

THE RHYTHM OF CHANGE

Navigating the FUTURE OF TRUCKING

GRAMMY, CMA and ACM award winner

Ashley McBryde



Sponsorship Opportunity!

IMPRESS YOUR VALUABLE VIPS!



ATA IS OFFERING A LIMITED NUMBER OF SPONSORSHIP OPPORTUNITIES FOR ITS 2023 MCE ANNUAL BANQUET FEATURING ASHLEY MCBRYDE.

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



GRAMMY, CMA and ACM award winner Ashley McBryde cut her teeth playing country songs in rural biker bars – and it shows. The Grand Ole Opry member’s 2018 major label debut *Girl Going Nowhere* (Warner Music Nashville) charmed The New York Times, NPR, Rolling Stone, Paste, The Washington Post and more, all en route to landing a GRAMMY nomination for Best Country Album. McBryde closed out 2019 with ACM New Female Artist, CMT Breakout Artist, a New Artist of the Year win at the 53rd Annual CMA Awards and two nominations for the 2020 GRAMMYS for Best Country Song and Best Country Solo Performance for “Girl Goin’ Nowhere.”



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, and website, 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 2024 MCE



ATA | **MCE 23**

MANAGEMENT CONFERENCE & EXHIBITION

OCTOBER 14-17 ★ **AUSTIN, TX**

mce.trucking.org

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Each year the
MCE Annual Banquet
attracts roughly:

1,200 ATTENDEES



**OF WHICH ARE
MOTOR CARRIERS!**