

## 2022 SPONSORS

**Recruitment Opportunity!** Would you like access to students from top business programs from all over the country? Through ATA's Trucking U sponsorships, you will have the incredible opportunity to not only put your company's name and information directly in front of them, but you will also have ample opportunity to network with these students at receptions, luncheons, and on the MCE show floor. With your sponsorship, you will be provided a booklet of the resumes of all of the participating students for your recruitment benefit.

### VARSITY

- Colorado Motor Carriers Association Foundation (CMCF)
- FedEx Freight

### JUNIOR VARSITY

- Alabama Trucking Association
- Big M Transportation
- Idelic
- J&M Tank Lines
- Nevada Trucking Association
- Noregon Systems
- TCW, Inc.
- Tennessee Trucking Association
- Titan Transfer, Inc.
- U.S. Xpress Enterprises
- Yellow

### RECRUIT

- Alaska Trucking Association
- Alaska West Express (Lynden Incorporated)
- Mississippi Trucking Association
- Northern Industrial Training (NIT)
- Perfect Transportation
- Rhode Island Trucking Association Foundation
- Total Transportation of Mississippi
- TrueNorth Companies
- Velociti
- Weaver Brothers

### PAST PARTICIPATING SCHOOLS

- The University of Alabama
- University of Alaska Anchorage
- University of Arkansas
- Auburn University
- California State Polytechnic University, Pomona
- California State University, Dominguez Hills
- Clark Atlanta University
- Colorado Christian University
- University of Denver
- DePauw University
- Huntingdon College
- University of Kansas
- Massachusetts Institute of Technology (MIT)
- Mississippi State University
- Morgan State University
- University of Nevada, Reno
- University of North Texas at Dallas
- The Pennsylvania State University
- Prairie View A&M University
- University of Rhode Island
- Texas A&M University
- Texas Tech University
- University of Wyoming

SCAN TO SPONSOR



For more information, contact  
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## 2023 SPONSORSHIP OPPORTUNITIES

### Premier: \$7,500

Premier sponsors have the opportunity to have 3 representatives attend the Sunday dinner with Trucking U students, provide up to a 2-minute video to be viewed in Trucking 101 session, include company promotional items in the student gift bags, and host a table of students at the Sunday Luncheon. The Premier level sponsors will be prominent in the "Highway to Your Future" booklet that will be provided to participating students. Sponsors will receive resumes of all participating students prior to arrival at ATA's MCE. Recognition for Premier sponsors will be included on the student t-shirt, program flyer, and all promotional materials at the Premier level.

### Varsity: \$5,000

Varsity sponsors have the opportunity to have 2 representatives attend the Sunday dinner with Trucking U students, include company promotional items in the student gift bags, and host a table of students at the Sunday Luncheon. The Varsity level sponsors will be included in the "Highway to Your Future" booklet that will be provided to participating students. Sponsors will receive resumes of all participating students prior to arrival at ATA's MCE. Recognition for Varsity sponsors will be included on the student t-shirt, program flyer, and all promotional materials at the Varsity level.

### Junior Varsity: \$2,500

Junior Varsity sponsors have the opportunity to have one representative attend the Sunday dinner with Trucking U students, include company promotional items in the student gift bag, and join students at a reserved table during the Sunday luncheon. The Junior Varsity level sponsors will be included in the "Highway to Your Future" booklet that will be provided to participating students. Sponsors will receive resumes of all participating students prior to arrival at ATA's MCE. Recognition for Junior Varsity sponsors will be included on the student t-shirt, program flyer, and all promotional materials at the Junior Varsity level.

### Recruit: \$1,000

Recruit sponsors have the opportunity to be included in the "Highway to Your Future" booklet that will be provided to participating students. Sponsors will receive resumes of all participating students prior to arrival at ATA's MCE. Recruit sponsors will be recognized on the program flyer as well as all promotional materials at the Recruit level.



# ABOUT ATA'S TRUCKING U

ATA's Trucking U is a dynamic, educational program for students at top business schools & universities around the country. It exposes students to careers in trucking through networking opportunities at American Trucking Associations' events and mentorship by future leaders in the industry. The program is focused on building connections that will help address key industry concerns, like supply chain issues and workforce shortages, and solve the problems of the future.



**Tour the MCE Exhibit Hall** featuring the trucking industry's latest technology and service offerings



**Network** with motor carrier executives, trucking industry officials, policymakers and other potential future employers



**Learn Trucking 101** from trucking CEOs, executives and company owners, industry supplier executives, and multi-million mile safe driving professional truck drivers



**Experience** ATA policy committee meetings and education sessions on important industry topics



**Meet** ATA leadership officers, staff experts, professional truck drivers and LEAD ATA emerging industry leaders



**Attend keynote speaker sessions** including the ATA President's Address, panel discussions with leading CEOs, and other marquee events



**Speak to industry insiders** at the MCE First Timers Reception and the ATA Grand Opening Reception



**Participate in a roundtable with top trucking executives** to discuss how to attract the next generation to the industry

## Highway to Your Future

"Highway to your Future" is a booklet that will be provided to all participating students in ATA's Trucking U. In this booklet, your company will have one page to provide a brief description of the company, locations in which you hire or are hiring, contact information for the student to get in touch with you, and any other information you may want these future professionals to know about YOU.



# TRUCKING'S "CAN'T MISS" EVENT

## ATA | MCE23 MANAGEMENT CONFERENCE & EXHIBITION

**October 14-17, 2023 • Austin, TX**  
Austin Convention Center  
<http://mce.trucking.org>

The American Trucking Associations (ATA) Management Conference & Exhibition (MCE) brings together trucking executives from across the country for the one can't-miss event of the year that highlights economic, regulatory, and business trends focused on driving the success of fleets today and in the future.

**Every year nearly 3,000 of trucking's top decision-makers come to MCE for:**

- Policy discussions
- Networking opportunities
- Educational sessions
- Interactive exhibits

The ATA MCE exhibit hall features over 200 companies from our industry's top manufacturers and suppliers showcasing their latest products.

