

2010 ATA Management Conference & Exhibition
Silent Auction – Exhibit Hall
Sunday, October 17 – Tuesday, October 19

Proceeds Benefit the American Transportation Research Institute (ATRI)

Silent auctions are fun, and a great way to support a good cause. This year ATA Management Conference & Exhibition attendees and guests will have an opportunity to bid on items donated by your company. During this three-day silent auction in the exhibit hall, bidders will have the opportunity to browse an exciting selection of items to find something for themselves, their businesses, or a treasure to take home to a loved one! Proceeds from this year's auction will benefit the American Transportation Research Institute (ATRI).

The issues facing today's trucking industry are more complex than ever – CSA 2010, driver shortage, Hours-of-Service, congestion, tolling and privatization – and the solutions are equally challenging. Fortunately, the industry benefits from a strong, credible, independent research agenda that protects and enhances safety on our nation's highways while promoting the efficiency and productivity of the trucking industry. That research agenda and its scientific, data-driven results are led by ATRI. On topics as diverse as carbon accounting to predicting truck crash involvement, ATRI is delivering on its mission to provide research that makes a difference for the industry.

Why donate? The answer is simple – you will be benefiting a good cause and receive the following:

- An opportunity to showcase your company to ATA attendees and guests (2,000+);
- Attendees will be able to preview your donated item at <http://mce.truckline.com> and find out more about your company (hyperlink to your company website);
- Additional recognition in the on-site Program & Directory of Exhibitors and on signage in the exhibit hall;
- An opportunity to build upon already existing relationships with your customers and capture brand new ones – *including the spouses and guests of trucking's top leadership from across the country and internationally*; and,
- Your company's donations are tax deductible.

Need ideas on what items get the highest bids? – gift certificates, jewelry, the latest in technology gadgets, and women's accessories never go out of style. For more information, contact Kayte Bielec at kshriver@trucking.org or 703.838.1756.

***The American Transportation Research Institute (ATRI) is a 501 (c) 3 organization.
All donations are tax deductible!***