



ATA'S TECHNOLOGY & MAINTENANCE COUNCIL

# FALL MEETING & Transportation Technology Exhibition

SEPTEMBER 12-16, 2021 | CLEVELAND, OH

Mastering the NEW REALITIES of Maintenance Management

## NEW OPPORTUNITIES!

The best minds in trucking technology and maintenance are gearing up for TMC's 2021 Fall Meeting & Transportation Technology Exhibition this September 12-16 in Cleveland. Make sure you stand out at the event!

We have several brand new marketing opportunities to help your company drive traffic to your booth and enhance your show presence. Don't delay, as these new opportunities will be in high-demand – inventory will go quickly!

### Performance Upgrade Packages

Enhance your visibility in Cleveland with TMC's marketing opportunities! New to 2021, we're offering TMC Performance Upgrade Packages that will amp up your show marketing strategy, while providing maximum savings. As an exhibitor, you have an opportunity to take advantage of discounted marketing packages that include both print and digital media. This is the best way to ensure you are seen everywhere at TMC Fall.

Packages & Benefits	Best \$12,500	Better \$6,500	Good \$3,000
TMC Exhibit Directory & Industry Reference Guide	Full Page Ad	Full Page Ad	Full Page Ad
Product E-blast to TMC attendees	✓	✓	✓
Transport Topics Show Daily	Full Page Ad	Full Page Ad	
TMC Fall Event Website Advertising	✓		
Sponsorship opportunity of your choice (\$5,000 or less)	✓		

### Atrium Product Theatre (10 available)

**\$5,000**

Showcase your company's products with a live demonstration. This should be a dynamic, informative presentation involving interaction with the audience. The demos will take place in TMC's Chairman's Club and Atrium Product Theater located at the main entrance to the convention center and just a short walk from the Exhibit Hall. This area will also house exhibit booths, as well as food, beverage and seating areas, leading to a captive audience. An integral part of TMC's Transportation Technology Exhibition, this opportunity is a chance for you to promote your company or product to the people that will actually use the equipment.

Additional Details:

- Maximum length: 15 minutes
- TMC will promote the demos via social media, mobile app push notifications and emails, but we are not responsible for the size of the audience
- Product demos will be held during exhibit hall hours:
  - Tuesday, September 14: 10:15 a.m. – 2:15 p.m.
  - Wednesday, September 15: 8:30 a.m. – 12:30 p.m.



ATA'S TECHNOLOGY & MAINTENANCE COUNCIL

# FALL MEETING

**& Transportation Technology Exhibition**  
SEPTEMBER 12-16, 2021 | CLEVELAND, OH

**Mastering the NEW REALITIES of Maintenance Management**

## Commercials (10 available)

**\$7,500**

We'll promote your thirty (30) second video throughout the TMC Fall Meeting. Commercials will run in the meeting rooms between sessions and as attendees are walking in and out of the meeting rooms. They will also be housed on the TMC Fall Meeting website for 90 days following the conclusion of the meeting and an email with the commercials embedded will be sent to all TMC members and TMC Fall Meeting attendees before and after the conference.

## TMC Live! Social Media Package (10 available)

**\$10,000**

Drive traffic directly to your booth with our live social media marketing. We'll send an ATA representative to your booth for a live interaction with a subject matter expert from your company. Content could highlight a booth tour, product launch, or an event you're sponsoring at TMC 2021 Fall. The video will be shared as a story and as a post on TMC's social channels. In addition, social posts will be reshared on ATA's social channels, to ensure maximum exposure.

**TMC Followers:**

- LinkedIn: 3,088
- Twitter: 302
- Facebook: 984

**ATA Followers:**

- LinkedIn: 64.9K
- Twitter: 47.8K
- Facebook: 31.4K



**Contact Dan Duggan, CEM,  
Director, Allied Partnerships and Exhibits,  
at 703-838-1756  
or [dduggan@trucking.org](mailto:dduggan@trucking.org)  
with any questions or to  
reserve your sponsorship.**