



## ITLC/NAFC SPONSORSHIP LEVELS AND BENEFITS

### SPONSORSHIP BENEFITS

Sponsors receive recognition based on their level of contribution. For more information, please call Debbie Evans at 703.838.7955 or via email at [devans@trucking.org](mailto:devans@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/NAFC 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/NAFC 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/NAFC 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/NAFC/Sponsor Event
- Logo recognition on ITLC/NAFC 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/NAFC.

**Mail to:** ITLC/NAFC, P.O. Box 101360, Arlington, VA 22210-4360

**Fax to:** 703-838-1852

### CONTACT INFORMATION:

Information Technology & Logistics Council • National Accounting & Finance Council  
American Trucking Associations

950 N. Glebe Rd Suite 210 • Arlington, VA 22203

**Phone:** (703) 838-1718

[itlc@trucking.org](mailto:itlc@trucking.org) • <http://itlc.truckline.com> • [nafc@trucking.org](mailto:nafc@trucking.org) • <http://nafc.truckline.com>



The Information Logistics & Technology Council  
and the National Accounting & Finance Council

# ITLC/NAFC SPONSORSHIP AGREEMENT & CONTRACT

## SPONSOR INFORMATION: (PLEASE PRINT OR TYPE)

Company or Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

### Monday, May 3, 2010/ Overall Event

- Reception \$10,000
- Reception Entertainment \$5,000
- Entire Reception \$15,000

### Tuesday, May 4, 2010

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

### Wednesday, May 5, 2010

- Continental Breakfast \$3,500
- Mid-morning Coffee Break \$3,500

- Afternoon Coffee Break \$3,500
- Lunch \$5,000
- Banquet - Pre-Dinner Reception \$5,000
- Banquet - Dinner Entertainment \$2,500
- Banquet Dinner \$12,500

### Thursday, May 6, 2010

- Continental Breakfast & Coffee \$3,500
- Mid-Morning Coffee Break \$5,000

### Other Marketing Opportunities

- Registration Desk (Mon-Thurs) \$3,500
- Wireless Café Sponsor (Tues-Thurs) \$3,500  
(Up to 4 Sponsors)

## SPONSORSHIP ORDER(S):

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

Sponsorship 1: \_\_\_\_\_ Level \_\_\_\_\_ \$ \_\_\_\_\_ .00

Sponsorship 2: \_\_\_\_\_ Level \_\_\_\_\_ \$ \_\_\_\_\_ .00

Payment Type:  Check  Credit Card Payment Total: \_\_\_\_\_ .00

If Paying by Credit Card:  Mastercard  Visa  American Express

Card Number: \_\_\_\_\_ Exp.Date \_\_\_\_\_

Signature: \_\_\_\_\_

## I UNDERSTAND THAT I AM ENTITLED TO:

1. Company listing in the 2010 ITLC/NAFC Annual Conference & Exhibition Program and Exhibitor Directory.
2. Company listing on signage at the 2010 ITLC/NAFC Annual Conference & Exhibition.
3. All benefits outlined on the entitlement schedule. NOTE: Entitlements vary with sponsorship level.

Please return signed agreement to ITLC/NAFC/American Trucking Associations, Attn: D. Evans, 950 N. Glebe Road, Arlington, VA 22203 no later than March 19, 2010. You can also fax your order (703) 838-1852. If you have any questions, please call ITLC/NAFC at (703) 838-1718 or e-mail devans@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: \_\_\_\_\_