VIRTUAL SPONSORSHIP PORTFOLIO
ATA General Session Title Sponsorship

Investment: $25,000

**BENEFITS INCLUDE:**

- Keynote welcome (up to 1 minute video played before session begins, or a static slide, or video intro of speaker by sponsor)
- Acknowledgement as session sponsor- ATA will add “brought to you by” to any of the session titles or descriptions to make leading sponsors stand out
- Company branding (e.g. logo) placed on home screen of the virtual event during the session presentation (pending platform capability)
- Company logo on slide used in presentation
- Company logo with hyperlink listed on MCE microsite
- Company logo on MCE email invites sent to all ATA membership
- Company logo included in emails thanking attendees for participating in MCE
- One email crafted and provided by you and sent by ATA to the entire ATA membership
- 5 complimentary registrations for sponsor company

**SOLD**
Educational Session Sponsorship

Investment: $25,000

**BENEFITS INCLUDE:**

- Ability to provide a speaker panelist to participate in the educational session. ATA will recommend educational sessions that align with your business solutions.

- One (up to 1 minute) company video played before the session begins

- Company branding (e.g. logo) placed on home screen of the virtual event during the session presentation (pending platform capability)

- Company logo on slide used in presentation

- Company logo with hyperlink listed on MCE microsite

- Company logo on MCE email invites sent to all ATA membership

- Company logo included in emails thanking attendees for participating in MCE

- 5 complimentary registrations for sponsor company

Remaining: 0
ATA Policy Committee and Subcommittee Meeting Sponsorships

Investment: $5,000 for exclusive sponsors, $2,500 for co-sponsors

BENEFITS INCLUDE:

- One (30 second) company video played before the meeting begins for exclusive sponsor (no video for co-sponsors)
- Company acknowledged by committee chairperson at beginning and end of meeting
- Company logo on slide used in presentation
- Company logo with hyperlink listed on MCE website
- Company logo on MCE email invites sent to all ATA membership
- Company logo included in emails thanking attendees for participating in MCE
- One complimentary registration

Available meetings include the following:

- Automated Truck Subcommittee
- Chairman’s Membership Committee
- Communications & Image Policy Committee
- Controlled Substance & Driver Health and Wellness Subcommittee
- Diversity Working Group
- Environment & Energy Policy Committee
- Hazardous Materials Policy Committee
- Highway Policy Committee
- Infrastructure Funding Task Force
- Independent Contractor Policy Committee
- Insurance Task Force
- Labor and Regulatory Policy Committee
- Supply Chain Security Policy Committee
- Tax Policy Committee
- Technology and Engineering Policy Committee
- Workforce Development Policy Committee

Remaining: 13
ATA Board of Directors Title Sponsorship

Investment: $25,000

This is the last event of Virtual MCE and always one of the most highly anticipated events. Show your support for ATA and the Trucking Industry and have your company's brand be one of the last ones seen by all of those in attendance.

**BENEFITS INCLUDE:**

- Keynote welcome (up to 1 minute video played before session begins, or a static slide, or video intro of speaker by sponsor)
- Acknowledgement as session sponsor- ATA will add “brought to you by” or “sponsored by” to the title of the meeting and descriptions to make your sponsorship stand out
- Company branding (e.g. logo) placed on home screen of the virtual event during the session presentation (pending platform capability)
- Company logo with hyperlink listed on MCE microsite
- Company logo on MCE email invites sent to all ATA membership
- Company logo included in emails thanking attendees for participating in MCE
- One email crafted and provided by you and sent by ATA to the entire ATA membership
- 3 complimentary registrations for sponsor company
ATA Conference Board of Directors Meetings Sponsorship

Investment: $5,000

**BENEFITS INCLUDE:**

- One (30 second) company video played before the meeting begins for exclusive sponsor (no video for co-sponsors)
- Company acknowledged by committee chairperson at beginning and end of meeting
- Company logo on slide used in presentation
- Company logo with hyperlink listed on MCE website
- Company logo on MCE email invites sent to all ATA membership
- One email crafted and provided by you and sent by ATA to the entire ATA membership
- One complimentary registration
- Meetings include:
  - Agriculture and Food Transporters Conference
  - Government Freight Conference
  - Intermodal Carriers Conference

**SOLD**
Thirty-Second (30 Second) Commercial

Investment: $7,500 per commercial

The sponsoring company will be able to run a thirty second commercial during Virtual MCE programming. The commercial will be produced and supplied by the sponsor. The placement of the commercial will be decided by ATA with input from the sponsor.

Lunch and Breakfast Program-
Sponsored Meal Cards

Investment: $15,000 if ATA purchases the gift cards
$5,000 if sponsoring company supplies the gift cards

Remaining: 05

While MCE attendees are watching the event “virtually”, send them a virtual gift card so they can have a meal delivered to their home/office. Your sponsored gift card will be delivered to the first 500 motor carrier attendees that register for MCE Virtual. The digital gift cards will be sent in an email on the morning of your selected day and will be branded with your company information and may include a message from you. Your company will also receive acknowledgment from the presenter/speaker in one of the day’s sessions and two (2) complimentary registrations for 2020 MCE virtual event will be included in this sponsorship.
Virtual Product Demonstrations

Investment: $20,000

**BENEFITS INCLUDE:**

- Sponsors have the opportunity to present a taped session with content made up of customer case studies or educational content (not product pitches)
- The product demo videos will be shown between sessions and may be up to six (6) minutes in length
- The product demos will be shown on the days where the General Sessions are held (Monday & Tuesday)
- After MCE Virtual, all recorded demos will be housed online for 6 months or longer
- ATA will promote the demos via social media and emails post-MCE Virtual to drive traffic to the hosted area
- Session scripting will include verbiage to visit the product demo area if it relates to info in the session and the session is also sponsored by the product demo company
Virtual Exhibit Booths

Investment: $1,150  •  Exhibit Hall will be open 9am – 7pm, October 26-28

**BENEFITS INCLUDE:**

- The MCE Virtual Exhibit Booth is a webpage with everything attendees expect to see in a physical show – a place to upload videos, “about us” content, links to your social media accounts and information about your products.
- An online floor plan displaying your company logo (unlike the MCE in-person exhibition where a logo is not included in the floor plan).
- One (1) free registration to the 2020 virtual MCE.
- One (1) digital product showcase, engage virtual MCE attendees with a detailed product description along with full color images.
- The availability to promote one (1) show special in your virtual exhibit booth, spotlighting a discount, giveaway or any other item of your choosing.
- The opportunity to post one (1) press release from your company to share what’s happening at your company.
- Ten (10) appointment requests emailed to attendees.
- Twenty-five (25) single emails sent to specific attendees of your choosing.
- Company online profile (500 characters) in virtual booth. Introduce your company to make a great first impression.
- Listing in product categories, help buyers find you by selection the categories that best describe your products. ATA will create a directory of product/service categories, similar to a store map you’d see in a mall. Exhibitors/ sponsors can choose multiple tags or umbrellas that cover their product or service category.
- ATA will highlight 1/3 of the exhibiting companies per day during the “Big Show Days” as “featured booths” to help drive traffic to your booth.
- Booths will remain “online” for 1 month after the conclusion of Virtual MCE.
- Opportunities to purchase upgrades to the items included with the booth fee.
Make your virtual exhibit booth presence go even further by reaching all of Transport Topics’ readers (distributed to 22,000+ subscriber base plus the most recent MCE attendee list). Use this listing to provide an overview of your virtual booth. Examples of what to include: photos, sales contact information, QR code that leads to a video, meeting scheduler or web landing page. **You must purchase a virtual exhibit booth to take advantage of this sponsorship.**

**ALL MATERIALS DUE 10/8/20**
Digital Advertisements on MCE Virtual Platform

These advertisements are the most visible branding opportunities at the Virtual MCE. They will be seen by every attendee that attends the 2020 Virtual MCE as the ads will be located in several places throughout the digital platform where attendees go to watch and take part in all of the sessions. For all of the locations, the ads will rotate every 15 seconds, the clicks are trackable and animated gifs can be used as your advertisement.

Billboard Advertisements

**Investment:** $30,000

Available: 5

- **Dimensions:** 970 x 250 pixels
- Placed at the top of the MCE Hub Page and Sessions Listings Page of Virtual MCE Platform

Bottom Leaderboard Advertisements

**Investment:** $20,000

Available: 5

- **Dimensions:** 728 x 90 pixels
- Placed at the bottom of the Dashboard Page, MCE Hub Page and the Sessions Listing Page of the Virtual MCE Platform

Your Ad Here
Digital Advertisements on MCE Virtual Platform

These advertisements are the most visible branding opportunities at the Virtual MCE. They will be seen by every attendee that attends the 2020 Virtual MCE as the ads will be located in several places throughout the digital platform where attendees go to watch and take part in all of the sessions. For all of the locations, the ads will rotate every 15 seconds, the clicks are trackable and animated gifs can be used as your advertisement.

Skyscraper Advertisements

Investment: $10,000  
Available: 05

160 x 600 pixels
Placed on the right hand side of the Sessions Page and the Attendees Directory Page of the Virtual MCE Platform
Trucking U Virtual Varsity Sponsor

**Investment:** $5,000

**BENEFITS INCLUDE:**
- Opportunity to participate in a virtual discussion forum with ATA's Trucking U Students
- Include a company promotional item in the student gift package sent prior to MCE
- Company logo on a t-shirt given to the students in their gift package
- Inclusion in the “Highway to Your Future” booklet
- Will receive all participating student resumes two weeks prior to Virtual MCE
- Opportunity to speak at Trucking 101 Session
- Will have logo up at a MCE general session as a Varsity sponsor
- Will have logo on all ATA Trucking U promotional items

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Trucking U Virtual Junior Varsity Sponsor

**Investment:** $2,500

**BENEFITS INCLUDE:**
- Opportunity to participate in a virtual discussion forum with ATA's Trucking U Students
- Include a company promotional item in the student gift package sent prior to MCE
- Company logo on a t-shirt given to the students in their gift package
- Inclusion in the “Highway to Your Future” booklet
- Will receive all participating student resumes at the conclusion of Virtual MCE
- Opportunity to listen in on the Trucking 101 Session
- Will have logo up at a MCE general session as a Junior Varsity sponsor
- Will have logo on all ATA Trucking U promotional items
### Trucking U Virtual Recruit Sponsor

**Investment:** $1,500

**BENEFITS INCLUDE:**
- Include a company promotional item in the student gift package sent prior to MCE
- Company logo on a t-shirt given to the students in their gift package
- Inclusion in the “Highway to Your Future” booklet
- Will receive all participating student resumes
- Will have logo up at a MCE general session as a Recruit sponsor
- Will have logo on all ATA Trucking U promotional items

### Trucking U Virtual “Highway to Your Future” Sponsor

**Investment:** $500

**BENEFITS INCLUDE:**
- Inclusion in the “Highway to Your Future” booklet
- Will receive all participating student resumes

“Highway to your Future” is a booklet that will be provided to all participating students in Trucking U. Your company will have one page to provide a brief description of your recruitment efforts, company, contact information and additional information you may want these future professionals to know about YOU.