

# EXHIBITOR PROSPECTUS

## 2009 Safety & Human Resources NATIONAL CONFERENCE & EXHIBITION

September 16-18 | Sheraton Baltimore City Center  
Baltimore, MD



**EXHIBIT  
SEPT. 16-17**



### A SAFETY STIMULUS PLAN FOR 2009: **Reinvesting in our Safety Infrastructure**

★ **Safety Management Council**

**COUNCIL OF**



**AMERICAN  
TRUCKING  
ASSOCIATIONS**

2009 Safety & Human Resources National Conference & Exhibition  
Sheraton Baltimore City Center | 101 W. Fayette St, Baltimore, MD 21202

Questions? Call SMC at 703-838-1986



## Chairman's Welcome



Dear Prospective Exhibitor:

As a provider to the transportation industry, you know that "the times, they are a changin'". The Obama Administration has made the nation's critical infrastructure a priority – highways and bridges, communication systems, health care, environment and technology are all on the President's Top Ten. Yet, despite the stimulus package, the economy has yet to rebound. We – both carriers and providers alike – are now faced with the challenge of maximizing our time, resources and opportunities.

The 2009 Safety & Human Resources National Conference & Exhibition is designed to address this challenge. The agenda is allowing carriers to look critically at the essential components of their existing safety programs and determine through open exchange if those programs can be improved – and most importantly for you, who and what can help them meet their new safety expectations.

We want you in Baltimore so this year the Exhibitor fee will allow for two booth personnel (rather than just one) and the Safety Management Council is looking at a number of online exposure vehicles as well to further enhance your exhibitor experience.

We truly hope you'll join us.

Sincerely,  
Michael E. Baker, CDS

For suppliers of trucking industry products and services, Council Conferences & Exhibitions can launch your company into a world of new business opportunities and secure your prominence among your current customers. You'll network one-on-one with purchasing decision-makers, gain insights into industry changes and needs, and open doors to additional prospects.

### 2009 Safety & Human Resources National Conference & Exhibition EXHIBIT BOOTH FEES / AMENITIES

Member*	Non-Member
\$1,500	\$1,800

(\*Member = ATA and/or Safety Management Council Member and/or ATA Supply Chain Security & Loss Prevention Council)

#### SAFETY EXHIBITOR BENEFITS - for a flat rate, exhibitor receives:

- (1) 10'x10' pipe and drape booth, 6' skirted table, identification sign, (2) chairs and (1) wastebasket
- Support from the decorator service
- Complimentary registrations for up to 2 exhibitors
- Additional registrations at a special rate of (limit 1 additional): \$400 - member and \$500 - non-member (per person). (Must be from the same company.)
- Company name recognized in: Council publications, meeting materials, signage, the official program, exhibitor ribbon, slide presentation to attendees
- Participation in conference educational sessions
- Participation in technical committee meetings (NOTE: ONLY CMTE. MEMBERS MAY VOTE)
- Admission to the Truck & Industrial Safety Awards Luncheon
- Admission to the Awards Banquet

#### SPONSORSHIPS

Sponsorship of \$3,000 or more includes (1) complimentary 8'x10' exhibit booth and (2) complimentary registrations. Please indicate your preference(s) and indicate payment with your registration. See our registration form for sponsorship options.

#### RECOGNITION

Your company's name will be recognized in Council publications, conference materials, signage, the official program, and your logo will appear in a slide presentation to attendees.

#### EXHIBIT SPACE AND SPONSORSHIP CONTACT

For details on reserving booth space and/or sponsorship options, contact Erica Wong at (703) 838-1986; [ewong@trucking.org](mailto:ewong@trucking.org).

#### AD OPPORTUNITIES

To further enhance your company's visibility, name recognition and image, consider advertising in the Councils' *Informer* magazine. Contact Krista Meyers at (703) 838-1750 or [kmeyers@trucking.org](mailto:kmeyers@trucking.org) for advertising options.

#### CANCELLATION POLICY

Cancellation of the booth reservation must be received in writing to qualify for a refund as follows: cancellations received on or before **August 12, 2009**, 50% refund will be issued; cancellations received after **August 12, 2009**, no refunds will be issued. Substitutions from the same exhibiting company are welcome.

**2009 SAFETY & HUMAN RESOURCES NATIONAL CONFERENCE & EXHIBITION**  
**CONFERENCE: SEPTEMBER 16-18 EXHIBITION: SEPTEMBER 16-17**

**EXHIBITOR MOVE-IN | MOVE-OUT FLOOR PLAN & SHOW SCHEDULE**

**WEDNESDAY, SEPTEMBER 16**

1:00 p.m. - 4:30 p.m.  
 Exhibitor Set-up

5:30 p.m. - 6:00 p.m.  
 Opening Remarks and  
 First-Time Attendee Welcome

6:00 p.m. - 8:30 p.m.  
 Reception & Speed Marketing  
 Like speed dating, this is a fun, fast paced way to become reacquainted with clients and meet prospective customers.

**THURSDAY, SEPTEMBER 17**

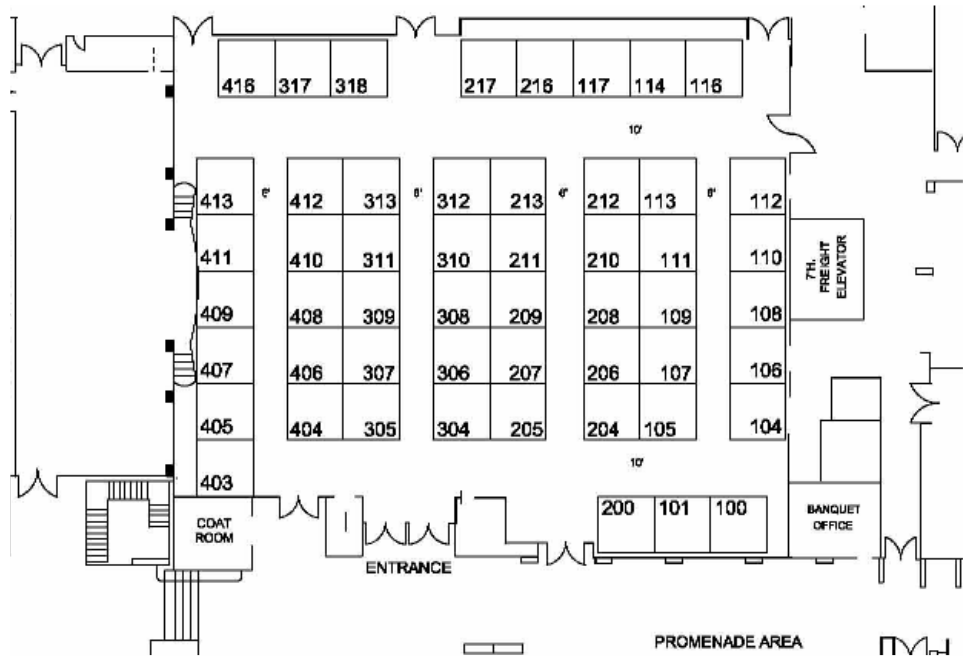
6:30 a.m. - 7:30 a.m.  
 Continental Breakfast in Exhibit Hall

11:15 a.m. - 12:30 p.m.  
 Walk-Around Lunch in Exhibit Hall

2:00 p.m. - 2:30 p.m.  
 Exhibit Time/Raffle

2:30 p.m. - 4:30 p.m.  
 Exhibitor Breakdown

Exhibit Program Ends at 2:30 p.m. on Thursday



**International Ballroom**  
 Sheraton Baltimore City Center

**IMPORTANT EXHIBITOR INFO. REQUESTED:**

Exhibitors are asked to e-mail [ewong@trucking.org](mailto:ewong@trucking.org) with company's name, contact information and description of the products, equipment, services, or facility that you plan to exhibit, in 50 words or less, as you would like it to appear in the final onsite conference program (in the format below).



**GOLF at Woodlands**

The Woodlands Golf Course is "beautiful, challenging and fair" according to the Powers Golf Guide. The course takes golfers on a scenic journey through a world of tall, hardwood trees that guard the lush bentgrass fairways and large, undulating greens of the course's enjoyable and challenging 18 holes. Designed by renowned golf course architect Lindsay Ervin, The Woodlands opened in 1998 to critical acclaim. *Golf Digest* has rated it Four Stars and awarded it a "Best Places to Play Golf." It's only 15 minutes from the hotel.



**AMERICA'S ROAD TEAM**  
 950 North Glebe Road, Suite 210  
 Arlington, VA 22203-4181  
 Tel: 703-838-1962  
 Fax: 703-838-1965  
 E-mail: [rmartin@trucking.org](mailto:rmartin@trucking.org)  
 Web: [www.truckline.com](http://www.truckline.com)  
 Contact: Rowenna Martin, Mgr., Public Affairs Programs

**Booth # 20**

**SAMPLE**

America's Road Team is one of American Trucking Associations' premier image enhancement programs. Twelve truck drivers are selected to the team based on their outstanding safety record, communications skills and community involvement. They speak to schools, churches, industry officials, the media, and Congress about safety and security issues and promote a positive image about trucks and truck drivers.

Please provide this information no later than **August 12**. The ATA Supply Chain Security & Loss Prevention Council reserves the right to edit text to conform to format requirements when necessary.

E-mail [ewong@trucking.org](mailto:ewong@trucking.org) a 300 dpi high resolution (.eps) file of your company's logo for use on authorized exhibitor publicity, conference promotion, and signage.

# EXHIBITOR REGISTRATION

Safety Management Council 2009 Safety & Human Resources National Conference & Exhibition  
 Sheraton Baltimore City Center | 101 W. Fayette Street, Baltimore, MD  
 Conference: SEPT. 16-18 EXHIBIT: SEPT. 16-17

RETURN REGISTRATION FORM TO:  
 ATA Customer Service Administration  
 P.O. Box 101360, Arlington, VA 22210-4360  
 Fax: (703) 838-1852

Exhibit Contact:  
 Erica Wong | Tel: (703) 838-1986  
 E-mail: ewong@trucking.org

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## BOOTH FEE (Cost Per Exhibit Booth – Fee includes TWO complimentary exhibitor staff)

Please check appropriate box:  Member\*  Non-Member (\*Member=ATA and/or SMC/SCS&LPC member)  
 \$1,500  \$1,800

KEY CONTACT: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Company Name as it is to appear in Program: \_\_\_\_\_

Yes, sign me up for the Ride the Ducks tour on Wed., 1 p.m. @ \$25.00

Use the Exhibit floor plan –on prior page –and indicate your booth selection in the spaces provided below. If reserving two booths, please write the number of both booths in the same space separated by a slash (1st 6/7; 2nd 10/11; 3rd 17/18).

### Booth Choices:

1st: \_\_\_\_\_  
 2nd: \_\_\_\_\_  
 3rd: \_\_\_\_\_

Please indicate the competitors you prefer not to be near:

(1) \_\_\_\_\_  
 (2) \_\_\_\_\_

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## EXHIBITOR(S) INFO. Exhibitors MUST fill out info. for EACH exhibitor person attending this show. 1st two are free/3rd at additional cost-see below.

Primary Exhibitor – \$0

Primary Exhibitor NAME: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

2nd Additional Exhibitor personnel – \$0

2nd Exhibitor NAME: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

3rd Additional Exhibitor personnel –  \$400 per person –Member (or)  \$500 per person –Non-member

3rd Exhibitor NAME: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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## Adtl. CONFERENCE Opport. & SPONSORSHIPS

YES, I plan to donate a product, service, discount or other giveaway for a door prize drawing.

SPONSORSHIPS—Signage with your company's name listing all sponsors will be placed at the site, and at the exhibit hall at the hotel. Please indicate your preference(s) and include payment with your registration. Get recognition at the overlapping conference through a sponsorship.

- Coffee Break  \$1,500
- Continental Breakfast  \$2,000
- Walk-Around Luncheon  \$3,000
- Speed-Marketing Reception  \$5,000
- Meet & Greet  \$5,000
- Awards Luncheon  \$5,000
- Awards Dinner  \$10,000
- Ad in *Informer* Magazine  \$200–Member  \$300–Non-member

## Golf Tournament /Kibitzer

Golf registration includes greens fee, cart, transportation, and lunch. Players may rent clubs at the course.

	Member	Non-Member
Golfer	<input type="checkbox"/> \$85	<input type="checkbox"/> \$100
Kibitzer***	<input type="checkbox"/> \$60	<input type="checkbox"/> \$80

\*\*\*Kibitzers ride golf carts selling mulligans and taking photos. First-come, first-serve basis.

Indicate your USGA handicap or last 3 scores:

\_\_\_\_\_

List player(s) you would like in your foursome.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Golf SPONSORSHIPS

Each golf tournament sponsor receives a sign with its name on it, placed at area of sponsorship. A sign with all golf tournament sponsors will be placed at the course and in the exhibit hall.

- \$150 per hole, 1-tee box/green
- \$500 Hole-in-One
- \$200 Long Drive- Men
- \$200 Long Drive- Women
- \$200 Closest to the Pin

I wish to SPONSOR the follow player(s):  
 \$85-Member  \$100-Non-Member

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Payment (Booth space can only be confirmed with FULL payment)

1 Exhibitor Booth Fee	\$ _____
Ride the Ducks Tour	\$ _____
2 3rd Exhibit Person	\$ _____
3 Conference Sponsorship(s) Total	\$ _____
Ad in <i>INFORMER</i> Magazine	\$ _____
Golf Tournament or Kibitzer	\$ _____
Golf Tourn. Sponsor	\$ _____
Player Sponsor Total	\$ _____
4 GRAND TOTAL	\$ _____

Check # \_\_\_\_\_ (enclosed)  
 (Made payable to the "ATA SMC")

Charge My Credit Card in the above total amount:  MasterCard  VISA  AMEX

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

Conference Cancellation/Refund Policy: Cancellation of the booth reservation must be received in writing to qualify for a refund as follows:  
 Cancellations received on or before August 12, 2009, 50% refund will be issued; Cancellations received after August 12, 2009, no refunds will be issued.  
 Substitutions from the same exhibiting company are welcome.

First-come-first-serve basis



# Baltimore, MD

## ATTRACTIONS:

Nicknamed "Charm City," Baltimore was established by the colonial government in 1729 and thrived as a port city. Today, the city thrives around the original port and inner harbor area. Throughout the Inner Harbor, visitors will find relics of Baltimore's fascinating maritime history intertwined with a number of contemporary attractions. These include the National Aquarium, Maryland Science Center, Port Discovery Children's Museum, the updated Harbor Place & The Gallery shopping and dining centers, and the new sports stadiums for the Ravens and Orioles. There's Little Italy, Fells Point and the ESP Zone for dining too! For more, go to: <http://baltimore.org>.



## WEATHER:

64° F to 81° F; average is 67° F.

## DRESS CODE:

Business Casual

## TRANSPORTATION:

The hotel is 10.3 miles (20 minutes) from BWI airport and within blocks of local attractions. A taxi to/from the airport/hotel is \$40 one way (up to 3 people). 1-800-BLUE VAN (258-3826) is \$17 one way (may make multiple stops).



## RIDE THE DUCKS:

Experience Baltimore sightseeing fun from a duck's eye view on Baltimore's only duck tour. Travel on land and water in one amazing amphibious vehicle. Tour historic Baltimore and SPLASH into the famous Inner Harbor, one of America's oldest seaports and Baltimore's Crown Jewel.

## HOTEL INFORMATION & RESERVATIONS

To make reservations, contact the hotel directly:

**Sheraton Baltimore City Center Hotel**  
101 W. Fayette Street  
Baltimore, MD



Tel: (410) 752-1100

[www.sheraton.com/baltimorecitycenter](http://www.sheraton.com/baltimorecitycenter)

**Special Room Rates are:**  
\$159 (single) + tax  
\$179 (double) + tax

*Special Room Rates Expire*  
**Aug. 25, 2009**

To receive the Special Room rate, mention:

American Trucking Assns. Safety & Human Resources Conference

**Check-in:** 3 p.m. | **Check-out:** 12 noon

## About the Sheraton Baltimore City Center Hotel

This hotel is in a great location directly across from the 1st Mariner Arena and only 2.5 blocks from the Baltimore Convention Center. Baltimore's fun, beautiful, and historic Inner Harbor is only three blocks away.

You'll feel right at home in our spacious guest rooms and suites. A full fitness center and outdoor pool make it easy to unwind. The award-winning Shula's Steak House and Shula's 2 serve up sizzling fare in a relaxed, comfortable setting.

## General Directions the Hotel

### From East

Take Route 70 West to Pulaski Highway and continue onto Orleans Street. Turn left onto St Paul Street and continue 4 blocks to Fayette Street and turn right. The hotel is 2 blocks and on the left.

### From North

From Interstate 95 South go through Fort McHenry Tunnel and continue to 395 north. Take Exit 53, then continue 1/2 mile to Pratt Street. Turn right onto Pratt Street and continue 2 blocks onto Charles Street and turn left. Continue 4 blocks to Fayette Street and turn left. The hotel is one block on the left.

### From West

From 40 East Pulaski Highway which will become Orleans Street, turn left at St. Paul Street. Proceed 4 blocks to Fayette Street and turn right. The hotel is located 2 blocks on the left.

### From South

From Interstate 95 North take Exit 53 and continue on 395 North. Drive 1/2 mile to Pratt Street and take a right. Continue 2 blocks to Charles Street and turn left. Proceed 4 blocks to Fayette Street and turn left. The hotel is 1 block on the left.

## Special Needs

Call (703) 838-1986 and hotel (ask for reservations).

## Parking

\$27 (no in-out access)

# 2009 Safety & Human Resources National Conference & Exhibition

## SAFETY STIMULUS PLAN FOR 2009: **Reinvesting in our Safety Infrastructure**



### TUESDAY, SEPTEMBER 15

3:00 p.m. - 4:00 p.m. Registration / Information Booth  
 4:00 p.m. - 5:00 p.m. Management Advisory Board (closed)

### WEDNESDAY, SEPTEMBER 16

6:30 a.m. - 4:00 p.m. Registration / Information Booth  
**9:00 a.m. - 2:00 p.m. Golf Tournament & Lunch**  
 8:20 a.m. Meet in Lobby 900 a.m. Tee Off  
 8:30 a.m. Bus leaves 2:00 p.m. Bus Returns  
**1:00 p.m. - 4:30 p.m. Exhibitor Set-up**  
**5:30 p.m. - 6:00 p.m. Open Remarks and First-Time Attendee Meet & Greet**  
**6:00 p.m. - 8:30 p.m. Reception & Speed Marketing**

be a sponsor of this event!

be a sponsor of this event!

### THURSDAY, SEPTEMBER 17

**6:30 a.m. - 7:30 a.m. Continental Breakfast in Exhibit Hall**  
 6:30 a.m. - 4:00 p.m. Registration / Information Booth  
 7:00 a.m. - 7:30 a.m. Conference Program Development Committee Meeting  
 7:30 a.m. - 8:30 a.m. Accident Preventability Manual Working Group Meeting  
 8:35 a.m. - 10:05 a.m. Attend one of the following Working Group Meetings:  
 1. Workplace Safety or 2. CSA 2010  
 10:15 a.m. - 11:15 a.m. Attend one of the following Working Group Meetings:  
 1. Health & Wellness or 2. Recruitment & Retention  
**11:15 a.m. - 12:30 p.m. Walk-Around Lunch in Exhibit Hall**  
 12:30 p.m. - 2:00 p.m. Attend one of the following Technical Committee Meetings:  
 1. Allied or 2. Hazardous Materials or 3. INVESTMENT #1: Pre-Employment Screenings  
**2:00 p.m. - 2:30 p.m. Exhibit Time/Raffle**  
**2:30 p.m. - 4:30 p.m. Exhibitor Breakdown**  
 2:30 p.m. - 3:30 p.m. Occupational Safety & Health Committee Meeting  
 3:35 p.m. - 5:30 p.m. Regulations Committee Meeting

be a sponsor of this event!

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### FRIDAY, SEPTEMBER 18

7:00 a.m. - 7:30 a.m. Continental Breakfast  
 7:30 a.m. - 8:00 a.m. Awards & Recognition Committee Meeting  
 8:00 a.m. - 8:30 a.m. Accident Review Committee Meeting  
 8:00 a.m. - 9:00 a.m. Product Development Committee Meeting  
 8:35 a.m. - 9:35 a.m. State Association Safety Committee Meeting  
 8:35 a.m. - 9:35 a.m. Safety Director Award Committee Meeting (closed)  
 9:45 a.m. - 10:45 a.m. INVESTMENT #2: Effective Driver Training Methods  
 10:50 a.m. - 11:35 a.m. INVESTMENT #3: A Safety Culture Overhaul  
**11:40 a.m. - 1:10 p.m. Truck & Industrial Safety Awards & State Assn. Recognition Awards Luncheon**  
 1:15 p.m. - 2:00 p.m. INVESTMENT #4: Electronic Onboard Recorders – What You Need to Know  
 2:05 p.m. - 2:50 p.m. INVESTMENT #5: Collecting & Preserving Safety-Related Data  
 3:00 p.m. - 4:05 p.m. Anticipation & Having a Winning Deposition Strategy  
**4:30 p.m. - 5:00 p.m. Business Session**  
**5:30 p.m. - 8:30 p.m. Awards Banquet**

**EXHIBITORS, YOU ARE INVITED:**  
 As an added value, please know that exhibitors are invited to sit-in on all educational sessions and also attend the Awards Banquet on Friday.

be a sponsor of this event!

be a sponsor of this event!

*program subject to change*