



# **Safety Security** **Human Resources**

**2023 NATIONAL CONFERENCE & EXHIBITION**

**April 4-6 • Minneapolis, MN**  
**Hilton Minneapolis**

## Exhibitor & Sponsor PROSPECTUS



[sshr.trucking.org](https://sshr.trucking.org)

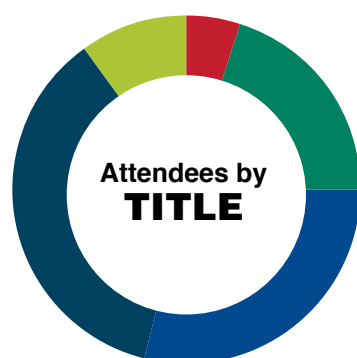
**#SSHR23**

# Why Should Your Brand Be Here?

The Safety, Security & Human Resources National Conference & Exhibition is a combined ATA Safety Management Council and ATA Transportation Security Council event, covering critical topics in trucking safety, security, human resources as well as claims and loss prevention.

Our exhibit hall features companies from the industry's top manufacturers and suppliers showcasing their latest safety, security, and HR offerings. And our sponsorship levels are designed to provide optimal exposure, flexibility and value to help you accomplish your sales and marketing goals. With a strong lineup of educational programs, networking opportunities and an exhibit hall specific to the trucking market, you can't pass up these business opportunities.

## Who Attends?



- 5%** C-Level: (President, CEO, Owner, Chairman, Partner)
- 20%** Vice President: (EVP, SVP, VP)
- 29%** Director
- 36%** Senior Manager/Manager
- 10%** Other



**Trucking leaders**  
representing ...



... **Companies** from all over  
North America



**Exhibitors**



**Square Feet of Exhibit Space**



**Dedicated  
Exhibitor Hours**



**Meetings &  
Sessions**



**Networking  
Opportunities**

### PAST ATTENDEES INCLUDE

- Industry Safety, Security and HR Professionals
- Carriers
- Freight Forwarders
- Insurance Providers
- Intermodal Operators
- Investigators/consultants
- Logistics Personnel
- Safety Researchers
- Academics
- Shippers
- State Trucking Associations
- Suppliers to the Industry
- Transportation Practice Attorneys
- Truck Stop Operators
- FMCSA
- OSHA
- PHMSA
- NHTSA
- FDA & USDA
- FEMA
- TSA

## Who Should Exhibit?

### Suppliers of safety, security and human resources-related products and services to the trucking industry

- Safety technologies
- Safety-specific products
- Products that enhance safety because of their design
- Safety trainers
- Safety consultants
- Safety incentive programs
- Risk managers
- Investors/auditors/monitors
- Health & wellness related products
- Health & wellness related services
- Recruitment/retention services
- Insurance companies
- Workforce development
- Security technologies
- Alarm systems
- Trailer seal and lock suppliers
- Investigative services
- Law firms
- Legal services providers

### Government

- |         |              |
|---------|--------------|
| • FMCSA | • FDA & USDA |
| • OSHA  | • FEMA       |
| • PHMSA | • TSA        |
| • NHTSA | • CISA       |

## Exhibitor Information

For suppliers of trucking industry products and services, this joint council's Conference & Exhibition 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 prospects.

### EXHIBIT BOOTH FEES/AMENITIES

Member Type	Booth Pricing Before 1/28/23	Booth Pricing After 1/28/23
ATA and/or Council Member Companies	\$1,850	\$2,050
ATA and/or Member Companies (corner booth)	\$2,000	\$2,200
Non-Member Companies	\$2,250	\$2,550
Non-Member Companies (corner booth)	\$2,400	\$2,700
(Booth fees above are for 100 sq. ft. For 200 sq. ft. of booth space, double the booth fees.)		
Note: The exhibit hall is carpeted.		

### 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 provider
- One (1) Complimentary registration per 100 square feet of exhibit space. Second booth personnel registration at reduced rate.
- Company name recognized in: meeting materials, signage, the official program, and PowerPoint slide presentation to attendees
- Pre- and Post-Conference Attendee Mailing List
- Participation in conference educational sessions & technical committee meetings (Note: only committee members may vote)
- Admission to the Awards Reception & Banquet

### For more information please contact our sales team:

- Exhibits: [ataexhibits@trucking.org](mailto:ataexhibits@trucking.org)
- Sponsorships: [atasponsorships@trucking.org](mailto:atasponsorships@trucking.org)

**EXHIBITOR MOVE-IN | EXHIBITOR MOVE-OUT | FLOOR PLAN**

# HILTON MINNEAPOLIS

## Plaza International Ballroom

## MONDAY, APRIL 3

**3:00 p.m. - 5:00 p.m.**

### Exhibitor Setup

**TUESDAY, APRIL 4**

**8:00 a.m. - 11:00 a.m.**

### Exhibitor Setup

**12:00 p.m. - 1:30 p.m.**

### Exhibit Hall Opening & Lunch

**5:00 p.m. - 7:00 p.m.**

### Exhibit Hall Reception & Entertainment

**WEDNESDAY, APRIL 5**

**8:00am - 9:30am**

*Networking Breakfast in the Exhibit Hall*

**12:00 p.m. 1:30 p.m.**

*Final Exhibit Hall Review & Networking Lunch  
(prize announcements)*

**1:30 p.m. - 5:00 p.m.**

### Exhibit Hall Tear Down and Move-Out

## Important Exhibitor Info Requested:

Please **CLICK HERE** to fill out the online booth contract. The information from the contract will be used for the official 2023 Onsite Program/Directory of Exhibitors and mobile app. See Program Directory sample at the bottom right of the page.

Please email your company logo in two high resolution file formats .eps and .jpg to Janine Taylor at [jtaylor@trucking.org](mailto:jtaylor@trucking.org)  
Your logo will appear in the official On-Site Program/Directory of Exhibitors as well as signage.

## AMERICA'S ROAD TEAM- BOOTH #20

**80 M Street, SE**

## Suite 800

**Washington D.C. 20003**

**Tel: 703-838-1836**

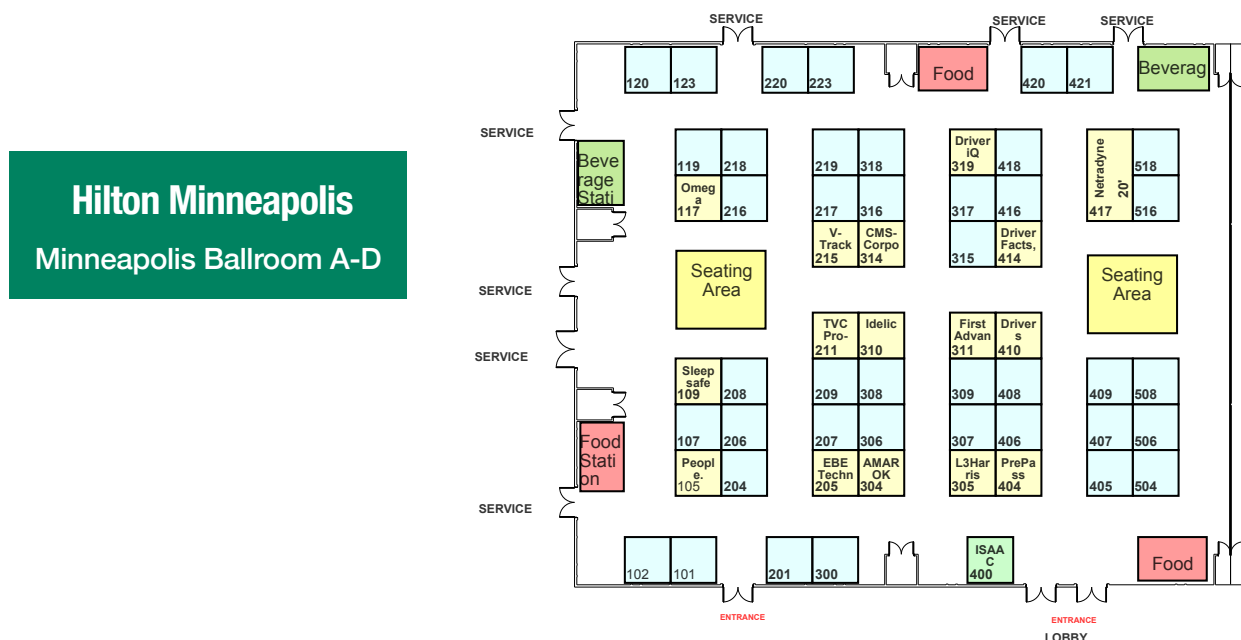
[vbulger@trucking.org](mailto:vbulger@trucking.org)

**Contact: Virginia Bulger,**

**Sr. Image & Industry Affairs Specialist**



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.



# SPONSOR SSHR!

ATA offers a variety of promotional opportunities to enhance your show presence at the 2023 Safety, Security & Human Resources National Conference & Exhibition (SSHR). Sponsorship will expose attendees to your company and highlight your brand to the top decision-makers in trucking safety, security and human resources.

## ALL SPONSORS RECEIVE:

- Company name listed on Sponsor page in the SSHR Program & Mobile App
- Logo on Signage providing general thanks to all sponsors
- Pre-meeting and Post-meeting registrant mailing list
- Company logo will be listed on SSHR website
- Right of first refusal for same sponsorship (if available in host facility) for 2024 SSHR at price to be determined

## Sponsorship Advantages



**Connect**  
with Top Decision-  
makers & Gain Leads



**Promote**  
Your Company as  
an Industry Leader



**Increase**  
Return on  
Investment



**Align**  
Your Brand with  
ATA & SSHR



**Contribute**  
to the Onsite  
Experience



## GET YOUR BOOTH FOR FREE!

For all sponsorships valued at \$7,500 and up, you receive one (1) complimentary 10'x10' exhibit booth which includes one (1) complimentary full meeting registration and one (1) additional registration at a reduced rate!



**The ATA's Safety, Security, & HR Conference & Exhibition is one of the best conferences we go to each year.** As a sponsor, we gain tremendous insights into our industry while connecting with like-minded fleet safety professionals. You have significant time and opportunities to really get to know the attendees and they are genuinely interested in learning more about you.

**Geena Greguric**, Director of Marketing, Idelic, Inc.

**Sponsoring helps us stand out.** It creates a focus on an area that we bring value to.

**Dan Cook**, Principle and Practice Leader, TrueNorth

**It's important to be at industry events [like SSHR] because people do business with people they know and they trust.**

**Jeremy Reymer**, Founder and CEO, DriverReach



## PREMIER SPONSOR



Elite Suppliers To  
The Trucking Industry

## Join the List of Innovative Past Sponsors



# Sponsorship Opportunities

## BREAKS, MEALS & RECEPTIONS

Align your brand with fun social events that give attendees a chance to catch up with colleagues and network with new contacts. Provide attendees with a break, breakfast, lunch or our highly attended receptions. Benefits include:

- Cocktail napkins and cups with sponsoring company's logo (Cups for sponsorships over \$3,500)
- Signage on tables in seating areas as well as food and beverage stations

### Welcome Reception and Lunch in the Exhibit Hall Tuesday 12:00 p.m. - 1:30 p.m.

*Sponsored by PrePass Safety Alliance*

### Reception and Entertainment in the Exhibit Hall Tuesday, 5:00 p.m. - 7:00 p.m

**\$7,500**

### Tuesday Breakfast Sponsor

**\$5,000**

### Tuesday Morning Refreshment Break

**\$2,500**

### Wednesday Breakfast & Morning Break in Exhibit Hall Exclusive

**\$5,000**

### Wednesday Exhibit Hall Lunch Exclusive

**\$7,000**

### Wednesday Exhibit Hall Lunch Co-Sponsorship (only available if there is no exclusive sponsor)

**\$3,500**



# Sponsorship Opportunities

## Safety, Security & Human Resources National Conference Reception & Awards Banquet

**\$25,000**

Partner with us on this celebratory event honoring top leaders in trucking safety, security and human resources. Benefits Include:

- One (1) reserved table at the event in a prime location
- Your company name printed on menus (where applicable)
- Your company logo projected on screen during event
- Acknowledgement of your company from the podium during seated meal functions
- Sponsor permitted to welcome attendees and say comments on stage for up to one (1) minute
- Cocktail napkins and cups with sponsoring company's logo on them
- Signage on tables in seating areas as well as food and beverage stations

## AWARDS

SSHR honors the industry's safest and most professional individuals with awards during the event. Become a sponsor of an award and show your appreciation for the top safety professionals. Sponsor is permitted to be on stage during the presentation of the award and include comments up to one (1) minute. Company logo will be featured on the slide used in the presentation of the award.

### National Truck & Industrial Safety Awards

*Sponsored by Great West Casualty Company*

### National Safety Director Award

*Sponsored by Great West Casualty Company*

### ATA President's Trophy

*Sponsored by Great West Casualty Company*

### State Association Excellence in Safety

*Sponsored by Great West Casualty Company*

### State Association Recognition Program

*Sponsored by Great West Casualty Company*

### National Driver Of The Year

*Sponsored by EROAD*

### Excellence in Security Award

**\$2,500**

### Excellence in Claims & Loss Prevention Award

**\$2,500**



# Sponsorship Opportunities

## EDUCATIONAL SESSIONS

Position your company as a thought-leader and highlight your brand before popular sessions. Benefits include:

- One thirty (30) second company video played before the session begins
- Recognition of your company's sponsorship from the podium of the session
- Company logo placed on opening slide and nonproprietary slides of the presentation
- Signage with company logo outside of the session meeting room
- Company name recognition in promotions about the session

### Opening General Session

**\$7,500**

### General Session II

**\$7,500**

### Safety Breakout Sessions

**\$3,500 each**

### Security Breakout Sessions

**\$2,500 each**

### Human Resources Breakout Sessions

**\$2,500 each**



## COMMITTEE MEETINGS - \$2,500

Highlight your company in one of our important committee meetings. Benefits include:

- One thirty (30) second company video played before the session begins
- Company acknowledged by committee chairperson at beginning and end of the meeting
- Company logo placed on home screen of the presentation during the committee meeting
- Company logo on presentation slides

### SMC Driver Recruitment & Retention/Health & Wellness

**\$2,500**

### SMC Occupational Safety & Health

**\$2,500**

### SMC Regulations Committee Meeting

**\$2,500**

### SMC State Association Safety

**\$2,500**



# Branding Opportunities

Maximize your company exposure onsite and beyond with premium branding opportunities at the event.

## Mobile App

**\$15,000**

Be the exclusive sponsor of the mobile app, which is used by attendees to determine their meeting schedule and keep abreast of important meeting news and events. Your logo will be prominently displayed on the app's opening screen.

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## SMC Live! Social Media Package (2)

**\$10,000**

Drive traffic directly to your booth with our live social media marketing. We'll send a representative to your booth for a live interaction with a subject matter expert from your company. Content could highlight a booth tour, product launch, or an event you're sponsoring at SSHR 2023. The video will be shared on ATA's social media channels for maximum exposure.

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## Registration Campaign & On-Site Info Desk

**\$10,000**

Be the first thing attendees see before the event even begins. Attendees will visit the registration and information desk to register, check in, and learn valuable information about the event. Your logo will be on the registration forms as well as registration website and promotional emails.

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## Meeting Attendee Journal

**\$10,000**

Your company will be the exclusive supplier of the SSHR attendee journal, a high-quality piece that will be given to each meeting attendee at registration. The journal will have your company logo on the cover and an inside page ad from your company and blank pages for meeting attendees to take notes. You will be able to select the color of the cover, the photo is just an example.

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## Attendee Registration Bags

**\$7,500**

Your company logo will be prominently displayed on one side of the official conference bag. All conference attendees will carry your message all over the show floor, hotel, and airports on their return home and in future travels. You also have the option to include one registration insert in each conference bag at no additional charge.

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## In Room Remote Control Wraps

**\$6,000**

Design graphics with your company name, logo, and other pertinent details to be placed on a remote-control wrap that will be put in each attendee's hotel room prior to the group's arrival. This is an inventive way to highlight your company to attendees outside the event!

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## Hotel Room Keys

**\$5,000**

Unlock great exposure for your company. The branded hotel room key will be in the hands of everyone attending the meeting and staying at the Hilton Minneapolis.

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# Branding Opportunities

## Lanyards

**\$5,000**

This high-profile opportunity provides unlimited brand exposure during SSHR. Lanyards will be given to each attendee upon arriving to the meeting. Your brand will be the very first brand that is seen by attendees as they pick up their name badge.

## Hotel Room Drop (in ATA bag along with other items)

**\$5,000**

Reach each individual staying at the Hilton Minneapolis by sponsoring a room drop. This promotional item will be distributed to each SSHR attendee's hotel room.

## Hotel room TV Channel

**\$5,000**

This is a great way to be seen by all attendees staying at the Hilton Minneapolis. Your logo will promptly appear on a dedicated hotel channel, before, during and after each day of the meeting.

## Attendee Registration Bag Inserts

**\$1,000**

Adding an insert into the conference bag will highlight your company before attendees begin to visit the Exhibit Hall.

## Banners, Window, & Carpet Clings

**(Contact ATA for Pricing)**

Make a big impression on SSHR attendees staying at the Hilton Minneapolis. Your message will be seen by all attendees staying at the hotel. (Contact us for availability and pricing.)





**Safety**



**Security**



**Human Resources**

**2023 NATIONAL CONFERENCE & EXHIBITION**

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