

46TH ANNUAL ATD CONVENTION & EXPO

APRIL 18-20, 2009



GAYLORD NATIONAL RESORT & CONVENTION CENTER ON THE POTOMAC - NATIONAL HARBOR, MARYLAND

2009 ATD Convention & Expo Sponsorship Opportunities

Increase your organization's visibility and maximize success in the commercial truck industry by taking advantage of one of the many sponsorship opportunities at the 2009 American Truck Dealer's Annual Convention & Expo. Each sponsorship package has been customized to help your company's message reach hundreds of medium and heavy-duty truck dealerships.

Sponsoring at the ATD Convention & Expo is an incredible opportunity to have your company's name and logo showcased in multiple ways before, during and after the convention.

Join us at the Gaylord National on the Potomac, outside of Washington, DC, over April 18-20, 2009 for this truck industry event of year!

HIGH VISIBILITY SPONSORSHIPS

- **Meet and Greet Reception**
Friday, April 17
7:00-8:00 pm
Join the dealers by kicking off the convention with this festive gala, an ATD tradition. Your company is sure to make a lasting impression as your company representatives meet and greet attendees. Your company logo will be prominently displayed throughout the venue.
Exclusive Sponsorship: \$40,000
Partial Sponsorship: Contact ATD Expo Department for pricing.
- **Opening Luncheon and Award Presentation**
Saturday, April 18 **SOLD**
- **The ATD Commercial Truck of the Year Award Luncheon**
Sunday, April 19 **SOLD**
- **Industry Keynote Luncheon** **SOLD**
- **Final Night Reception**
Partial Sponsorship: Contact ATD Expo Department for pricing.

ENHANCED VISIBILITY SPONSORSHIPS

- **Coffee Café**
Saturday April 18, Sunday April 19, & Monday April 20
7:00-8:00 am
Location: Chesapeake Foyer near registration and all meeting rooms.
The dealers will stop by to pick-up their coffee and breakfast items on their way to the workshops and make meetings, and you can have your representatives greet them at the coffee stations. Your company logo will be displayed prominently on each coffee station.
Exclusive Sponsorship: \$6,000 for each day or \$18,000 for all three days!
Partial Sponsorship: \$2,000 for partial sponsorship per day – limited to 3 sponsors per day.
Sponsor one day or all three!
- **Health Pavilion**
Open Expo Hours Saturday thru Monday
Location: Expo Hall
Located in a prominent place on the ATD Expo Hall floor, the Health Pavilion is a novel and unique way to reach the dealers. Staffed by health professionals providing cholesterol, glucose and blood pressure screenings, the Health Pavilion draws crowds of dealers daily. Your company logo will be displayed prominently through out and on the forms handed to dealers.
Exclusive Sponsorship: \$5,000

ADDITIONAL SPONSORSHIP BENEFITS

In addition to the benefits and logo placements noted, all sponsors will have:

- ▼ Their company name and logo appear at the opening general session and personal thank you from the podium by the ATD Convention Chairman.
- ▼ Recognition as a sponsor in the ATD Convention & Expo on-site program directory.
- ▼ Recognition on sponsor wall at ATD Convention & Expo with company logo.
- ▼ ATD Convention & Expo website recognition with company logo and link to company website.
- ▼ Recognition as sponsor in ATD Insider (e-newsletter sent to all ATD members) both before and after the convention.



ATD Convention and Expo

April 18-20, 2009

Gaylord National Resort & Convention Center on the Potomac, National Harbor, MD

Contact
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