

# HTAA Healthy Trucking Summit Exclusive Sponsorship Packages



The HTAA Healthy Trucking Summit is the trucking industry's premier health and wellness event. Each year the Healthy Trucking Summit provides the very best opportunity to reach Safety Directors, H.R. Directors and other trucking executives who make health and wellness and/or employee benefits decisions for trucking fleets and trucking organizations. If you're a company or individual who would like to meet and interact with these types of trucking industry leaders the HTAA encourages you to become a Summit exhibitor. We also offer outstanding sponsorship packages that include premium exhibit space.

## HTAA Healthy Trucking Summit – Title Sponsorship

Title Sponsorship is the premiere sponsorship level, which affords numerous benefits not offered in the other sponsorship packages. Title Sponsorship includes pre-Summit and post-Summit promotion, in addition to promotion at all events during the Summit

Sponsorship Cost: \$25,000

Benefits of Title Sponsorship:

- Title Sponsor name and/or logo will be incorporated into the Summit Title, ie: The HTAA Healthy Trucking Summit sponsored by Title Sponsor #1 and Title Sponsor #2.
- Title Sponsor will be Official Sponsor and Host of one full Wednesday Presentation Session. Title Sponsor's representative(s) may serve as presenter(s) for the Session subject matter. Session topics include, Hypertension, Diabetes, Smoking Cessation, Respiratory Health, Sleep Disorders, Cholesterol, Cardiovascular Health, and Obesity & Weight Control.
- Title Sponsor will receive premium 10 x 20 exhibit space
- Title Sponsor Name and/or logo will appear in all pre-event and post-event promotional materials and Internet marketing, including websites and emails.
- Title Sponsor Name and/or Logo will appear in all on-site materials, including but not limited to, the Official Summit Program, all banners, all signage, and all supplemental materials.
- Title Sponsor will receive full page promotion on Healthy Trucking Association website – This page will remain active throughout the year until Q4 of 2010 when it will be replaced by a new 2011 sponsor page – if Title Sponsor becomes a regular yearly Summit Title Sponsor, the page will remain active indefinitely.
- Title Sponsor will receive full page promotional page in Official Summit Program.
- Title Sponsor will receive all benefits of HTAA Allied Membership.
- Title Sponsor will receive ongoing editorial and/or advertorial support in monthly HTAA email Newsletter sent out to all HTAA members.



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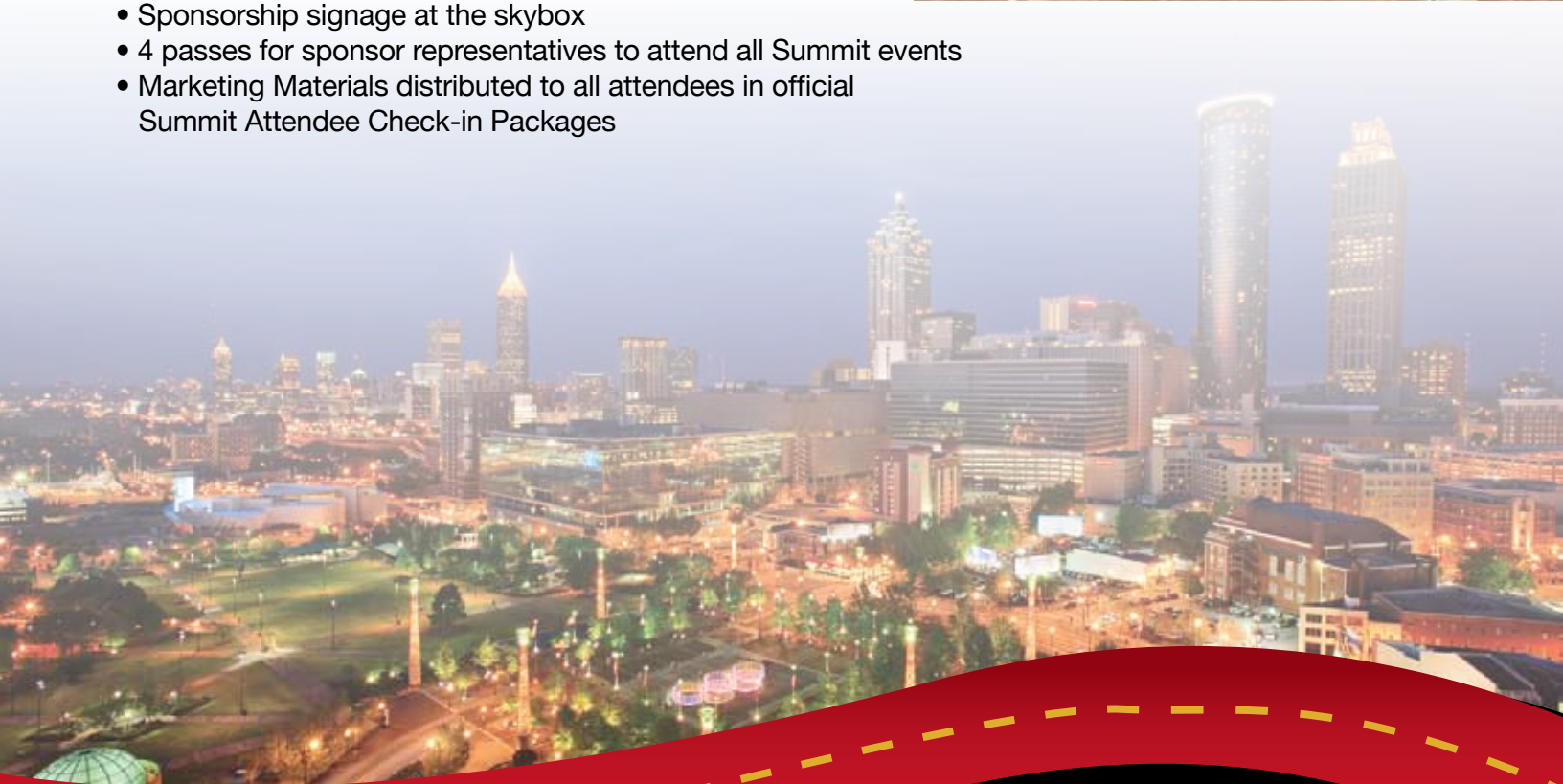
## Premiere Skybox Event Sponsorship - \$18,000 Atlanta Hawks vs. L.A. Clippers Philips Arena - Tuesday Night, April 24<sup>th</sup>

### Attendees will be treated to the following amenities:

- Seat in Private Luxury Skybox for NBA Basketball Game
- Complete catered dinner
- Open bar with bartenders
- Healthy Trucking Association Hostesses
- Total Access Suite level arena passes, which entitle the holder to be admitted to the most exclusive areas of Philips Arena

### Sponsor will receive:

- Credit for sponsorship of all items above
- Sponsor will receive premium 20 x 10 exhibit space in Exhibit Hall
- Listed as Sponsor in on-site Summit Brochure
- Sponsor may make marketing materials (ie: brochures, product samples, etc.) available to all attendees in the skybox
- Sponsorship signage at the skybox
- 4 passes for sponsor representatives to attend all Summit events
- Marketing Materials distributed to all attendees in official Summit Attendee Check-in Packages



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## Tuesday Afternoon Drinks and Snack in Exhibit Area - \$4,500

### Attendees will be treated to the following amenities:

- Top-Shelf Snack Menu
- Coffee, Soft Drinks, and Bottled Water

### Sponsor will receive:

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsorship Signage at sponsored event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor will receive premium 10 x 10 exhibit space in Exhibit Hall
- Sponsor's Marketing Materials given out to all attendees in official Summit Check-in Packages

## Pre-Game Cocktail Party - \$7,500 Omni Hotel Exhibit Hall Tuesday Evening, April 24<sup>th</sup> 4:30 PM – 6:30 PM

### Attendees will be treated to the following amenities:

- Opening Reception of 2012 Summit
- Open Bar with bartenders
- Hors d'oeuvres and Finger Foods
- Healthy Trucking Association Hostesses

### Sponsor will receive:

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsorship Signage at sponsored event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor will receive premium 10 x 10 exhibit space in Exhibit Hall
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**Wednesday Breakfast - \$6,500**  
**Omni Hotel Exhibit Hall**  
**Wednesday Morning**  
**7:30 AM – 8:30 AM**

**Attendees will be treated to the following amenities:**

- Top-Shelf white tablecloth seated breakfast
- Waiter/Waitress Service
- Formal Opening Remarks

**Sponsor will receive:**

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsor may make marketing materials (ie: brochures, product samples, etc.) available to all attendees
- Sponsorship signage at the sponsored event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor's Marketing Materials given out to all attendees in official Summit check-in packages

**Thursday Breakfast - \$6,500**  
**Omni Hotel Exhibit Hall**  
**Wednesday Morning**  
**7:30 AM – 8:30 AM**

**Attendees will be treated to the following amenities:**

- Top-Shelf white tablecloth seated breakfast
- Waiter/Waitress Service

**Sponsor will receive:**

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsor may make marketing materials (ie: brochures, product samples, etc.) available to all attendees
- Sponsorship signage at the sponsored event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor's Marketing Materials given out to all attendees in official Summit check-in packages



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## Wednesday Lunch – 4,500

### Attendees will be treated to the following amenities:

- Buffet Lunch

### Sponsor will receive:

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsorship signage at the event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor may exhibit Tabletop Display in Pine Foyer outside Main Meeting Room
- Sponsor's Marketing Materials given out to all attendees in official Summit check-in packages

## Wednesday Walkaround Dinner and Drinks - \$8,500

### Attendees will be treated to the following amenities:

- Complete catered dinner
- Open bar with bartenders

### Sponsor will receive:

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsorship signage at the event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor may exhibit Tabletop Display in Pine Foyer outside Main Meeting Room
- Sponsor's Marketing Materials given out to all attendees in official Summit check-in packages



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## Wednesday Breaks – Each Break \$3,500

### Attendees will be treated to the following amenities:

- Top Shelf Break Menu
- Coffee, Juice, soft drinks, and bottled water

### Sponsor will receive:

- Credit for sponsorship of all items above
- Listed as Sponsor in on-site Summit Brochure
- Sponsorship signage at sponsored event
- 2 complimentary all access registrations for sponsor representatives to attend all Summit events, including Skybox Event
- Sponsor may exhibit Tabletop Display in Pine Foyer outside Main Meeting Room
- Sponsor's Marketing Materials given out to all attendees in official Summit check-in packages



# Exhibitor Registration Information



## HOW TO REGISTER

For registration information for the 4<sup>th</sup> Annual HTAA Healthy Trucking Summit please simply log on to our online Registration Page at [HealthyTruck.org/Summit.html](http://HealthyTruck.org/Summit.html) or contact Nikki Pinson at [nikkip@healthytruck.org](mailto:nikkip@healthytruck.org) or (800) 800-1198.

## LODGING INFORMATION

For the convenience of our attendees, exhibitors and sponsors the Healthy Trucking Association has reserved a block of rooms at the Omni Hotel at CNN Center and secured a special Healthy Trucking discount rate at this world class hotel of just \$149 per night. Room reservation information is provided upon completion of the Easy Online Summit Registration Page at [HealthyTruck.org/Summit.html](http://HealthyTruck.org/Summit.html) or call 1-800-THEOMNI or log on to the Omni Hotel website at [OmniHotels.com](http://OmniHotels.com).

## LOCAL ATTRACTIONS

Healthy Trucking Summit Registration begins at 8:00 AM on Tuesday. Exhibit set-up is scheduled for 8:00 AM - 12:30 PM and the official opening of the Exhibit Hall takes place at 1:00 PM. The Summit concludes at 10:30 AM on Thursday and Exhibit breakdown is scheduled for 10:30 AM - 4:00 PM. We would therefore recommend that exhibitors arrive on Tuesday morning and depart on Thursday afternoon. Summit attendees, exhibitors and sponsors may want to arrive early or depart later in order to take advantage of the many nearby Atlanta tourist attractions including the Georgia Aquarium, The World of Coca Cola, Centennial Olympic Park, CNN Center, and the Georgia World Congress Center.



# ATLANTA 2012





# HEALTHY TRUCKING

Association of America

## **National Headquarters**

103 TechnaCenter Drive  
Montgomery, AL 36117

## **Marketing Office**

208 Gunn Road  
Montgomery, AL 36117

**HealthyTruck.org**  
**(800) 800-1198**

*We carry healthy solutions*