Denver, CO
Gaylord Rockies Resort & Convention Center

October 24-27, 2020

http://MCE.trucking.org
Why Should Your Brand Be Here?

The American Trucking Associations (ATA) Management Conference & Exhibition (MCE) brings together trucking executives from across the country for the one can’t-miss event of the year that highlights economic, regulatory, and business trends focused on driving the success of fleets today and in the future.

Every year nearly 3,000 of trucking’s top decision-makers come to MCE for:

- Policy discussions
- Educational sessions
- Networking opportunities
- Interactive exhibits

The ATA MCE exhibit hall features nearly 200 companies from our industry’s top manufacturers and suppliers showcasing their latest products.

Join us in Denver, CO as we bring together the brightest minds in trucking from across the country for a 4.5 day conference with ample opportunities to showcase your company and establish and strengthen relationships. In addition to networking and lead generation opportunities at MCE, sponsors are recognized by attendees as supporters of the industry, giving your company more credibility.
Who Attends?

- **Motor Carrier Attendees by TITLE**
  - **47%** C-Level: (President, CEO, Owner, Chairman, Partner)
  - **20%** Vice President: (EVP, SVP, VP)
  - **25%** Director/Manager/Consultant/Counsel
  - **8%** Other

**Exhibitors and Stats**

- **3,000** Trucking leaders representing ... companies from all over North America, Europe and Asia
- **790**
- **200** Exhibitors
- **500,000** Square Feet of Exhibit Space
- **7+** Dedicated Exhibitor Hours
- **44** Meetings & Sessions
- **20+** Networking Opportunities

**Boost Your Sales and Secure Your Position in the $796 BILLION TRUCKING MARKETPLACE**

**Sponsor Value**
- Attendee Stats
- Past Sponsors
- Testimonials
- Sponsor Benefits

**MCE20**
Join the List of Innovative Past Sponsors

Premier sponsor

Bendix
BlackBerry
BMO
CIMC
Daimler Truck Financial

GEOTAB
Hyundai
lytx
Mack
Meritor
NRC

North American Commercial Vehicle Show
Peterbilt
PowerFleet
PrePass
P.S.I.
RollingStrong

SkyBitz
SmartDrive
True North
True North
True North

Velociti
Wreaths Across America

Sponsorship Advantages

Connect
With the Right People

Contribute
To the Experience

Promote
Your Company

Increase
ROI
We exhibit and sponsor at MCE for a number of reasons: foremost, it’s an opportunity to engage with our customers, the strength of our business and the backbone of ATA. It’s also a gathering of companies we partner with to provide our solutions to the marketplace. And the format of MCE—a mix of show hours and breakout sessions—highlights the forward-thinking, thought leadership of American trucking, and we want to be a part of that.

Henry Popplewell, President, SkyBitz, a Telular AMETEK brand

The MCE Exhibit Hall has always had a great feel to it compared to a lot of other industry shows—the space is big enough and you still get visibility no matter where you are. It has a very community-oriented environment. We work with everyone from equipment maintenance to equipment purchasing, safety directors, CFOs and CEOs, and at MCE, you get a pretty broad mix of roles.

Deryk Powell, President & CEO, Velociti

We exhibit because at MCE because it’s known as the place where you find the real decision-makers in the industry and we want to make sure that we are there so that we can address their concerns.

Travis Baskin, Head of Regulatory Affairs, KeepTruckin
# Sponsorship Benefits At-a-Glance

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit for use on a-la-carte sponsorship items (see page 54)</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>The ability to reserve a hospitality suite before they are opened to other exhibitors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement of your company from the podium during luncheons, receptions and the banquet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo inclusion on event promotions and on-site display</td>
<td>See page 49</td>
<td>See page 50</td>
<td>See page 51</td>
</tr>
<tr>
<td>Thirty (30) second video to be displayed on video wall located in high traffic area of conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thank you in MCE issue of <em>Transport Topics</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-meeting and post-meeting registrant mailing list</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile app listing: name, booth location, logo, URL, company description</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention in press release sent out by ATA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved seating for 5 people at all seated meal functions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved seats at all MCE general sessions</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Ticket to MCE final banquet</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Platinum Sponsorship

$75,000  2 Available

- $30,000 credit for use on a-la-carte sponsorship items
- The ability to reserve a hospitality suite before they are opened to other exhibitors
- Company recognition in the 2020 ATA MCE official Mobile App as a platinum sponsor
- Acknowledgement of your company from the podium during luncheons, receptions and the banquet
- Your company logo projected on screen during your sponsored event, listed on MCE website with a hyperlink to your company homepage, on signage throughout the conference providing general thanks to all sponsors
- Thirty (30) second video to be displayed on video wall located in high traffic area of conference
- Thank you in MCE issue of Transport Topics

- Reserved seating for 5 people at all seated meal functions
- Four (4) tickets to MCE final banquet
- Pre-meeting and post-meeting registrant mailing list
- Mobile app listing: name, booth location, logo, URL, company description
- Mention in press release sent out by ATA
**Gold Sponsorship**

$50,000  
2 Available

- $15,000 credit for use on a-la-carte sponsorship items
- The ability to reserve a hospitality suite before they are opened to other exhibitors
- Company recognition in the 2020 ATA MCE official Mobile App as a gold sponsor
- Acknowledgement of your company from the podium during luncheons, receptions and the banquet
- Your company logo projected on screen during your sponsored event, listed on MCE website with a hyperlink to your company homepage, on signage throughout the conference providing general thanks to all sponsors
- Thirty (30) second video to be displayed on video wall located in high traffic area of conference
- Thank you in MCE issue of *Transport Topics*
- Reserved seating for 5 people at all seated meal functions
- Five (5) reserved seats at all MCE general sessions
- Four (4) tickets to MCE final banquet
- Pre-meeting and post-meeting registrant mailing list
- Mobile app listing: name, booth location, logo, URL, company description
- Mention in press release sent out by ATA
Silver Sponsorship

**$25,000**  **2 Available**

- $7,500 credit for use on a-la-carte sponsorship items
- The ability to reserve a hospitality suite before they are opened to other exhibitors
- Company recognition in the 2020 ATA MCE official Mobile App as a silver sponsor
- Acknowledgement of your company from the podium during luncheons, receptions and the banquet
- Your company logo projected on screen during your sponsored event, listed on MCE website with a hyperlink to your company homepage, on signage throughout the conference providing general thanks to all sponsors
- Thirty (30) second video to be displayed on video wall located in high traffic area of conference
- Thank you in MCE issue of *Transport Topics*

- Pre-meeting and post-meeting registrant mailing list
- Mobile app listing: name, booth location, logo, URL, company description
- Mention in press release sent out by ATA
## Exhibitor

### ATA Member

<table>
<thead>
<tr>
<th></th>
<th>On-site at 2019 MCE</th>
<th>11/15/19 until 3/13/20</th>
<th>After 3/13/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 800 sq. ft.*</td>
<td>$48.00 per sq. ft.</td>
<td>$50.00 per sq. ft.</td>
<td>$53.00 per sq. ft.</td>
</tr>
<tr>
<td>Truck and trailer OEM</td>
<td>$19.50 per sq. ft.</td>
<td>$21.50 per sq. ft.</td>
<td>$22.50 per sq. ft.</td>
</tr>
</tbody>
</table>

### ATA Non-Member

<table>
<thead>
<tr>
<th></th>
<th>12/3/19 until 3/13/20</th>
<th>After 3/13/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 800 sq. ft.*</td>
<td>$60.00 per sq. ft.</td>
<td>$63.00 per sq. ft.</td>
</tr>
<tr>
<td>Truck and trailer OEM</td>
<td>$25.50 per sq. ft.</td>
<td>$27.50 per sq. ft.</td>
</tr>
</tbody>
</table>

*Booth space over 20’ x 40’: The initial 800 sq. ft. is priced at applicable booth fees above. Additional footage discounted at $22.00 per sq. ft. for ATA members and $27.00 per sq. ft. for non-members with no additional partial registrations.

### Booth Fees Include:

- Listing on the online floor plan, in the 2020 ATA Management Conference & Exhibition Official Program & Directory of Exhibitors, the MCE mobile app
- 8’ draped back wall and 3’ high draped sidewalls.
- Three complimentary partial registrations per 10’ x 10’ (up to 600 square feet). Booth space over 600 square feet receives 18 complimentary partial registrations.
- Access to the MCE grand opening reception (Saturday)
- Exhibit hall grand opening for all registrants (Sunday)
- Refreshments served in the exhibit hall for all registrants (Monday)
- Luncheon served in the exhibit hall for all registrants (Tuesday)
- Pre-conference and post-conference registrant lists
- Booth identification sign with company name and booth number (for linear booths)
- Twenty-five complimentary “exhibits only” passes for your prospects, customers and partners. Fifty for booths over 600 sq. ft.
- 24 hour-a-day security guard service for the duration of the exhibit
Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization’s individual needs.

ATA Members receive sponsorship discounts on ATA events. Please inquire for details.

ALL SPONSORSHIP BENEFITS:
- Company name listed on sponsor page in the MCE official Mobile App
- Logo on signage providing general thanks to all sponsors
- Pre-meeting and post-meeting registrant mailing list
- Company logo will be listed on MCE website with a hyperlink to your company homepage
- Right of first refusal for same sponsorship (if available in host facility) for 2020 MCE at price to be determined

SPEAKER SPONSORSHIPS
Include the following benefits in addition to “all sponsorship benefits”:
- Reserved tables at the event in a prime location or reserved seating
- Photo opportunity with the speaker (when available)
- Recognition in the 2020 ATA MCE Mobile App
- Recognition on signage at the 2020 ATA MCE
- Your company logo projected on screen during event
- Acknowledgement of your company from the podium during event

FOOD & BEVERAGE SPONSORSHIPS
Include the following benefits in addition to “all sponsorship benefits”:
- Reserved tables at the event in a prime location
- Recognition in the 2020 ATA MCE Mobile App
- Recognition on signage at the 2020 ATA MCE
- Your company logo projected on screen during event
- Acknowledgement of your company from the podium during luncheons, receptions and the banquet
## A-La-Carte Sponsorships

<table>
<thead>
<tr>
<th>SPECIAL EVENTS</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCE Annual Banquet Table Sponsor (10 available)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Monday General Session Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>Tuesday General Session Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>Board of Director’s Keynote Speaker</td>
<td>$15,000</td>
</tr>
<tr>
<td>Ride and Drive</td>
<td>$20,000</td>
</tr>
<tr>
<td>Exhibit Hall Grand Opening</td>
<td>$20,000</td>
</tr>
<tr>
<td>Sunday Educational Session #1</td>
<td>$10,000</td>
</tr>
<tr>
<td>Sunday Educational Session #2</td>
<td>$10,000</td>
</tr>
<tr>
<td>Sunday Educational Session #3</td>
<td>$10,000</td>
</tr>
<tr>
<td>Monday Educational Session #1</td>
<td>$10,000</td>
</tr>
<tr>
<td>Monday Educational Session #2</td>
<td>$10,000</td>
</tr>
<tr>
<td>Monday Educational Session #3</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PREMIUM ITEMS</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Journals</td>
<td>$25,000</td>
</tr>
<tr>
<td>General Session Seat Caps</td>
<td>$25,000</td>
</tr>
<tr>
<td>Water Bottles</td>
<td>$20,000</td>
</tr>
<tr>
<td>Registrations Bags</td>
<td>$20,000</td>
</tr>
<tr>
<td>Registration Campaign</td>
<td>$20,000</td>
</tr>
<tr>
<td>Registration Bag Inserts</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mask and Sanitizer Kit</td>
<td>$35,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FOOD &amp; BEVERAGE</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday Luncheon</td>
<td>$20,000</td>
</tr>
<tr>
<td>Monday Continental Breakfast</td>
<td>$5,000</td>
</tr>
<tr>
<td>ATA Luncheon (Monday)</td>
<td>$40,000</td>
</tr>
<tr>
<td>Monday Afternoon Refreshment Break</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tuesday Continental Breakfast</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tuesday Board of Directors Refreshment Break</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
**A-La-Carte Sponsorships**

### GAYLORD ROCKIES RESORT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Welcome Drink</td>
<td>$25,000</td>
</tr>
<tr>
<td>Room Drop in ATA bag (placed on room door handle or outside the door)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Hotel Room Do Not Disturb Signs</td>
<td>$15,000</td>
</tr>
<tr>
<td>Hotel Room Bathroom Mirror Clings</td>
<td>$15,000</td>
</tr>
<tr>
<td>Hotel Atrium Bar (Saturday Night Only)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hotel Atrium Bar (Sunday, Monday or Tuesday Night) per night</td>
<td>$15,000</td>
</tr>
<tr>
<td>Hotel Atrium Bar (entire conference)</td>
<td>$40,000</td>
</tr>
<tr>
<td>Hotel Atrium Lobby Branding (branding of the entire area except the bar)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Guest Room Lobby Level Elevator Banks Exclusive Sponsor (all 12 doors)</td>
<td>$20,000</td>
</tr>
<tr>
<td>North Guest Room Lobby Level Elevator Bank Clings (6 doors available)</td>
<td>$10,000</td>
</tr>
<tr>
<td>South Guest Room Lobby Level Elevator Bank Clings (4 doors available)</td>
<td>$7,500</td>
</tr>
<tr>
<td>East Guest Room Lobby Level Elevator Bank Clings (2 doors available)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Branded Guest Room Disenfectant Wipes</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### GAYLORD ROCKIES MEETING ROOMS SPACE & EXHIBIT HALL FOYER OPPORTUNITIES

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directional Floor Stickers Exclusive Sponsor (10 total)</td>
<td>$35,000</td>
</tr>
<tr>
<td>Directional Floor Stickers (10 available, price per sticker, location chosen by date contract is received)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Meeting Room Area Rest Lounge</td>
<td>$17,500</td>
</tr>
<tr>
<td>Banner, Cling and Wrap Opportunities</td>
<td>*</td>
</tr>
</tbody>
</table>

*Please contact us for specific pricing*
# A-La-Carte Sponsorships

## EXHIBIT HALL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Sponsor Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage Stations Exclusive Sponsor (includes all 5 stations for all days of conference)</td>
<td>$35,000</td>
</tr>
<tr>
<td>Food &amp; Beverage Single Station Sponsor (5 available, price is per station, location chosen by date contract is received)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Exhibit Hall Prize Drawings (6 total, 2 per day, price is per drawing)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Charging Table #1</td>
<td>$10,000</td>
</tr>
<tr>
<td>Charging Table #2</td>
<td>$10,000</td>
</tr>
<tr>
<td>Aisle 1000 Aisle Sign</td>
<td>$3,500</td>
</tr>
<tr>
<td>Aisle 2000 Aisle Sign</td>
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<tr>
<td>Aisle 2000 Aisle Sign</td>
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<tr>
<td>Aisle 4000 Aisle Sign</td>
<td>$3,500</td>
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<tr>
<td>Aisle 5000 Aisle Sign</td>
<td>$3,500</td>
</tr>
<tr>
<td>Aisle 6000 Aisle Sign</td>
<td>$3,500</td>
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<tr>
<td>Aisle 7000 Aisle Sign</td>
<td>$3,500</td>
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<tr>
<td>Aisle 8000 Aisle Sign</td>
<td>$3,500</td>
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<tr>
<td>Park Bench (5 available, price is per bench)</td>
<td>$2,500</td>
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<tr>
<td>Table Clings on Cocktail Rounds in Exhibit Hall (minimum order is 2 tables, price per table)</td>
<td>$2,000</td>
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## ELECTRONIC MEDIA

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Sponsor Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wireless Internet in Exhibit Hall Area</td>
<td>$25,000</td>
</tr>
<tr>
<td>Event Boards Digital Signage Exclusive</td>
<td>$6,500</td>
</tr>
<tr>
<td>Event Boards Digital Signage Co-Sponsors (5 ads available), price per ad</td>
<td>$3,500</td>
</tr>
<tr>
<td>Mobile Boards Digital Signage Exclusive</td>
<td>$10,000</td>
</tr>
<tr>
<td>Mobile Boards Digital Signage Co-Sponsors (5 ads available), price per ad</td>
<td>$5,000</td>
</tr>
<tr>
<td>Virtual Concierge Screens Digital Signage Exclusive</td>
<td>$17,500</td>
</tr>
<tr>
<td>Virtual Concierge Screens Digital Signage Co-Sponsors (5 ads available), price per ad</td>
<td>$7,500</td>
</tr>
</tbody>
</table>
A-La-Carte Sponsorships

<table>
<thead>
<tr>
<th>TRANSPORT TOPICS / MCE SHOW DAILY OPPORTUNITIES</th>
<th>Sponsor Value</th>
<th>Attendee Stats</th>
<th>Past Sponsors</th>
<th>Testimonials</th>
<th>Sponsor Benefits</th>
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</thead>
<tbody>
<tr>
<td>MCE Show Daily Cover 2</td>
<td>$5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCE Show Daily Cover 3</td>
<td>$5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCE Show Daily Cover 4</td>
<td>$5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCE Show Daily Front Page Banner and Cover 2</td>
<td>$7,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCE Show Daily Front Page Banner and Cover 4</td>
<td>$7,000</td>
<td></td>
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<tr>
<td>MCE Show Daily Full Page Ad</td>
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<tr>
<td>MCE Show Daily Press Release</td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>MCE Show Daily Spread</td>
<td>$7,000</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Contact Kevin Ginty for Transport Topics opportunities

Kevin Ginty
Vice President of Sales

Transport Topics
950 North Glebe Road
Suite 210
Arlington, VA 22203

Office 703-838-1872
kginty@ttnews.com
@transporttopics
Transport Topics
ttnews.com
Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization’s individual needs.

ATA Featured Product Program

Interested in promoting your products and services via continued marketing throughout the year and sponsoring multiple events? We can create a customized ATA Featured Product program specifically for your company that blends a unique mix of marketing and networking opportunities with the frequency and effectiveness required to produce results. Contact Danny Neal, Vice President of Sales and Marketing for more information.

Danny Neal
Vice President, Sales & Marketing

Office: (760) 310-1640
dneal@trucking.org
ATA Members receive discounts on ATA events. Please inquire for details.

Contact Us:

Dan Duggan, CEM
Director, Sponsorships and Exhibits

Office: (703) 838-1756
dduggan@trucking.org

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