

85 YEARS LEADING THE CHARGE

ATA | MCE18
MANAGEMENT CONFERENCE & EXHIBITION

Austin Convention Center
Austin, TX • October 27-31

ATA ANNUAL RECEPTION & BANQUET SPONSORSHIPS



ATA is offering a limited number of sponsorship opportunities featuring Lynyrd Skynyrd for its 2018 MCE Annual Banquet. This is the closing event for the conference and always a high point, with a well-attended reception, lavish banquet, and top-notch entertainment. Each year the ATA MCE Annual Banquet attracts roughly 1,200 attendees, 60% of which are motor carriers.

For a \$25,000 investment, sponsors will receive the following benefits:

- Reserved table of 10 seats at the event in a prime location, to be used for MCE full registrants
- Premium wine and champagne toast served at sponsor's table
- Sponsor's logo and/or short video prominently displayed on screens at the Annual Banquet
- Recognition on entrance and exit signage at the Annual Banquet
- Recognition as Banquet Sponsor in the ATA MCE Official Program & Directory of Exhibitors
- Guests sitting at sponsor's tables are permitted early entrance to the banquet room through a dedicated entrance
- Red Carpet logo recognition, draped red carpet area set up in the reception for photo opportunities with a step and repeat background with sponsoring company logos along with the ATA logo
- A representative from your company will be permitted to enter the banquet room early to place name plates, company literature or gifts for your guests on your sponsored table
- Acknowledgment of your company from the podium by ATA Leadership during the event prior to the entertainment beginning
- The ATA photographer will take a group photo of your sponsored table and send the photo file for you to forward to your guests
- Other sponsor logo inclusion benefits: Your logo will appear on the Sponsor page in the MCE Official Program, on the official tour t-shirt, in pre-show promotions, on signage providing general thanks to all sponsors, and logo (along with other sponsors) will be printed on the back of banquet ticket (Logos need to be received at least 4 weeks prior to the event in order to be included).
- Pre-meeting and Post-meeting registrant mailing list
- An email reminder about the Banquet will be sent during the week of MCE and include the logos of all the companies sponsoring the Banquet
- Recognition on ATA/MCE Facebook page and Twitter account promoting sponsors of the Annual Banquet

If interested, please contact Joe Hite, VP Business Development, jhite@trucking.org, 724-433-9019