Reasons to participate in the MCE Ride and Drive:

- ATA will send an email created by you promoting your company’s participation in the MCE Ride and Drive to all MCE attendees
- A 30-second video highlighting your company’s ride and drive will be shown at the start of a general session and on the ATA Video Wall
- Push notification sent through the MCE Mobile app each morning promoting the Ride and Drive
- Your company name and product you are showcasing will be listed on the MCE website as well as on a dedicated button on the MCE mobile app
- Company logos on signage at the starting point of the Ride and Drive
- Ride and Drive schedule and listing of participating companies placed on signage throughout meeting area and on digital signage in the resort

If you are interested in this sponsorship or have any questions, please contact: Dan Duggan, CEM, Director of Sponsorships and Exhibits at (703) 838-1756 or email dduggan@trucking.org.
MCE Ride and Drive Procedures

In order to ensure a safe environment for all attendees, ATA has developed a list of procedures that sponsoring companies and attendees must follow.

1. All attendees must wear a mask, which will be provided by ATA.

2. Each sponsoring company is permitted to use two (2) tractors provided by the company for the MCE Ride and Drive.

3. Each sponsoring company may display a total of two (2) feather or similar type flags in the staging area of the MCE Ride and Drive.

4. Sponsoring companies will sign up MCE Ride and Drive attendees in advance, at their MCE exhibit booth or at the MCE Ride and Drive staging area. Companies will provide ATA a list of those who participated at the end of each day.

5. Each attendee must sign a general waiver stating they will follow COVID-19 and ATA guidelines. ATA will provide language to each company for inclusion to mitigate risk to ATA and MCE.

6. Sponsoring companies will collect additional information the sponsoring company requires (i.e., CDL number)

7. Participating companies will properly clean/sanitize the vehicle between each rider to ensure safety of each attendee.

8. Sponsoring companies are required to sign a waiver holding ATA and its agents harmless.

9. ATA recommends that sponsoring companies install plexiglass or another type of physical barrier of their choosing between the driver and participant in the cab of the tractor.

Of Note: ATA will provide a heated covered area that will adhere to required social distancing guidelines for individuals as they wait to participate with the individual sponsoring companies.

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