



2024 ATA Management Conference & Exhibition Media Schedule

Saturday, October 12

- 12:30pm – [Educational Session: Combatting Human Trafficking](#) (Room 101)
- 3:30pm – [ATRI's Big Reveal](#) (Room 104)
- 6:00pm – [Welcome Reception](#) (Marty Dickens Terrace)

Sunday, October 13

- 8:30am – [Educational Session: Achieve Better Than Zero with Natural Gas Trucks](#) (Room 101)
- [Educational Session: The Connection Between Eco-Driving and Safety](#) (Room 104)
- 9:00am – Press Conference: Aperia (Press Room - Room 106)
- 9:45am – Press Conference: Trucker Path (Press Room - Room 106)
- 10:30am – Press Conference: TransTex (Press Room - Room 106)
- 11:15am – [Keynote Luncheon: Harnessing the Power of AI for Fleet Operations](#) (Karl Dean Ballroom)
- 1:15pm – [Exhibit Hall Open and Ribbon Cutting](#) (Exhibit Hall B-D)
- Highway Policy Committee [Speaker Only – Rep. Peter DeFazio (ret.)] (Room 209BC)
- 1:30pm – Press Conference: Volvo Trucks (Volvo Booth)
- 2:15pm – Press Conference: Dragonfly Energy (Dragonfly Booth)
- 3:00pm – Press Conference: eSmart (eSmart Booth)
- [Educational Session: AI That Saves Lives](#) (Room 101)
- [Educational Session: Connected Supply Chain](#) (Room 104)
- 3:45pm – Press Conference: FlowBelow (Press Room - Room 106)
- 4:15pm – [General Session: Insights for Elevating Cyber Resilience in Your Organization](#) (Exhibit Hall D)

Monday, October 14

- 8:00am – [Educational Session: Best Fleets to Drive For](#) (Room 101)
- [Educational Session: Accident-Free Driving on American Roads](#) (Room 104)
- 9:15am – [Breakfast Session: Economic and Freight Market Trends](#) (Karl Dean Ballroom)
- 11:00am – [Educational Session: Managing Inclement Weather](#) (Room 101)
- Exhibit Hall Open (Exhibit Hall B-D)
- Press Conference: Optimus Technologies (Optimus Booth)

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Monday

- 1:00pm – Press Conference: Rush Enterprises (Rush Booth)
- 2:00pm – [General Session: ATA President's Address](#) (Exhibit Hall D)
- 3:30pm – [Educational Session: ATA's Economic Data](#) (Room 104)

Tuesday, October 15

- 8:00am – ATA Tax Policy Committee (Open Speakers)
“Protecting the Legacy of Trucking Family Businesses in Today’s Legislative Environment.” John Gugliada; Director Family Business Engagement FEUSA; Russ Sullivan; Shareholder, Brownstein; Rodney Emery: Principal; Squire Patton Boggs
- 9:15am – [General Session: America’s Challenges Amidst Its Broken Promises](#)
- 2:00pm – Final Exhibit Hall Session (Exhibit Hall B-D)
- 4:00pm – Press Conference: ATA Closing Availability (Press Room - Room 106)*

*May move time and location depending on ATA's Board of Directors Meeting