Advertise in TMC’s Transportation Technology Exhibition Directory & Industry Reference Guide! By exhibiting in TMC’s show, your company will have already taken the first and most important step in maximizing your product’s exposure to the trucking industry. Your message in TMC’s Transportation Technology Exhibition Directory and Industry Reference Guide can be seen by both your current and potential customers throughout the entire year.

EXTEND YOUR PRODUCT VISIBILITY ALL YEAR ‘ROUND
Your advertisement won’t stop selling when the show closes ... because TMC’s Transportation Technology Exhibition Directory & Industry Reference Guide can be used as a valuable reference source throughout the year. All TMC members—even those who do not attend the annual meeting—will receive a copy of the Reference Guide in advance of the show.

MORE THAN JUST A SHOW DIRECTORY
TMC’s Transportation Technology Exhibition Directory & Industry Reference Guide is much more than a show directory. The reference guide contains:

- A listing of exhibitor companies, addresses, emails, telephone numbers and booth locations, plus product/service descriptions.
- Further, as an advertiser, your company listing will be specially designated, and reference will be made to your ad’s location.
- A complete listing of all TMC Recommended Practices with a brief technical description of each.
- ATA staff specialists index.
- Government agency contacts, such as DOT, EPA.
- MCSAP and CVSA state coordinators.
- State trucking associations and regional/local maintenance organizations.
- State CDL offices.
- Vehicle size & weight restrictions.
- State taxes and user fees.
- Industry calendar.
- Listing of truck driving schools.

Maximize Your Company’s Exposure Through TMC’s 2020 Exhibit Directory & Industry Reference Guide

AND THERE’S MUCH MORE
Make plans now to feature your company’s advertisement in this valuable reference. It’s the marketing opportunity you won’t want to miss in 2020!

AD RATES

<table>
<thead>
<tr>
<th>EXHIBITOR RATES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>7” x 10”</td>
<td>$4,200</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7” x 10”</td>
<td>$3,800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>7” x 10”</td>
<td>$3,400</td>
</tr>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>$3,200</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>5” x 7”</td>
<td>$2,300</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3-3/8” x 10”</td>
<td>$2,300</td>
</tr>
</tbody>
</table>

QUESTIONS ON ADVERTISING?
Call TMC at:
Phone: (703) 838-1763
FAX: (703) 838-1852
Email: tmc@trucking.org

“TMC meetings are an opportunity to speak to other fleets that have tried special vendor parts or systems. I can guarantee that someone else has the same problem and (TMC events) are a great forum for solving issues. At TMC’s Annual Meeting & Transportation Technology Exhibition, there’s never enough time to see everything, but I can get answers to specific questions. It’s not like any other exhibition where you face the hard sell.”

Jim R. Herman,
director of fleet maintenance,
Perdue Foods

FOR MORE INFORMATION, VISIT HTTP://TMCANNUAL.TRUCKING.ORG
All Ads Must Be Prepaid

Recognized agencies may deduct 15 percent commission from the remittance check included. Advertisements or insertion orders received without prepayment will not appear in the TMC exhibit directory. Do not request TMC to invoice.

Advertising positions in the exhibit directory are sold on a first-come, first-served yearly basis based on receipt of a signed contract with payment. Confirm availability before sending contract/payment for cover positions. Advertising sales for the directory begins the same day as booth sales.

SEND PAYMENT & MATERIALS TO:
Exhibit Directory Placement
Technology & Maintenance Council
950 N. Glebe Road - Suite 210
Arlington, VA 22203
703-838-1763 • Fax 703-838-1774

Mechanical Data

TRIM SIZE & BLEEDS
Finished size is 8.5 x 11 inches. Live: 7” x 10” Bleed: from trim, add 0.125” to top, bottom and sides. Bleeds are allowed on full-page or two-page spread ads only. Keep all illustrations or copy critical to your advertisement at least inside the 7x10 live-page area or no closer than 1/2 inch from finished size.

MATERIAL REQUIREMENTS
PDF or JPEG files accepted. Submit on Insertion Form online portal, CD or provide instructions for FTP download.

ART AND PHOTOGRAPHY SERVICES
TMC does not provide art and photography services. Advertisers requiring original photography, artistic renderings or sketches, or special affects, should use an agency or art/photography service to assure these effects meet your requirements.

COPY CHANGES
TMC cannot strip-in new type or change copy on existing art materials. Regretfully, TMC cannot provide services normally performed by an advertising department or agency. Where an advertisement requires original photography, artistic renderings or sketches, or other special effects, TMC suggests you use an agency or art/photography service to assure these effects are done to your exact requirements. TMC cannot strip-in new type or change copy of existing advertisements or final art.

PRINTING STOCK AND BINDING
The Reference portion is printed on 60# colored offset paper. The total Guide is perfect bound.

PAYMENT
Payment in advance. No exceptions. Payment must be included with insertion order.

COMMISSIONS/DISCOUNTS
TMC allows the standard 15 percent commission to recognized agencies. Commission should be deducted from payment submitted with insertion order.