

Information Technology & Logistics Council's 2009 Annual Conference & Exhibition



Surviving Tough Economic Times ...

Using ITLC to Weather the Storm

March 22-25, 2009

Innisbrook Resort and Golf Club

Palm Harbor, Florida



INFORMATION TECHNOLOGY & LOGISTICS COUNCIL'S • **EXHIBITOR PROSPECTUS**
For more information please visit: <http://itlc.truckline.com> or call 703-703-838-1718

ATA BUSINESS SOLUTIONS

Benefits of ITLC Exhibitors

Get your name in front of the nation's leading transportation companies by reserving a booth at ITLC's 2009 Exhibition!

The Information Technology & Logistics Council is the place to be to meet valuable new customers and make sure your voice is heard. Why? Because information technology is rapidly changing the trucking industry and ITLC is building a strong foundation of logistics and information technology experts to form new policies and industry best practices.

With the backing of American Trucking Associations, the strongest voice in trucking, we're bringing together the largest and most knowledgeable group of transportation IT and logistics executives in the industry; your customers.

If you are an ITLC or ATA member, or you're thinking about becoming one, our conference is a great way to get involved – and a vital networking opportunity. We've made sure our exhibitors will receive the best exposure to your existing and potential customers. Sign up now, you'll be glad you did!

Great networking opportunities

ITLC is gaining momentum as the premier forum for logistics and IT executives. No other organization can boast the depth of industry knowledge and dedication to transportation initiatives. With daily breakfasts, refreshment breaks and a special exhibit hall cocktail reception, we've made sure our exhibitors will receive the best exposure to potential customers.

The best perspective on Information Technology in the trucking industry

The Information Technology & Logistics Council 2009 Conference and Exhibit is a three-day motor carrier and allied member conference, featuring keynote presentations delivered by industry and government experts, interactive sessions, networking opportunities and panels on motor carrier information technology and regulatory issues.

By the truckers for the truckers

The ITLC 2009 Annual Conference and Exhibition is a must-attend event for any company whose customers include logistics, trucking or transportation executives. Brought to you by the American Trucking Associations, ITLC professional members include motor carrier, logistics and transportation service companies dedicated to advancing industry standards and knowledge of information technology and supply chain issues.

Exhibitor Information

Exhibit Fees:

All booths will be 10'x 8'. The cost will start at \$3000 for ITLC members. Each booth comes with two free exhibitor passes. Exhibitor passes grant access to the exhibit hall only. Anyone wishing to attend the educational sessions or banquet will have to purchase a full event registration. Exhibitor passes can be upgraded to full registration for 50% off of applicable conference registration fees.

Booth Equipment Fees Include:

- Conference attendee list with addresses, phone numbers and e-mail addresses
- Complimentary corporate identification sign
- Security Guard service for the entire exhibit
- Exhibit furnishings, pipe and draping
- Listing in conference program
- Two Exhibitor Passes

Exhibit Services Contractor

Gulf Coast Expo Services are the official exhibitor contractors for ITLC Conference and Exhibition. Please contact (813) 915-8066.

Installing/Dismantling of Exhibits

No display may be dismantled or packed before the close of the show. It is the exhibitor's responsibility to pack and remove, or consign for shipment, all items of value prior to leaving their exhibit. Exhibitor move-in will begin on Monday, March 23 at 8:00 AM and will end at 11:00 AM. Exhibitor move-out will be on Wednesday, March 25 from 7:30 AM until 10:30 AM.

Set-Up Only Personnel:

Persons not attending the conference but responsible for set-up or tear-down must be issued a temporary registration badge prior to admittance. Badges can be obtained from the registration desk.

Display Rules and Regulations

ITLC subscribes to the IAEM (International Association for Exhibition Management) guidelines with regard to width and/or height of back wall structures, and the use or placement of display signs or independent units that are a part of, but not necessarily attached to, a back wall unit.

Hospitality Suites & Booth Sharing

Exhibitors will not assign, sublet or share the whole or part of any accommodations without advance written consent from ITLC. ITLC does not allow the renting of hotel or banquet rooms or suites for hospitality purposes, or solicit of business outside the exhibit hall.

Cancellation Policy

Cancellations must be received in writing to ITLC. No refunds will be given for cancellations received after close of business Tuesday, March 3, 2009.

For a representation list of 2008 ITLC Motor Carrier Members see:

<http://www.itlc-fleettech.com/2008memberlist.htm>

Meeting Attendee Registration Fees

Before 2/1/09 After 2/1/09

Motor Carrier, Logistics, Gvmt/Assoc, Exhibitors and Sponsors

ITLC Member	\$680	\$850
Additional registrants from same company Save 25%	\$510	\$638

Non-Member	\$840	\$1,050
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Additional Exhibitors Hall Privileges Only

Exhibiting personnel beyond normal two-badge allotment	\$400
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Allied – Non-Exhibitor

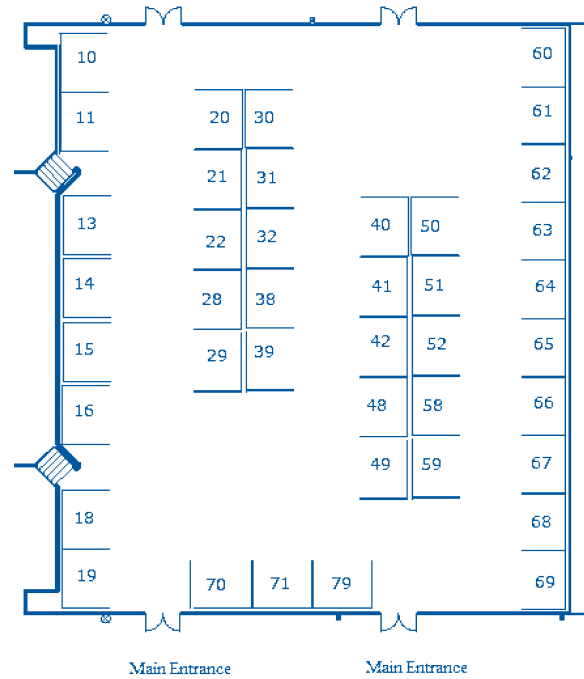
ITLC Member	\$800	\$1,000
Non-Member	\$1,000	\$1,250

Student	\$200	\$250
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Speakers: Complimentary on day of speech

Speakers: 50% off MC Member rate for ALL Events

**** An additional \$50 will be charged for On-site Registration**



MEETING SCHEDULE

Sunday, March 22, 2009

- 11:00AM – 6:30PM PGA Transitions Championship
Final Round - Copperhead Course
- 5:00PM Registration Desk Open
- 6:30PM – 8:30PM ITLC - Welcome Reception

Monday, March 23, 2009

- 7:00AM Registration Desk Open
- 7:00AM Wireless Café Open
- 7:30AM – 8:30AM Breakfast
- 8:30AM – 10:00AM Keynote Address:
Continuity of Operations in the Trucking Industry General (ret)
Russel L. Honoré
- 10:00AM – 10:30AM Break
- 10:30AM – 12:00PM General Session ITLC Collaboration Tools & TechTeam Launch
- 12:00PM Exhibit Hall - Grand Opening
- 12:00PM – 2:00PM Walking Lunch in Exhibit Hall
- 2:00PM – 3:30PM Breakout Session #1
Use of GPS, Wi-Fi and Mobile Platforms
- 2:00PM – 3:30PM Breakout Session #2
Industry Update on EDI, XML, RFID, and EFM Best Practices
- 3:30PM – 4:00PM PM Break in Exhibit Hall
- 4:00PM – 5:30PM Breakout Session #1
Updates on EOBR, HOS, HAZMAT, and Wireless Roadside Inspections

- 4:00PM – 5:30PM Breakout Session #2
Empowering Sales Staff Using IT Best Practices
- 5:30PM – 7:30PM Cocktail Reception in Exhibit Hall

Tuesday, March 24, 2009

- 7:30AM Registration Desk Open
- 7:30AM – 8:30AM Breakfast in Exhibit Hall
- 8:30AM – 10:00AM General Session
Future of IT and B2B in Trucking
- 10:00AM – 10:30AM Break in Exhibit Hall
- 10:30AM – 12:00PM General Session
Motor Carrier, Broker, and 3PL Relationships
- 12:00PM – 2:00PM Walking Lunch in Exhibit Hall
- 12:00PM – 2:00PM ITLC Board Meeting
- 2:00PM – 3:30PM Breakout Session #1
Trailer Tracking - Best Practices
- 2:00PM – 3:30PM Breakout Session #2
Imaging, Document, and Records Management
- 3:30PM – 4:00PM PM Break in Exhibit Hall
- 4:00PM Exhibit Hall Closes
- 4:00PM – 5:30PM Breakout Session #1
Fuel Efficiency through IT
- 4:00PM – 5:30PM Breakout Session #2
Learning Management System
- 5:30PM – 7:00PM Cocktail Reception
- 7:00PM – 9:00PM ITLC Banquet

Wednesday, March 25, 2009

- 7:30AM – 10:30AM Exhibit Hall Take-Down
- 7:30AM – 9:30AM Breakfast Roundtables
- 9:30AM – 11:00AM General Session
The Economy – How to measure ROI on IT investments in down economic times?
- 11:00AM – 12:00PM Early Lunch
- 12:00PM – 4:30PM ITLC Golf Tournament

Exhibit Hall Schedule:

Monday, March 23, 2009

- 8:00AM – 11:00AM Exhibitor Setup
- 12:00PM Exhibit Hall Grand Opening
- 12:00PM – 2:00PM Walking Lunch in Exhibit Hall
- 3:30PM – 4:00PM PM Break in Exhibit Hall
- 5:30PM – 7:30PM Cocktail Reception in Exhibit Hall

Tuesday, March 24, 2009

- 7:30AM – 8:30AM Breakfast in Exhibit Hall
- 10:00AM – 10:30AM Break in Exhibit Hall
- 12:00PM – 2:00PM Walking Lunch in Exhibit Hall
- 3:30PM – 4:00PM PM Break in Exhibit Hall
- 4:00PM Exhibit Hall Closes

Wednesday, March 25, 2009

- 7:30AM – 10:30AM Exhibit Hall Take-Down

Sponsorship Opportunities

Maximize your exposure before industry leaders with a sponsorship agreement.

All are invited to sponsor education sessions, food and beverage functions, audio-visual requirements, and a wireless internet cafe during the 2009 ITLC Annual Conference and Exhibition. Listed below are some of the opportunities we have available for 2009. Customized sponsorships are available upon request. Sponsorship agreements must be received no later than Feb 23, 2009.

Sunday, March 22, 2009/ Overall Event

Event	Price
Reception/Exhibit Hall Opening	\$10,000
Reception Entertainment	\$5,000
Entire Opening Reception	\$15,000

Monday, March 23, 2009

Event	Price
Continental Breakfast	\$3,500
Mid-morning Coffee Break	\$3,500
Lunch	\$5,000
Afternoon Coffee Break	\$3,500
Cocktail Reception	\$5,000

Tuesday, March 24, 2009

Event	Price
Continental Breakfast	\$3,500
Mid-morning Coffee Break	\$3,500
Lunch	\$5,000
Afternoon Coffee Break	\$3,500
Banquet - Pre-Dinner Reception	\$5,000
Banquet - Pre-Dinner Entertainment	\$2,500
Banquet Dinner	\$12,500

Wednesday, March 25, 2009

Event	Price
Continental Breakfast	\$3,500
Lunch	\$5,000

Other Marketing Opportunities

Registration Desk (Sun-Wed)	\$3,500
Wireless Café Sponsor (Mon-Wed) (Up to 4 Sponsors)	\$3,500
Wounded Warrior (Donation Match)	\$7,500
PGA Golf Tickets (Sunday day pass)	\$4,000
Golf Event (Wednesday)	\$250 - \$5,000

** Golf Sponsors must exhibit or sponsor a conference event*

Deadlines:

Action	Deadline
Early Bird Attendee Registration	2/1/09
Early Bird Exhibitor Registration	2/1/09
Exhibitor Guide Cut-off	3/2/09
Sponsorship Cut-off	2/23/09
Discounted Hotel Rate Reservation Cut-off	3/2/09

Contact Information:

Information Technology & Logistics Council
 American Trucking Associations
 950 N. Glebe Rd Suite 210
 Arlington, VA 22207
 (703) 838-1718
 itlc@trucking.org
 http://itlc.truckline.com

Sponsorship Benefits

Sponsors receive recognition based on their level of contribution. For more information, please call Michael Snyder at 703.838.7984 or via email at msnyder@trucking.org.

Bronze -- \$2,000 - \$4,999

- Signage at the sponsored event
- Company Name published in conference program
- Recognition during Morning General Session Opening Remarks
- Pre-registration list two weeks prior to show
- Logo recognition on ITLC website and in the ITLC FleetTech newsletter
- Link to corporate website

Gold -- \$10,000 - \$11,999

- Signage at the sponsored event
- Company Name published in conference program
- Recognition during session(s) on day of event.
- Product literature (one piece) displayed at registration desk
- Opportunity to address guests and participants during one sponsored event.
- Pre-registration list two weeks prior to show
- Two free registrations to Annual Conference
- Logo recognition on ITLC website and in the ITLC FleetTech newsletter
- Link to corporate website

Silver -- \$5,000 - \$9,999

- Signage at the sponsored event
- Company Name published in conference program
- Recognition during Morning General Session Opening Remarks
- Product literature (one piece) displayed at registration desk
- Pre-registration list two weeks prior to show
- Logo recognition on ITLC website and in the ITLC FleetTech newsletter
- Link to corporate website

Platinum -- \$12,000 +

- Signage at the sponsored event
- Company Name published in conference program
- Recognition during session(s) on day of event.
- Product literature (one piece) displayed at registration desk
- Opportunity to address guests and participants during one sponsored event.
- Pre-registration list two weeks prior to show
- Two free registrations to Annual Conference
- Custom designed (branded) ITLC/Sponsor Event
- Logo recognition on ITLC website and in the ITLC FleetTech newsletter
- Link to corporate website

Reserving exhibit booth space/sponsorship opportunities.

Complete the provided Exhibitor Contract Form and fax or mail to ITLC.

Mail to:

ITLC
P.O. Box 101360
Arlington,
VA 22210-4360

Fax to: 703-838-1852

Golf Event

Golf Sponsors must exhibit or sponsor a conference event.

- Golf Sponsorships (TBD) \$250 – \$5,000

ATA/ITLC SPONSORSHIP AGREEMENT & CONTRACT**SPONSOR INFORMATION:** *(PLEASE PRINT OR TYPE)*

Company or Organization Name: _____

Address: _____

City/State/Zip: _____

Phone : _____ Fax: _____

Email: _____

SPONSORSHIP ORDER(S):

Yes! I would like to Sponsor (Examples: Mon. - Opening Cocktail Reception; Tues. Continental Breakfast)

Sponsorship 1: _____ Level _____ \$ _____.00

Sponsorship 2: _____ Level _____ \$ _____.00

I understand that I am entitled to:

1. Company listing in the 2009 ITLC Annual Conference & Exhibition Program and Exhibitor Directory.
2. Company listing on signage at the 2009 ITLC Annual Conference & Exhibition.

NOTE: Entitlements vary with sponsorship level. Please refer to entitlement schedule on page 6.

Please return signed agreement to ITLC/American Trucking Associations, Attn: M. Snyder, 950 N. Glebe Road, Arlington, VA 22203 no later than Feb. 23, 2009. You can also fax your order (703) 838-1852. If you have any questions, please call ITLC at (703) 838-1718 or e-mail itlc@trucking.org.

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 the American Trucking Associations for sponsorship and/or advertising support. This shall not become a binding contract until fully executed by both parties (sponsor/advertiser and/or advertising agency and American Trucking Associations).

PLEASE TYPE OR PRINT NAME

Sponsor: _____

Signature: _____ Date: _____

ATA: _____

Signature: _____ Date: _____

Sponsorship Opportunities:*(PLEASE check which you would like to sponsor)***Sunday, March 22, 2009/ Overall Event**

Event	Price
<input type="checkbox"/> Reception/Exhibit Hall Opening	\$10,000
<input type="checkbox"/> Reception Entertainment	\$5,000
<input type="checkbox"/> Entire Opening Reception	\$15,000

Monday, March 23, 2009

Event	Price
<input type="checkbox"/> Continental Breakfast	\$3,500
<input type="checkbox"/> Mid-morning Coffee Break	\$3,500
<input type="checkbox"/> Lunch	\$5,000
<input type="checkbox"/> Afternoon Coffee Break	\$3,500
<input type="checkbox"/> Cocktail Reception	\$5,000

Tuesday, March 24, 2009

Event	Price
<input type="checkbox"/> Continental Breakfast	\$3,500
<input type="checkbox"/> Mid-morning Coffee Break	\$3,500
<input type="checkbox"/> Lunch	\$5,000
<input type="checkbox"/> Afternoon Coffee Break	\$3,500
<input type="checkbox"/> Banquet - Pre-Dinner Reception	\$5,000
<input type="checkbox"/> Banquet - Pre-Dinner Entertainment	\$2,500
<input type="checkbox"/> Banquet Dinner	\$12,500

Wednesday, March 25, 2009

Event	Price
<input type="checkbox"/> Continental Breakfast	\$3,500
<input type="checkbox"/> Lunch	\$5,000

Other Marketing Opportunities

<input type="checkbox"/> Registration Desk (Sun-Wed)	\$3,500
<input type="checkbox"/> Wireless Café Sponsor (Mon-Wed) (<i>Up to 4 Sponsors</i>)	\$3,500
<input type="checkbox"/> Wounded Warrior (Donation Match)	\$7,500
<input type="checkbox"/> PGA Golf Tickets (Sunday day pass)	\$4,000
<input type="checkbox"/> Gold Event (Wednesday)	\$250 - \$5,000

* *Golf Sponsors must exhibit or sponsor a conference event*