TMC24
ATA's TECHNOLOGY & MAINTENANCE COUNCIL
FALL MEETING
& National Technician Skills Competitions
SEPTEMBER 15-19, 2024 • RALEIGH, N.C.
RALEIGH CONVENTION CENTER

TMC TEC SUPERTECH 2024

FUTURE TECH 2024

SPONSORSHIP AGREEMENT & CONTRACT

Yes! My company would like to take advantage of the following sponsorship opportunities at TMC's 2024 Fall Meeting:

- ❑ Sunday TMCSuperTech 2024 Welcome Reception — $20,000
- ❑ Tuesday Study Group Leadership Breakfast — $10,000
- ❑ Tuesday First-Timer Orientation (AM) — $4,000
- ❑ Tuesday First-Timer Orientation and Lunch — $10,000
- ❑ Tuesday Tool Box Talk & Lunch — $8,500
- ❑ Tuesday TMCSuperTech 2024 Awards Banquet — $30,000
- ❑ Wednesday Industry Luncheon — $20,000
- ❑ Wednesday Social Event — $30,000
- ❑ Meeting Bags— $10,000
- ❑ Technician Goodie Bags— $2,000
- ❑ Mobile App— $20,000 (1 only)
- ❑ Meeting Lanyards— $12,500
- ❑ Registration Sponsor — $7,500
- ❑ Meeting Pens— $5,000
- ❑ Hotel Room Keys— $7,500
- ❑ Coffee Breaks—Specify: ❑ Sunday ❑ Monday ❑ Tuesday ❑ Wednesday ❑ Thursday — $4,000 each
- ❑ Breakfasts—Specify: ❑ Sunday (TMCST24) ❑ Monday (TMCST24) — $7,500 each ❑ Wednesday ❑ Thursday — $12,500 each

Full payment is required on all sponsorship commitments.

Enclosed is the sponsorship payment of $ _____

Payment Methods: **Check: #** _____ **Credit Card:** ❑ Amex ❑ MasterCard ❑ Visa

Credit Card Account # _____ **Expires:** _____

Signature: _____

Please make check payable to Technology & Maintenance Council/ATA. Please return payment to American Trucking Associations (ATA), TMC 2024 Fall Meeting, P.O. Box 201068, Dallas, TX 75320-1068. You can also fax this agreement to TMC at (703) 838-1774. If you have any questions, please call Dan Duggan, CEM, Director of Allied Partnerships & Exhibits at (703) 838-1756 or e-mail dduggan@trucking.org.

Cancellation Policy: Sponsorships are non-cancelable/non-refundable.
Terms and Conditions: Buyer agrees to abide by terms outlined in this Sponsorship Contract, including amendments hereto that may hereafter be established by ATA/TMC. No sponsorship is considered confirmed nor will be fulfilled until full balance is paid. Payment is due within 30 days of the invoice date. After July 12, 2024, any newly purchased sponsorship must be paid in full at the time of contract.

The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver a contract, which includes authorizing payment and commitment to TMC for sponsorship support.

Company: _____ **Contact Person:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Telephone: _____ **Email** _____ **Website** _____

Signature: _____ **Title:** _____ **Date:** _____

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2024 Fall Meeting & National Technician Skills Competitions

EVENT SPONSORSHIP OPPORTUNITIES

TMC is pleased to present the following event sponsorship opportunities for the Council's 2024 Fall Meeting & National Technician Skills Competitions:

Sunday TMCSuperTech 2024 Welcome Reception

Open to all TMC attendees. During this event, TMC welcomes competitors to the National Technician Skills Competitions. TMC will provide:

1. Entrance signage acknowledging your company as the official event sponsor.
2. Reserved seating for all company representatives
3. Special recognition in the TMC meeting program
4. Placement of one small piece of business literature at each place setting
5. Podium recognition by TMC Technician & Educator Cmte. (TEC) Chairman

Cost for sponsorship: $20,000

Tuesday Study Group Leadership Breakfast

Get your Company's name in front of TMC's leadership. TMC will provide:

1. Entrance signage acknowledging your company as the official event sponsor.
2. Special recognition in the TMC meeting program
3. Placement of one small piece of business literature at each place setting

Cost for sponsorship: $10,000

Tuesday Tool Box Talk & Lunch

This event is for attending technician competitors. TMC will provide:

1. Entrance signage acknowledging your company as the official event sponsor.
2. Special recognition in the TMC meeting program
3. Your company will be recognized from the podium by TMC's TEC Chairman.

Cost for sponsorship: $8,500

Tuesday First-Timer Orientation (AM)

New TMC members are paired with established fleet and supplier members who guide them through their first TMC meeting experience. TMC will provide:

1. Entrance signage acknowledging your company as the official event sponsor.
2. Special recognition in the TMC meeting program
3. Your company will be recognized from the podium by TMC's Chairman of Membership and Publicity.

Cost for sponsorship: $4,000

Tuesday First-Time Attendee Orientation & Lunch

New TMC members are paired with established fleet and supplier members who guide them through their first TMC meeting experience. TMC will provide:

1. Entrance signage acknowledging your company as the official event sponsor.
2. Special recognition in the TMC meeting program
3. Your company will be recognized from the podium by TMC's Chairman of Membership and Publicity.

Cost for sponsorship: $10,000

Tuesday TMCSuperTech 2024 Awards Banquet

Tuesday's TMCSuperTech 2024 Awards Banquet is the event at which the winners of the National Technician Skills Competitions and National Student Technician Competition are announced. TMC will provide:

1. Entrance signage / A/V screens recognizing your company as the event sponsor.
2. Special recognition in the TMC meeting program.
3. Reserved seating for all company representatives
4. Podium recognition by TMC General Chairman
5. Placement of one small piece of business literature at each place setting
6. A company representative may address the audience from the podium for a time period not to exceed five (5) minutes, of which only (1) minute may be devoted to your company's business.

Cost for sponsorship: $30,000

Wednesday Industry Luncheon

TMC's Industry Luncheon is a plated luncheon. TMC will provide:

1. Entrance signage / A/V screens recognizing your company as the event sponsor.
2. Special recognition in the TMC meeting program.
3. Your company can place one small piece of literature at each place setting
4. Podium recognition by TMC General Chairman

Cost for sponsorship: $20,000

Technician Goodie Bag

Your company's logo will be prominently displayed on one side of the official Technician Goodie Bag. **Cost for sponsorship: $2,000**

Wednesday Evening Social Event

TMC's Social Event is a fantastic networking opportunity. Your company will be recognized by the TMC membership in a more casual setting. TMC will provide:

1. Entrance signage / A/V screens recognizing your company as the event sponsor.
2. Special recognition in the social event program and meeting program, as well as on the social event tickets
3. Reserved seating for all company representatives
4. Placement of one small piece of business literature at each place setting
5. A company representative may address the audience from the podium for a time period not to exceed five (5) minutes, of which only (1) minute may be devoted to your company's business.

Cost for sponsorship: $30,000

Coffee Breaks

Your company will be recognized as the official coffee break sponsor through:

1. Signage with your company's logo in the coffee break area.

Cost for sponsorship: $4,000 each

Breakfasts

TMC will hold breakfasts on Sunday and Monday for TMCSuperTech and for meeting attendees on Wednesday and Thursday.
TMC will provide:

1. Entrance signage recognizing your company as the official sponsor of the event
2. Special recognition in the TMC meeting program.
3. Placement of one small piece of business literature at each place setting

Cost for sponsorship: Sun/Mon—$7,500 each Wed/Thurs —$12,500 each

Meeting Bag

Your company's logo will be prominently displayed on one side of the official meeting bag. All meeting attendees will carry your message all over the show floor, hotel and airports on their return home and in future travels. You also have the option to include one registration insert in each meeting bag at no additional charge.

Cost for sponsorship: $10,000

Registration Sponsor

Even before the meeting begins you'll receive recognition with your logo on all of the registration forms as well as registration website and promotional emails. Then, when every TMC attendee first checks in at the registration area your company logo will be featured prominently on the registration area counters. The logo will also be placed on ALL directional signage on site leading to registration. In addition, we will include a company marketing piece in all attendee registration bags.

Cost for sponsorship: $7,500

Badge Lanyards

An attractive environmentally friendly polyester lanyard with your company's logo will be given to all attendees and exhibitors along with their badges. Another great opportunity to promote your company to all participants.

Cost for sponsorship: $12,500

Meeting Pens

Your logo'd pen will be placed in all the registration bags as well as distributed throughout the meeting rooms and at registration. This is the item attendees are requesting, and you can provide it to them!

Cost for sponsorship: $5,000

Hotel Room Keys

Be the first company to make contact with TMC 2024 Fall Meeting attendees as the exclusive sponsor of the hotel room keys. Your name and message as designed by your marketing team will be in the hands, pockets and wallets of meeting attendees!

Cost for sponsorship: $7,500

TMC Mobile App (only 1 available)

Exclusive sponsorship of TMC's mobile app which is used by attendees to determine their meeting schedule and keep abreast of important meeting news and events. Logo will be prominently displayed as the sponsor on the app's home page. Your company name will be hot-linked to your website before, during and after the meeting (September through the end of February). In addition, your company will be listed in the sponsor section of the app. **Cost for sponsorship: $20,000**