



# Trucking Legal Forum 2023 SPONSOR PACKAGE OPPORTUNITIES

The ATA Litigation Center's 2023 Trucking Legal Forum is a specialized conference in trucking that is focused on educating transportation legal counsel, trucking executives and safety, risk management, and human resources professionals on legal issues. Become a sponsor of this elite event and get face time with your target audience.

We're offering three levels of sponsorship packages, so that you can pick the tier that best fits your marketing objectives and budget. We're also offering additional a la carte opportunities for you to extend your impact. Reach trucking's greatest legal minds with one of these cross-platform marketing packages.



**JULY 16-19, 2023 • LA JOLLA, CA**

# TRUCKING LEGAL FORUM 2023



| Packages & Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Platinum<br>\$20,000 | Gold<br>\$12,500 | Silver<br>\$5,000 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------|-------------------|
| Sponsor logo recognition on pre-event brochure, pre-event promotional emails and flyers, event website, onsite program, onsite signage and post-event email to attendees.                                                                                                                                                                                                                                                                                                                                        | ✓                    | ✓                | ✓                 |
| Sponsor logo recognition in sponsor slide projected on the Forum presentation screen at the start of each day and between sessions.                                                                                                                                                                                                                                                                                                                                                                              | ✓                    | ✓                | ✓                 |
| Sponsor name recognition in daily announcements and thank you remarks throughout the Forum.                                                                                                                                                                                                                                                                                                                                                                                                                      | ✓                    | ✓                |                   |
| One 30-second company video played once per day to attendees. Video can also be included on the event website.                                                                                                                                                                                                                                                                                                                                                                                                   | ✓                    | ✓                |                   |
| Option to include: <ul style="list-style-type: none"> <li>• An insertion in the registration packet</li> <li>• An advertisement in the onsite program</li> <li>• A tabletop exhibit located near the registration desk and general session room</li> </ul>                                                                                                                                                                                                                                                       | ✓                    | ✓                |                   |
| Sponsorship of one ATA Litigation Center Webinar: <ul style="list-style-type: none"> <li>• Company logo and bio in pre- and post-webinar email promotions</li> <li>• Sponsor recognition and company profile featured on registration page</li> <li>• At least one social media post promoting the webinar and tagging the sponsor</li> <li>• Spoken company recognition and logo on screen at the beginning and end of the webinar</li> <li>• Slide with company logo and description during webinar</li> </ul> | ✓                    | ✓                |                   |
| Sponsor logo in footer of non-proprietary slides for one session. If two sponsors want the same session, the session is determined by the date a sponsor's contract was received. If a sponsor is speaking at a session, that will be the session they receive logo recognition.                                                                                                                                                                                                                                 | ✓                    |                  |                   |
| Sponsor recognition at the Sunday and Tuesday Receptions: <ul style="list-style-type: none"> <li>• Company name recognition in promotions about the event</li> <li>• Company logo on signage and napkins at the event</li> </ul>                                                                                                                                                                                                                                                                                 | ✓                    |                  |                   |

**NOTE:** Sponsorship does not guarantee a speaking opportunity; however, when a scheduled educational topic/subject matches the expertise of the sponsoring firm/organization, then the ATA Litigation Center may offer that sponsor an opportunity to present.

## ADDITIONAL OPPORTUNITIES

### TLF Live!: \$7,500

Highlight your company during the event and beyond with our live social media marketing. You'll have the opportunity to film a segment with our videographer. Content could highlight a product launch or an event you're sponsoring at the Forum. The video will be shared on ATA's social media channels for maximum exposure.

### Meterboard Signage: \$1,000

Display a double-sided meterboard with your marketing message on it or even a QR code directing to your site!



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