

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' MCE 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.

Listed below are the opportunities the students will gain from your company's sponsorship.



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, executive and company owners, and industry supplier executives



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 ATA Grand Opening Reception, Sunday Luncheon, and Sponsorship Dinner



Be mentored by a trucking industry leader that will prepare and guide them through MCE for an exclusive insider experience

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 your company.



SPONSORS



Fuel the Future of Trucking

SCAN TO SPONSOR



For more information, contact
Brittany Green at bgreen@trucking.org



2024 SPONSORSHIP OPPORTUNITIES

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.

Benefits	Premier \$7,500	Varsity \$5,000	Junior Varsity \$2,500	Recruit \$1,000
2 Minute Video played during <i>Trucking 101 Session</i>	✓			
Sponsored Dinner	✓ <i>3 Representatives</i>	✓ <i>2 Representatives</i>	✓ <i>1 Representative</i>	
Sunday Luncheon	✓ <i>Host a Table with 4 Representatives</i>	✓ <i>Host a Table with 4 Representatives</i>	✓ <i>1 Reserved Seat</i>	
Promotion Item <i>in Student Gift bag</i>	✓	✓	✓	
Featured in Trucking U Promotional Material	✓ <i>Included in 2 social media posts</i>	✓ <i>Included in 1 social media post</i>	✓	✓
Included in "Highway to Your Future" Booklet **	✓	✓	✓	✓
Provided Student Resumes	✓	✓	✓	✓

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
University of California, Davis
Clark Atlanta University
Colorado Christian University
University of Denver
DePauw University
Huntingdon College
Illinois State University
Iowa State University
University of Iowa

University of Kansas
Massachusetts Institute of
Technology (MIT)
Central Michigan University
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
San Diego State University
Syracuse University
Texas A&M University
Texas Tech University
Wayne State University
University of Wyoming

2023 TRUCKING U SPONSORS

Premier: R.B. Stewart Petroleum Products, Inc.

Varsity: Colorado Motor Carriers Association, FedEx Freight

Junior Varsity: Alabama Trucking Association, Big M Transportation, Idelic, Illinois Trucking Association, Iowa Motor Truck Association, J&M Tank Lines, Inc., Louisiana Motor Transport Association, Noregon Systems, Northern Industrial Training, LLC, Peterbilt, TCW, Inc. Tennessee Trucking Association, U.S. Xpress Enterprises, Inc.

Recruit: Alaska Trucking Association, Boyle Transportation, Intact Insurance, Mississippi Trucking Association, Perfect Transportation LLC, Rhode Island Trucking Association, Total Transportation of MS, LLC, TrueNorth Companies, Weaver Bros., Inc.

TRUCKING'S "CAN'T MISS" EVENT

ATA | MCE24
MANAGEMENT CONFERENCE & EXHIBITION

October 12-15, 2024 • Nashville, TN
Music City 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.

