JOIN US at ATA’s 2021 Management Conference & Exhibition (MCE), October 23-26, in Nashville, Tennessee!

At MCE, we invite you to join us in Celebrating the Growth of Trucking. Over the past year, the trucking industry played a vital role in keeping the supply chain moving – from providing hospitals and pharmacies with medical supplies and vaccines, to keeping grocery stores stocked with food and essentials. We’ll celebrate these successes, while planning for the road ahead.

MCE is the most important event of the year for trucking industry leaders – no other meeting attracts as many executives and senior managers. Meet with your peers in person as we shift into high gear! This year’s event is expected to attract 4,000+ attendees for policy discussions, educational sessions, interactive exhibits, and opportunities to network.

Our industry is powering the Nation’s recovery from the COVID-19 pandemic, and at this year’s MCE we will be gathering – in person – to celebrate all the industry has done together. Trucking drives our economy’s growth and our nation’s success, and I look forward to welcoming our community together to reconnect and plan for the future.

– ATA President & CEO, Chris Spear

Conference Highlights:

**Saturday**
- 5k Nashville Running Tour

**Saturday–Tuesday**
- Policy & Committee Meetings

**Saturday–Tuesday**
- General & Education Sessions

**Saturday**
- Welcome Reception

**Sunday**
- Session: Demographics Precipitates Economics
TOP 5 REASONS TO ATTEND

EXPAND YOUR KNOWLEDGE
with the latest updates in trucking.

MAKE CONNECTIONS
with 4,000 trucking leaders.

EXPERIENCES & ENTERTAINMENT
including performances from Brothers Osborne and Whitney Rose.

INFLUENCE THE INDUSTRY
by making your voice heard on policy issues.

DISCOVER NEW INNOVATIONS
from our 200+ exhibitors.

4,000 Trucking leaders representing 790 companies from all over North America, Europe and Asia

ATTENDEES BY TITLE

- Executive (C-suite, President, Owner, Chairman, Partner) ...........33%
- Vice President (EVP, SVP, VP) .......23%
- Director/Manager/Consultant/ Counsel ...........................................40%
- Other .................................................4%

QUESTIONS: ATA Event Services (866) 821-3468 or mce@trucking.org

Sunday–Tuesday
Exhibit Hall Events with Innovative Solutions

Sunday
Truck PAC Reception & Dinner

Monday
ATA President’s State of the Industry

Tuesday
Session: Trucking Today and in 2022 – A 360° View

Tuesday
MCE Annual Reception & Banquet

350K Sq. ft. of exhibit space

200 Exhibitors

8+ Dedicated exhibitor hours

23 Networking Opportunities

44 Meetings & Sessions

*For the complete schedule, please see the MCE website.
FMCSA Update
Hear the latest updates from the Federal Motor Carrier Safety Administration.

Policy Committee Meetings Start
Make your voice heard on the important issues affecting your business and the trucking industry.

5k Nashville Running Tour
Separate registration required.
Explore the vibrant city of Nashville like a local! Join us as we run/walk through the downtown, allowing you to experience the cultural, historical, and architectural highlights of the city up close. This is the perfect way to energize your Saturday morning.

Welcome Reception
Begin your MCE experience catching up with friends at this popular event. The Welcome Reception is a great way to meet with customers, partners and colleagues. Sponsored by PrePass Safety Alliance.

Education Sessions Begin
MCE Education Sessions are focused on the most important issues in trucking today and provide attendees opportunities to brainstorm, discuss challenges, share successes and get valuable takeaways. Check the MCE website for the most up-to-date schedule information.

SATURDAY, OCTOBER 23
MCE21

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Luncheon Session
Demographics Precipitates Economics: Profound Strategic Planning for the Post Pandemic Era
Guest Speaker: Ken Gronbach
Explore the common sense, easy to understand, counter-intuitive and very fascinating realm of demography. Let Ken bring you into his world of counting people and accurately forecasting future markets. What products or services will fly or die? What nations are demographically doomed? What countries and continents are demographically positioned to excel? How will work forces change? Where is my best source of talent? Writing a post pandemic strategic plan? You need this information.

General Session
Next Gen Perspective: Trucking’s Future is Now

MCE Exhibit Hall Grand Opening & Ceremony
Discover new innovations and solutions in trucking in the MCE exhibit hall, featuring nearly 200 companies from our industry’s top manufacturers and suppliers showcasing their latest products, services and technologies.

Truck PAC Reception & Dinner
Ticketed event – by invitation only.
Truck PAC – the political arm of the American Trucking Associations – helps elect federal candidates who understand our issues and support the trucking industry. Join other industry advocates for a night of fun and music – and to support a great cause! The evening will include a cocktail reception, followed by dinner and entertainment by country singer-songwriter Whitney Rose.

For any questions on Truck PAC or to purchase a ticket, contact Kathleen Gamble at (202) 478-6861 or kgamble@trucking.org.

Co-sponsored by Lytx & ORBCOMM

“The Truck PAC event is one of my favorite things at MCE... these events are phenomenal. It’s a way for us to raise revenue so we have access to support those people who support us on Capitol Hill. I love those events and they’re great networking opportunities.”

Paul Enos, President, Nevada Trucking Association

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MONDAY, OCTOBER 25

General Session
ATA President’s State of the Industry & Association
Learn more about ATA’s strategic priorities and the future of trucking with ATA President & CEO Chris Spear.

Special Presentations:
Image and Community Engagement Highlights • S. Earl Dave Award
TAEC Service Awards • Trucking Cares Foundation Award

Luncheon Session
Supply Chain Resiliency: Addressing Capacity and Intermodal Challenges

Special Presentations:
Mike Russell Trucking Industry Image Award, Sponsored by Great West • Highway to Victory Award
Truckers Against Trafficking Award • President’s TAEC Leadership Award

Visit the MCE event website to access our social media toolkit for tips, samples and graphics.

CELEBRATE THE GROWTH OF TRUCKING • mce.trucking.org • #ATAmce21
General Session: 
Trucking Today and in 2022 – A 360 Degree View
During this session, ATA’s Chief Economist Bob Costello will lead a discussion on trends in the industry, from freight to capacity to the driver shortage and more. What is unique about this panel, is not only will you hear Bob’s outlook, but you will also get the perspective of top industry experts on the same issues, including Shameek Konar with Pilot Flying J, Jeff Pape with US Bank, and others.
*Sponsored by Pilot Flying J*

ATA Executive Committee Meeting

ATA Board of Directors Meeting & Guest Speaker

MCE Exhibit Hall Final Review and Walk-Around Luncheon

MCE Annual Reception & Banquet
After a culmination of packed days of education, cutting-edge exhibits, and engagement with colleagues, this is the place to Celebrate the Growth of Trucking! The banquet will feature entertainment from Brothers Osborne, a duo that blends equal parts country and rock into one of the freshest, most identifiable sounds to come out of Nashville in recent years.
*Table Sponsor: TrueNorth Companies*
*Table Contributor: SkyBitz*
*Chairman’s Portrait Sponsor: Double Coin Tire*

> **BROTHERS OSBORNE**

> “I’m excited to go to this year’s MCE – I love Nashville and love country music. It’s going to be fantastic seeing everyone again. **Everybody that’s in trucking comes to MCE.** It’s really been an important part of my company’s growth throughout the years – it’s a huge learning experience and it makes my company stronger”

> Mike Card, President of Combined Transport & 2012-2013 ATA Chairman

**QUESTIONS:** ATA Event Services (866) 821-3468 or mce@trucking.org
ATA Chairman's Membership Committee: Addresses issues related to membership recruitment, retention and dues.

Automated Truck Subcommittee: Develops and recommends ATA policy positions related to the regulation of automated truck and platooning technologies at the state and federal government levels. Reports to the Technology and Engineering Policy Committee.

Communications & Image Policy: Works with ATA staff to improve the image of the trucking industry and enhance ATA's communications with its members, media, public officials and the general public.

Controlled Substances, Drive Health & Wellness Subcommittee: Advises the ATA Safety Policy Committee and ATA staff on real world impacts of marijuana legalization trends, other controlled substance-related trends, and driver health trends on the trucking industry.

Diversity Working Group: Provides a focused forum/platform for members and stakeholders to better discuss and debate issues and opportunities of race and diversity.

Environmental & Energy Policy: Directs ATA's activities on environmental and energy matters.

Hazardous Materials Policy: Develops ATA policy governing the transportation of hazardous materials.

Highway Policy: Considers and recommends policies and actions on all issues relating to highways and bridges, and issues that impact the efficient movement of commercial truck traffic on the nation's highways.

Independent Contractor Policy: Recommends the development, advocacy, and implementation of strategies and solutions to protect the independent contractor truck driver workforce model. The committee manages the issues that develop nationally and helps to formulate a cohesive national independent contractor protection strategy.

Infrastructure Funding Task Force: Evaluates all potential sources of funding for roads and bridges.

Insurance Task Force: Addresses issues in the area of insurance coverage for motor carriers and of tort reform.

Labor & Regulatory Policy: Addresses legal, legislative and regulatory issues related to labor and the financial operations of trucking companies.

Small Carrier: Addresses the issues unique to small carriers and those specific to the industry, and provides recommendations to policy committees and ATA. Must be a motor carrier with less than $25.5 million in revenue to qualify.

Supply Chain Security Policy: Acts as ATA's clearinghouse for all strategy related to Department of Homeland Security and related agencies. It directs ATA advocacy efforts regarding all issues pertaining to transportation security and international trade via commercial motor vehicle.

Tax Policy: Develops ATA policy relating to federal and state taxes affecting the trucking industry.

Technology & Engineering Policy: Develops and recommends ATA policy on issues related to vehicle engineering and design, intelligent transportation systems, information technology and related topics.

Workforce Development Policy: Develops and recommends ATA policy on issues related to workforce development.

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Workforce Development Policy: Develops and recommends ATA policy on issues related to workforce development.
89% of previous MCE attendees surveyed said they would be likely or very likely to recommend attending MCE to a business friend or colleague.

ATA MCE EXHIBIT HALL EVENTS

Discover the latest innovations in trucking in the 2021 MCE Exhibit Hall, where you can view and experience hundreds of products, services and new technologies from the trucking industry’s top suppliers. Everything you need to increase your business productivity and bottom line can be found in the MCE Exhibit Hall — from parts to insurance, to banking and more. It’s a great opportunity to network with industry leaders and learn about new developments in the field.

RESERVE YOUR EXHIBIT SPACE AT TRUCKING’S PREMIER SHOW
Visit mce.trucking.org/exhibitors or contact us at ataexhibits@trucking.org or (703) 838-1756

"MCE is our major event of the year. I attend MCE for the networking opportunities, as well as keeping up with and trying to have some influence on the policies that will affect our companies as we go forward. MCE provides all our employees with a broader base of knowledge on exactly what’s going on in our industry."

Harold Sumerford Jr., Incoming ATA Chairman and CEO of J&M Tank Lines Inc.

QUESTIONS: ATA Event Services (866) 821-3468 or mce@trucking.org
**Hotel Reservations**

The 2021 ATA MCE official hotels with special discounted room rates are listed below. After you have registered for the conference, you will receive a registration confirmation email that includes hotel links to secure your individual hotel reservation.

ATA has negotiated special discounted hotel room rates at the hotels listed.

**Deadline to make your room reservation at one of the official hotels at the discounted room rates is September 20th.**

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Room Rate</th>
<th>Address</th>
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</thead>
<tbody>
<tr>
<td>Omni Hotel</td>
<td>$269 ++</td>
<td>250 5th Avenue South, located across from the center</td>
</tr>
<tr>
<td>Hilton Downtown</td>
<td>$265 ++</td>
<td>121 Fourth Avenue South, one block from the center</td>
</tr>
<tr>
<td>Westin</td>
<td>$279 ++</td>
<td>807 Clark Place, 2 blocks from the center</td>
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If you are interested in reserving a suite at the Omni Hotel, please send your request, including stay dates and hotel name, to Marsha Barninger, Housing Director, MCE, at mbarninger@trucking.org.

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<thead>
<tr>
<th>ATA/MSC MEMBER</th>
<th>NON-MEMBER</th>
<th>FIRST-TIME ATTENDEE</th>
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<tbody>
<tr>
<td>ATA/MSC Member $1,000</td>
<td>Non-Member $1,600</td>
<td>First-Time Attendee $850</td>
</tr>
<tr>
<td>Spouse $800</td>
<td>Spouse $1,050</td>
<td>Spouse $1,050</td>
</tr>
<tr>
<td>Per Couple $1,800</td>
<td>Per Couple $2,650</td>
<td>Per Couple $1,400</td>
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*First-Time Attendees qualify for a special discounted rate. Requests to receive the First-Time Attendee promotional code can be sent to Marsha Barninger at mbarninger@trucking.org. The code must be entered on the Order Payment page when registering online.*

If you need assistance with your username and password to register online, please call ATA Registrations at (866) 821-3468 from 8:30 am - 5:30 pm ET Monday-Friday or email us with any registration-related questions to registrations@trucking.org. Please direct any event-related questions to eventservices@trucking.org.
Navigate MCE 2021 like a pro
with the ATA MCE Mobile App!

The app is a great tool to help you:
- Stay organized with exhibitor, speaker, and session information
- Receive important real-time communications
- Build a personalized schedule and bookmark exhibitors
- Take notes and download event materials
- Find attendees and connect with your colleagues
- Rate and comment on sessions you attend

Downloading the app is Easy!
Follow these steps to get your app ready before the meeting starts:

Search and download “ATA Meetings & Events” from the Apple App Store or Google Play Store – or scan the QR code above.

Select “ATA Management Conference & Exhibition 2021” under “Featured Events”.

Tap the settings icon and select “My Profile.” Enter your profile information, and don’t forget to “opt-in” to appear on the app’s “Attendees” list.

Check out the schedule and start bookmarking sessions or meals to build “My Schedule”.

PROMOTING A SAFE AND HEALTHY EXPERIENCE FOR MCE ATTENDEES

The American Trucking Associations (ATA) is closely following the ongoing public health situation. We are excited to see everyone at MCE, scheduled for October 23-26 in Nashville, TN.

The safety of our guests is our highest priority, and we ask our attendees to follow and respect our safety and health tips.

Get vaccinated!
The CDC recommends vaccinations and ATA encourages all attendees to get vaccinated prior to attending an ATA meeting.

Cancel your attendance if you aren’t feeling well prior to traveling to Nashville.

Respect and practice social distancing when possible and avoid greeting others with physical contact.

Mask up!
Masks are encouraged in busy indoor spaces and will be available at ATA’s registration desk.

Wash your hands frequently and use hand sanitizer.
Hand sanitizer stations will be placed throughout the meeting facilities.

Enjoy!
Let us know if you have any questions or concerns.

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“Every year, MCE is a highlight on the trucking calendar and it is such a pleasure to be planning to gather with my fellow ATA members this October in the Music City.”

Sherri Garner Brumbaugh, ATA Chair & President and CEO of Garner Transportation Group