



**MID★YEAR
MANAGEMENT
SESSION 2021**

The background features a large, spreading tree with thick branches in the upper half, and a multi-story resort building with blue accents in the middle ground. The foreground is a field of tall, golden-brown grasses.

**Sponsorship
Opportunities**

A close-up photograph of a field of purple flowers, likely verbena, with green foliage, located in the bottom left corner of the page.

May 15-19, 2021

**JW Marriott Hill Country Resort
San Antonio, Texas**

MYmgmt.trucking.org

Sponsor the ATA Mid-Year Management Session

ATA's Mid-Year Management Session (MYMS) brings together some of the greatest minds in trucking and is an important way for ATA members to discuss the association's strategic priorities, catch up with colleagues, hear advocacy updates, and influence the direction of the trucking industry.

This meeting offers ATA members a packed program with knowledgeable speakers, policy committee meetings, and key industry updates with valuable insights. Networking highlights include the ATA Opening Reception, the MYMS Reception & Dinner Celebrating 20 Years of ATRI, a golf outing, a Truck PAC reception and dinner, among many other opportunities.

Why Sponsor?

MYMS attracts trucking's top executives and offers one of the first opportunities for ATA members to meet in-person in 2021. Capitalize on this excitement by becoming a sponsor! MYMS sponsorships are the perfect way to target this audience, re-energize your brand, and update your top prospects on your latest products and services.

All sponsors will receive sponsor recognition in the MYMS program, mobile app, MYMS website, and will have their logo featured on the all-sponsor thank you meter board.

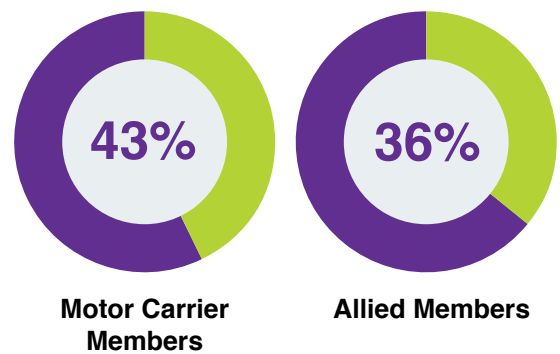
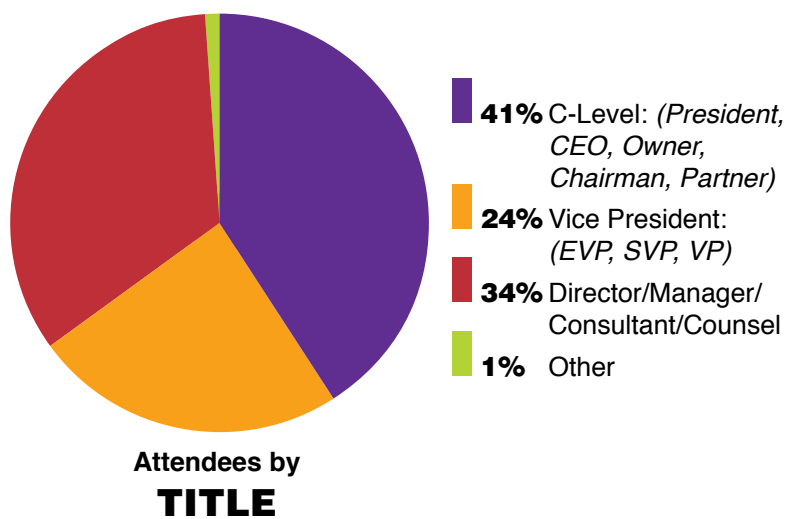
#1 REASON

Why attendees come to MYMS:*

To network with colleagues and stay connected to others in the industry

*According to attendee survey

Who Attends?



Contact Dan Duggan,
Director of Sponsorships and Exhibits,
(703) 838-1756 or dduggan@trucking.org

Sponsorship Opportunities

POLICY, BOARD & EXECUTIVE COMMITTEE MEETINGS

\$5,000 per meeting

24 Available

BENEFITS INCLUDE:

- One thirty (30) second company video played before the session begins. Video must be in an .MP4 video submitted by Monday, May 10
- Company acknowledged by committee chairperson at beginning and end of committee meeting
- Company logo placed on home screen of the presentation during the committee meeting
- Company logo on presentation slides
- Company logo on Mid-Year Management Session Email invites sent to all ATA membership
- Company logo included in emails thanking attendees for participating in MYMS

Available Committee Meetings:

Accident Litigation Round Table **(SOLD)**
Agricultural & Food Transporter Conference
ATA Board of Directors Meeting
ATA Executive Committee
Automated Truck Subcommittee
Chairman's Membership Committee
Communications & Image Policy Committee
Controlled Substances, Driver Health & Wellness Subcommittee
Diversity Working Group
Environment & Energy Policy
Hazardous Materials Policy Committee
Highway Policy Committee

Independent Contractor Policy Committee
Infrastructure Funding Policy Committee
Insurance Task Force **(SOLD)**
Intermodal Motor Carriers Conference
Labor & Regulatory Policy Committee
Litigation Center Board of Directors Meeting
Safety Policy Committee **(SOLD)**
Small Carrier Committee
Supply Chain Security Policy Committee
Tax Policy Committee
Technology & Engineering Policy Committee
Truck PAC Board of Directors
Workforce Development Policy Committee



Meals and Receptions

\$7,500

SUNDAY LUNCH ON THE LAWN



This lunch offers all MYMS attendees a chance to catch up with colleagues for the first time in over a year and grab lunch at one of the fun San Antonio ATA Food Trucks. The lunch will be complemented with cocktail napkins with your logo on them and custom signage placed near the lunch area denoting your company as the lunch sponsor. Tent cards will also be placed on the tables with your logo or QR code.

\$15,000

SUNDAY OPENING RECEPTION

Sponsor the first social event of the ATA Mid-Year Management Session. You will receive on-site promotional credit with custom signs and napkins at the event, as well as recognition in promotions leading up to the event.



\$5,000

MONDAY CONTINENTAL BREAKFAST

Breakfast is the most important meal of the day! Help get the attendees off to a healthy start with a rousing breakfast including fresh fruit, protein choices and hearty grains. And of course, coffee! Attendees will be surrounded by signage with your company logo and napkins letting them know you are the sponsor.

\$20,000

MONDAY LUNCHEON

This popular luncheon, open to all attendees, features thought-provoking speakers and an update on issues critical to the industry. Sponsor benefits include a stage near the lunch set-up denoting your company as the luncheon sponsor, and preferred seating.

\$20,000

MONDAY RECEPTION & BUFFET DINNER

CELEBRATING 20 YEARS OF ATRI - \$20,000



All meeting attendees will be invited to this reception and dinner celebrating ATRI's accomplishments over the past 20 years. This sponsorship includes the opportunity to address the attendees from the stage for two (2) minutes during the reception's special presentations, preferred seating at one (1) table at the dinner following the reception, signage with company logo placed throughout the function area, recognition in pre-meeting marketing materials, and recognition from the podium. This is a prime, one-of-a kind sponsorship at the Mid-Year Management Session that will truly demonstrate your company's support of the trucking industry.

All sponsors will receive sponsor recognition in the MYMS program, mobile app, MYMS website, and will have their logo featured on the all-sponsor thank you meter board.

\$5,000

TUESDAY CONTINENTAL BREAKFAST

Breakfast is the most important meal of the day! Help get the attendees off to a healthy start with a rousing breakfast including fresh fruit, protein choices and hearty grains. And of course, coffee! Attendees will be surrounded by signage with your company logo and napkins letting them know you are the sponsor.

\$5,000

TUESDAY NETWORKING LUNCHEON BUFFET

This luncheon offers all MYMS attendees a chance to network and will be complemented with cocktail napkins with your logo on them. Custom signage will be placed near the lunch buffet denoting your company as the luncheon sponsor.

SOLD

\$40,000

TRUCK PAC RECEPTION & DINNER



**\$40,000 for exclusive sponsorship,
\$20,000 for co-sponsorships**

This is one of the most premier, high-profile opportunities that ATA offers. It rarely becomes available and it provides the opportunity to have direct contact with the most engaged leaders of the trucking industry. The sponsorship of the Truck PAC event is not a contribution to Truck PAC.

ATA will promote the sponsor(s) of this event the following ways:

- Acknowledgement of the sponsor(s) in all 2021 Truck PAC event materials: invitation materials, printed information, electronic communications and website recognition
- Recognition of the sponsor(s) during the 2021 Truck PAC event, including signage at the entrance, throughout the event space and verbal recognition by ATA leadership
- Four (4) complimentary tickets to the 2021 Truck PAC event for the exclusive sponsor or Two (2) complimentary tickets for co-sponsors
- Opportunity for a representative of the exclusive sponsoring company to speak for up to two (2) minutes
- Acknowledgement of the Truck PAC sponsorship in all post-event communications



Company Branding Opportunities

\$15,000

GOLF OUTING



TPC San Antonio – home of PGA Tour stop, Valero Texas Open

Your company will be listed as the Official Golf Outing Exclusive Sponsor in all-pre meeting correspondence, the on-site program and on-site at the golf event, including signage on the course. This sponsorship also includes the opportunity to provide a gift bag for the players and complimentary rounds of golf for up to four people.



\$10,000

BOTTLED WATER

(must be ordered by April 19)

Your company's logo will be printed on the bottled water that is placed on the head tables and distributed during the meeting at breaks.

\$10,000

REGISTRATION CAMPAIGN

Extend your branding to all attendees as they register for the meeting. Every Mid-Year attendee will first check in at the registration area and your company logo will be featured prominently. Your logo will also be featured on:

- Every email promoting the meeting (approx. 15)
- ALL directional signage on-site leading to registration
- Mid-Year Management Session website (receives an average of 8,700 page views and over 5,000 unique pageviews!)
- Meeting registration form

\$7,500

FACE MASKS

(must be ordered by April 19)

Become the exclusive face mask sponsor for the 2021 MYMS and your logo along with ATA's logo will be featured on the face masks distributed to all MYMS attendees.

\$7,500

WELCOME DRINK



A great way to make a first impression on our attendees, sponsor the welcome drink that will be offered to each attendee as they check in. A bar will be set near the ATA registration area with a welcoming tropical beverage on the morning/afternoon of the meetings' heaviest arrival date. The sponsor's logo will be on the cocktail napkins, there will be signage recognizing the company's support and welcoming attendees to the Mid-Year Management Session.

\$7,500

IN-HOTEL ROOM TV CHANNEL

When attendees turn on the TV in their hotel room, there will be a channel dedicated to your messaging. Design a commercial advertisement to promote your products or services. Your video will be played each time the guest turns on their television. This is a great way to catch people while they are preparing for or unwinding from their day.

\$7,500

MOBILE APP



Be the exclusive sponsor of the Mid-Year Management Session's mobile app, which is used by attendees to determine their meeting schedule and keep abreast of important meeting news and events. Your logo will be prominently displayed on the app's opening screen, a watermarked logo on the "My Schedule" page of the mobile app, as well as up to 3 banner ads that can link back to your company's home page.

\$5,000

PERSONAL-SIZED HAND SANITIZERS

(must be ordered by April 22)

Your brand name in the hands of every attendee at the conference! Personal-sized hand sanitizers featuring your company logo will help promote health and safety for your brand. The bottles will be distributed at registration.

SOLD

\$5,000

ROOM KEYS

(must be ordered by April 14)

Your name and marketing message will be in the hands of every attendee's keys and wallets of everyone attending the meeting and staying at our hotel! There's no better way to put your company brand in the hands of the meeting participants.

SOLD

\$5,000

LANYARDS



Worn throughout the conference by all attendees, your brand will be seen prominently during the event. Imprinted with your company logo, the lanyards are distributed to attendees at registration.

SOLD

\$1,000/\$750

CELEBRATING 20 YEARS OF ATRI DINNER PROGRAM

\$1,000 Full Page Ad / \$750 Half Page Ad.

(must be ordered by April 30)

Help us celebrate 20 years of ATRI and purchase a congratulatory advertisement in the ATRI Dinner program. This is a great way to demonstrate your appreciation for ATRI's 20 years of objective, credible research, as well as your company's support of the trucking industry.

Note: Advertisers in the Dinner Program will not receive sponsor benefits.

Banners & Clings in Meeting Area

\$3,500

Banner in Front of Grand Oaks Ballroom Salon J Entrance



This banner will be seen daily by every attendee of the 2021 MYMS. It is located in front of the doorway to one of the main rooms being used by ATA for the MYMS. This is a great way to get your company logo and message in front of all of the attendees.

\$4,500

Wall Graphics Surrounding Grand Oaks Ballroom Salon G Left Entrance



Entire Area - \$4,500
Cling A & C Only - \$3,000
Cling B Only - \$2,000

These wall graphics surround the entrance to one of the meetings room that ATA will be using during the MYMS. They will be seen by everyone who enters this room each day, as well as by everyone who is gathered in the meeting area foyer. The clings can either be purchased in sections or as a complete package to make a unified look.

\$4,500

Wall Graphics Surrounding Grand Oaks Ballroom Salon G Right Entrance



Entire Area - \$4,500
Cling A & C Only - \$3,000
Cling B Only - \$2,000

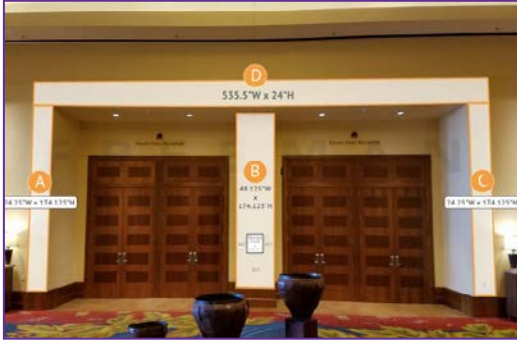
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\$7,000

Wall Graphics Surrounding Grand Oaks Ballroom Salon J Entrance

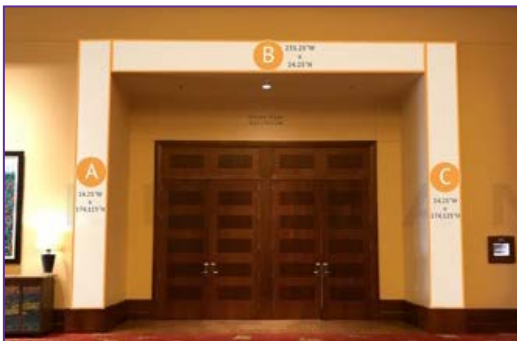


Entire Area - \$7,000
Cling A & C Only - \$2,000
Cling B Only - \$2,500
Cling D Only - \$3,000

These wall graphics surround the entrance to one of the meetings room that ATA will be using during the MYMS. They will be seen by everyone who enters this room each day, as well as by everyone who is gathered in the meeting area foyer. The clings can either be purchased in sections or as a complete package to make a unified look.

\$4,500

Wall Graphics Surrounding Grand Oaks Ballroom Salon K Left Entrance



Entire Area - \$4,500
Cling A & C Only - \$3,000
Cling B Only - \$2,000

These wall graphics surround the entrance to one of the meetings room that ATA will be using during the MYMS. They will be seen by everyone who enters this room each day, as well as by everyone who is gathered in the meeting area foyer. The clings can either be purchased in sections or as a complete package to make a unified look.

\$4,500

Wall Graphics Surrounding Grand Oaks Ballroom Salon K Right Entrance



Entire Area - \$4,500
Cling A & C Only - \$3,000
Cling B Only - \$2,000

These wall graphics surround the entrance to one of the meetings room that ATA will be using during the MYMS. They will be seen by everyone who enters this room each day, as well as by everyone who is gathered in the meeting area foyer. The clings can either be purchased in sections or as a complete package to make a unified look.

\$5,000 each

Vertical Foyer Banner (2 Available)



These hanging vertical banners are located along the walls in the space ATA will be using for MYMS. They will be seen by all attendees of the conference throughout the event and are a great eye-catching way to showcase your company's support of ATA and the trucking industry.