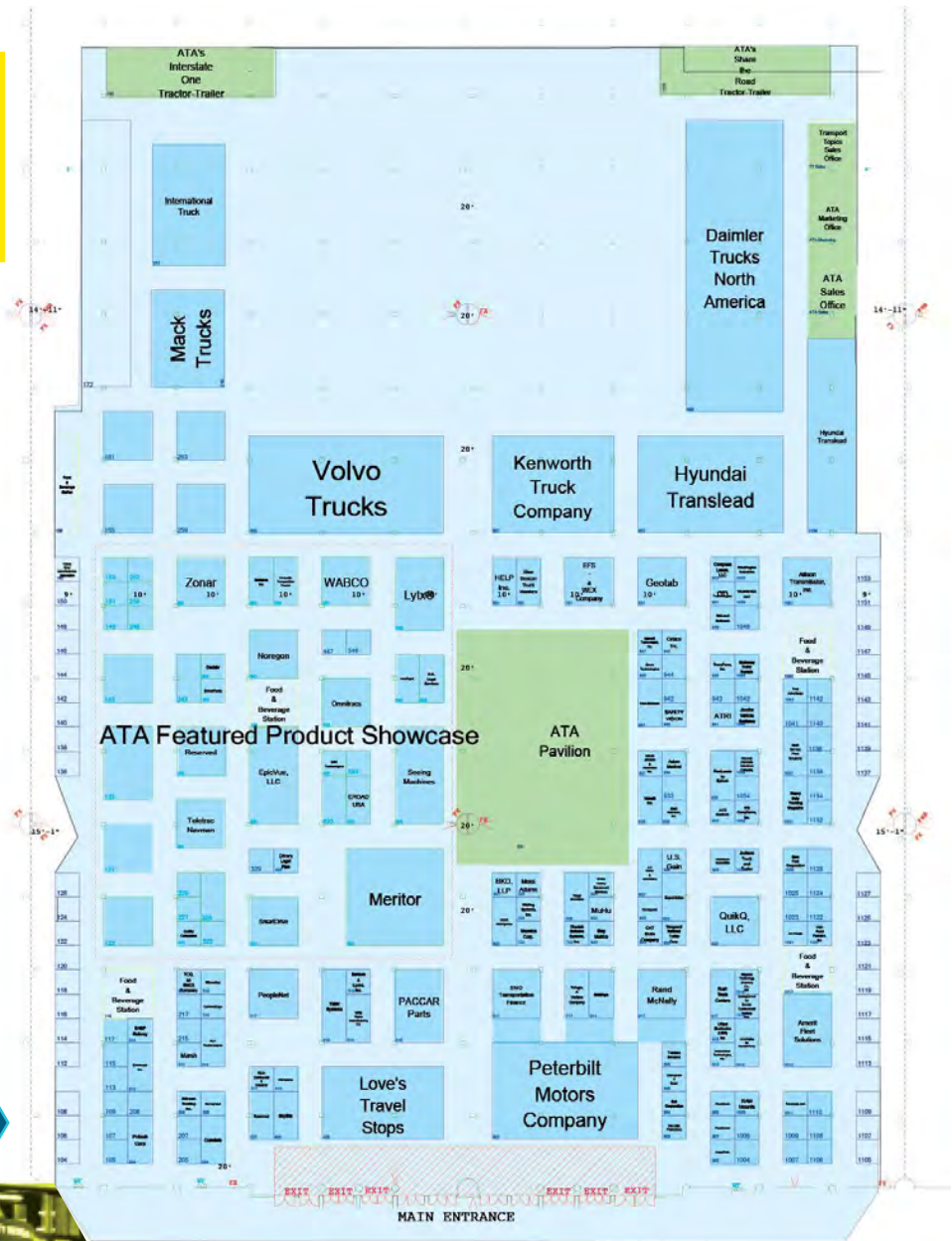
2017 ATA Management Conference & Exhibition Floor Plan

Orange County Convention Center, Orlando, FL

Level 2 West Halls A & B

For the most up-to-date floor plan, please visit <http://mce.trucking.org>

Exhibit space is moving fast!
Call **866-821-3468**



SAVE THE DATE!

Upcoming ATA Management Conference & Exhibitions



2018 ATA Management Conference & Exhibition • Austin, TX
October 27-30 • Austin Convention Center & JW Marriott Austin



2019 ATA Management Conference & Exhibition • San Diego, CA
October 6 - 9 • San Diego Convention Center & Manchester Grand Hyatt

Exhibit to...

- Connect with an audience of buyers
- Demonstrate your products and services
- Access decision makers with buying power
- Network with industry heavyweights
- Maximize your exposure

American Trucking Associations • Event Services
950 N. Glebe Road • Suite 210 • Arlington, VA 22203

Questions: Call 866.821.3468 • Show Website: <http://mce.trucking.org>