

Sponsorship Opportunity!

IMPRESS YOUR VALUABLE VIPS!



ATA IS OFFERING A LIMITED NUMBER OF SPONSORSHIP OPPORTUNITIES FOR ITS 2022 MCE ANNUAL BANQUET FEATURING WALKER HAYES.

This is the closing event for the conference and always a high point, with a well-attended reception, lavish banquet, and top-notch entertainment.



Monument Records recording artist, Walker Hayes, is a singer/songwriter originally from Mobile, Alabama. His album *Country Stuff The Album* came out 1/21, and features new single “AA” and smash hit “Fancy Like.”

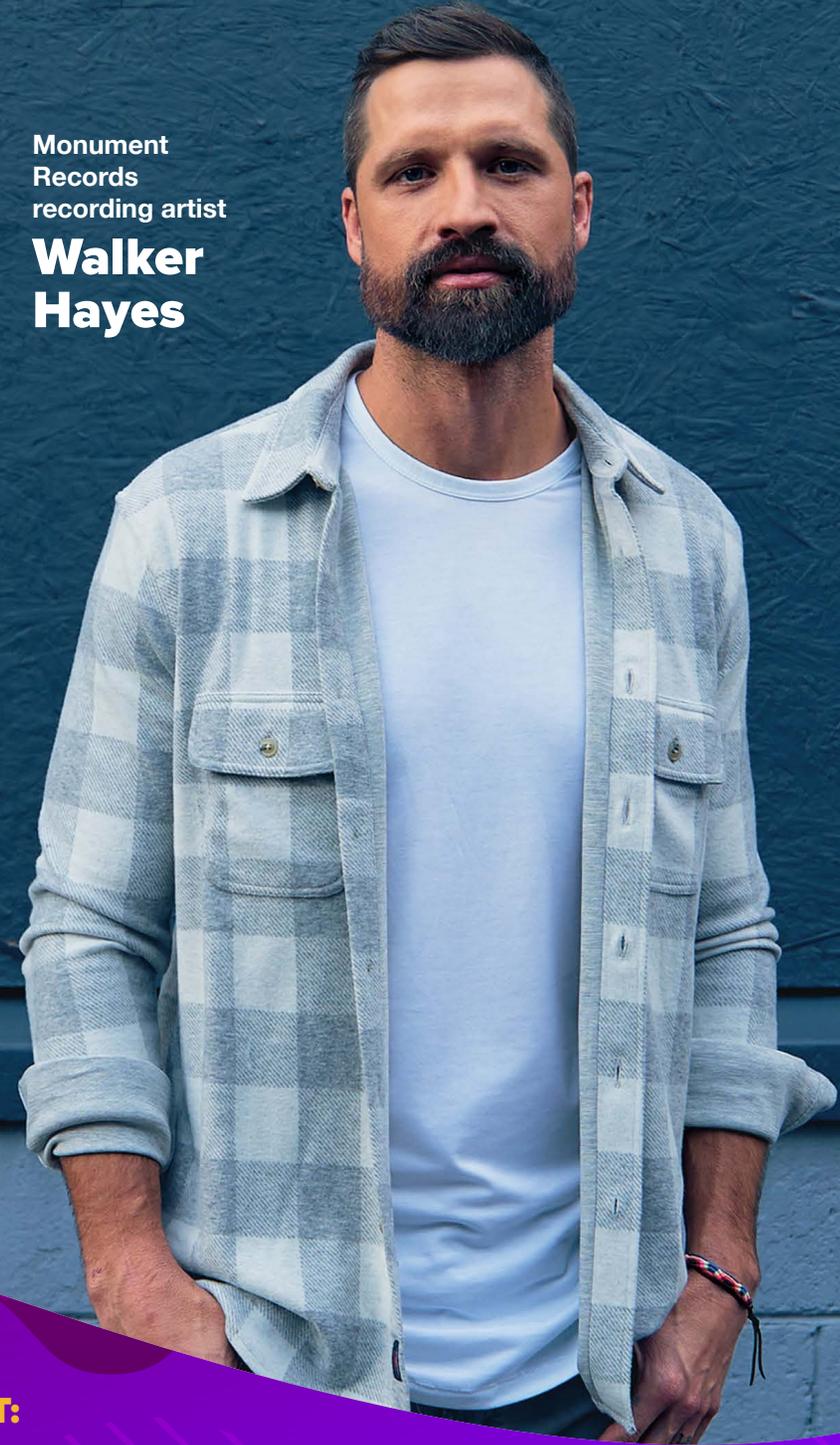
“Fancy Like” has topped every sales and streaming chart since its release, spending a collective 6 months and counting at the No. 1 spot on the Billboard Country Songs Chart and hitting the top 5 on Billboard’s Hot 100 Songs. The irresistible tune was certified RIAA 3X Platinum within a year of release, and the track gave Hayes his first GRAMMY Award nomination as an artist for Best Country Song.

2022 ATA MCE Banquet
Title Sponsor:



Monument
Records
recording artist

**Walker
Hayes**



CONTACT OUR SPONSORSHIP TEAM AT:
atasponsorships@trucking.org

Banquet Table Sponsor Benefits

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

- Reserved table of 10 seats at the event in a prime location for you to invite MCE full registrants or customers who are not attending MCE
- Three (3) bottles of premium wine will be provided to your table
- Sponsor's logo prominently displayed on screens at various points throughout the evening during the MCE Banquet
- Recognition on entrance and exit signage at the MCE Banquet
- Recognition from the podium during the event programming
- Recognition as Banquet Table Sponsor in the official MCE mobile app, program, website, and on the tour t-shirt, as well as in pre-show promotions and the all sponsor acknowledgement sign
- Dedicated entrance through which guests sitting at sponsor's tables are permitted an early, expedited entrance to the banquet room, which includes early access to the bars inside the ballroom
- Early entrance to place name plates, company literature/gifts for your sponsored table
- A professional group photo of you and your guests will be taken of your sponsored table
- Email reminder featuring all sponsor logos will be sent during the week of MCE
- Pre-meeting and Post-meeting registrant mailing list
- Recognition on ATA Facebook page and Twitter account promoting sponsors of the MCE Banquet
- Opportunity to promote your company's presence at MCE on ATA's Twitter 1-2 weeks prior to the event (Message to be pre-approved by ATA)
- Company info (250 words) included in special section of Transport Topics' MCE Show Daily that focuses on the MCE Banquet
- Sponsor recognition in a push notification sent via the MCE Mobile app alerts on the day of the MCE Banquet
- Company logo hyperlinked to your website included on the bottom of all emails sent out by ATA promoting the MCE Banquet
- Table tent card with the evening's menu and your company logo will be placed on your table
- One thirty (30) second video played before the event begins
- Company logo included in advertisement promoting the MCE Banquet in Tuesday edition of Transport Topics' MCE Show Daily
- Company logo included on post MCE Banquet email thanking attendees for attending MCE and inviting everyone to attend the 2023 MCE

Each year the MCE Annual Banquet attracts roughly:

1,200 ATTENDEES
60% OF WHICH ARE MOTOR CARRIERS!



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ATA | MCE22
MANAGEMENT CONFERENCE & EXHIBITION

October 22-25 ★ San Diego, CA

mce.trucking.org