Registration Opportunity for Trucking's Premier Suppliers

ADVANCING CAREERS in MAINTENANCE MANAGEMENT

EXHIBITOR PROSPECTUS

Georgia World Congress Center | Atlanta | Feb. 24-27, 2020

TMC puts you in touch with the industry's top trucking technical professionals and fleet decision makers. For more information, visit http://tmcanual.trucking.org
You are receiving this prospectus because your company has a strategic interest in securing exhibit space at TMC’s 2020 Transportation Technology Exhibition.

TRUCKING’S TECHNOLOGY TRADE SHOW

That’s what TMC’s 2020 Annual Meeting & Transportation Technology Exhibition delivers. From brakes to bearings, from scanners to software, ATA’s Technology & Maintenance Council’s Study Groups and Task Forces cover it all. This is the technology marketplace for the trucking industry and you’re invited to participate.

Advertising opportunities are described in detail and an insertion order can be found on pages 11-12.

LINKING BUSINESS CHALLENGES WITH TECHNOLOGY SOLUTIONS

TMC is dedicated to developing industry recommended maintenance and engineering practices in all areas of commercial vehicle equipment.

Our attendees include the most important buyers in commercial vehicle transportation, including presidents and CEOs, senior maintenance and equipment executives, directors of maintenance, fleet managers and other key decision makers responsible for millions of pieces of equipment in every possible vehicle vocation.

As an exhibitor in 2020, your company shares in a more than 60-year heritage that has become TMC’s Transportation Technology Exhibition. From a small equipment forum for the trucking industry in the 1950’s, TMC has grown to become the premier technical exhibition for new trucking-related products and services. This is a must-attend show at which smart suppliers access the industry's leading equipment purchasers! TMC looks forward to you joining us at trucking’s complete technology trade show this February in Atlanta, Georgia. See you there!

“I’ll be going to TMC’s Annual Meeting all the time now. It’s the best show for pure business and while you work long days, you get more bang for your buck. I’m not one of those know-it-all guys but I felt a lot smarter about electrical, corrosion and heavy haul trailers after going to TMC this year.”

Mark Appleman, manager for heavy-duty sales, Peterson Manufacturing Company
TMC is modernizing its meeting and exhibit schedule to meet fleet and supplier demands. TMC’s exhibit opens Monday evening, eliminates the traditional Tuesday evening viewing period and replaces it with an expanded Wednesday morning time block. It’s our way of responding to your requests! TMC believes this action will help increase fleet attendance significantly at TMC’s 2020 Annual Meeting & Transportation Technology Exhibition.

Here’s what TMC is doing in 2020 to improve your show experience:

REGISTER FOR EXHIBIT SPACE ONLINE!
Booth registration online is fast and easy. Exhibitors in 2019 should follow the link to the exhibit contract that was included in their alert email. Confirmation is emailed within 72 hours. Space will be released if payment is not received within seven days of confirmation.

PROTECTED EXHIBIT VIEWING HOURS CONTINUE
TMC will again schedule exhibit hall hours to maximize your networking opportunities. During all exhibit hall hours there will be no other non-exhibit related TMC functions scheduled! Monday’s Grand Opening and Reception, Tuesday’s Walk-Around Luncheon, and Wednesday’s final viewing period will bring the attendees to the exhibit hall each day of the show.

ADVANCED TECHNOLOGY PAVILION AND ‘RIDE & DRIVE’ RETURN FOR 2020
TMC’s Advanced Technology Pavilion and ‘Ride & Drive’ return for 2020. See page 9.

TMC CONTINUES FOCUS ON TRAILERS
TMC will once again spotlight trailers in 2020! The Exhibition floor plan contains several booth spaces designed for manufacturers of trailers. Available spaces are 20’x 80’ and 20’x160’ for manufacturers of trailers, and are offered at a special trailer booth price.

INDUSTRY’S BEST DRAYAGE RATES
On behalf of the supplier community, TMC has secured a competitive (showsite) drayage rate with Freeman Decorating Company, the general service contractor for TMC’s 2020 exhibit. We’ve also secured competitive pricing on other exhibit-related services, such as show labor and furnishings to help you keep costs down.
Previous Year’s List of Exhibitors

Accuride Corporation
Aero Industries
Agility Fuel Solutions
AIM Supply dba AIM FLEET AMERICA
AIRC CTI
Air-Weigh
Alcoa Wheel Products
Alkion Corporation
Alligator North America, Inc.
Allison Transmission
AMBEST
American Truck Wash Systems
Amerit Fleet Solutions
AMETEK Vehicular Instrumentation Systems
Ancra Cargo
Antea USA
Anthony Liftengates, Inc.
Aperia Technologies
ASA Electronics
Asia Sourcing Corp.
AssetWorks LLC
ATA’s The Road
Tractor-Trailer
ATRO Engineered Systems, Inc.
Auburn University - National Center for Asphalt Technology
Aurora Parts & Accessories, LLC
Auto Meter Products
Autocar Truck
Automan USA
Axalta Coating Systems
Babcox Media/FE Equipment
Baldwin Filters
Be Pro Be Proud
Bee Line Company
Bendix Commercial Vehicle Systems
Bergstrom Inc.
BetsHD
BlackBerry Limited
Blackburn Energy
Blue Beacon Truck Washes
BorgWarner
Boss Shops
Bower Heavy Duty Bearings
By NTN
BrakeAudit
Branseau Filters
Breg Environmental
Bremskell North America, Inc.
CITGO Petroleum
Clarke Power Services
CMA/Double Coin Tires
Cojali USA, Inc.
ConMet
Connect Air Springs/Mekpa NA
Continental Tire the Americas
Cooper Tire & Rubber Co.
Counterclock Balancing Beads
Cranie Composites, Inc.
Cummins Inc.
Cutting Edge Automotive Solutions/
Cummins Inc.
Cutting Edge Automotive Solutions/
Cummins Inc.
Decker
DENSO Commercial & Heavy Duty
Design Interactive Inc.
Dexter (Legacy Ingersoll Axle)
DG Technologies
Dhiollandia
Dickinson Fleet Services, LLC
Diesel Force
Diesel Forward
Diesel Laptops
Dixex Emission, Inc.
Doleco USA Inc.
Donaldson Company, Inc.
Doran Manufacturing
Dorman HD Solutions
Dossier Systems
DRP Performance
Drov Technologies
DuBois Chemicals
Eagle Plastics & Rubber Co.
East Manufacturing Corp.
East Penn Mfg.
Eastern Pneumatics & Hydraulics
Eaton
Eberspacher Climate Control Systems
ECO
ECO Flaps
EconCore
EkfoStinger, Inc.
Elston Manufacturing, Inc.
Emission & Cooling Solutions
Engine Armor Technologies, Inc.
Engineered Composites Solutions
EPIC Worldwide
Erich Jaeger USA, Inc.
Ervin
Enviromotive, Inc.
ESDC Commercial Truck, Inc.
Ex-Guard Industries
EZ Claw, Inc.
Fitzgerald Collision & Repair
Fleet Express DPF Cleaning
Fleet Maintenance Magazine
Fleet Owner
FleetLocate by Spireon
FleetNet America
FleetPride
FleetTruckParts.com
Flexfab LLC
FlowBelow
Fontaine Fifth Wheel
Freightliner Custom Chassis
FSX Equipment, Inc.
Fullbay Shop Management Software
GAH LLC
Gates Corporation
Geotab
Giti Tire
Globetech Manufacturing Inc.
Go Power!
Gorilla Plastic & Rubber
Gorilla Safety
Graco Inc.
Grandview Engineering Solutions
Gray Manufacturing Co., Inc.
Great Dane
Grote Industries
Hadley
Halder
Haltec Corporation
HavocWood Products
HDA Truck Pride
HDDA:Heavy Duty
Heavy Duty Trucking Magazine
Hendrickson
Honeywell,
Horton, Inc.
Hunter Engineering Company
Husky Corporation
Hutchins Industries, Inc.
Hydro-Chem Systems, Inc.
Hyster Lenity
Hyundai Translead
Idle Smart
IIM
IMMI
Imperial Supplies
Inland America - CellTech
Innospec Fuel Specialties
Innovative Products of America
Insulated Transport Products
Interface Equipment, LLC
Intermodal Association of North America
International Truck
Interstate Batteries
Ioxus
Izusu
Johnson Controls
JOST International
Kalmar Ottawa
KeepTruckin
Ken-Tool
Kenworth Truck Company
Key Polymer Corporation
Kinetedyme LLC
Kinetic Energy
Kingpin Specialists
Kit Masters, Inc.
K-Line Industries Inc.
Krown Rust Control
Kussmaul Electronics
Labelmaster
Leyman Lift Gates
Liftgate Lok Inc
Link Manufacturing
Lippert Components
LITE-CHECK Fleet Solutions Inc.
Liftellx LLC
Love’s Travel Stops
Lowen Color Graphics
Lubacore International
M&E Global Group, Inc.
Mack Trucks
MAHLE Service Solutions
Manac Trailers USA
Marangoni Tread North America
MAT Holdings
Maxion Wheels
Maxon Lift Corp.
MEKRA Lang North America, LLC
Mentor
Mesilla Valley Transportation
Solutions
Metalphoto of Cincinnati
MetTel
MGM Brakes
Michelin North America
Midtronics
Minimizer
Mitsubishi Electric Automotive
America
Mobil Delvac
Morgan Corporation
MOTOR Information Systems
MSTS
Myers Tire Supply
NanoMec Industries
National Institute for Automotive Service Excellence (ASE)
National Seating / Bostrom Seating
National Transportation Center
NextTri Truck Marketing Services
Nichio Co. Motor Industrial Co., Ltd.
Noodle.ai
Noregon Systems
Norgren GT Development
North America Brake Industry
North American Council for Freight Efficiency
NorthStar Battery
No-Spill Systems, Inc.
ODYSSEY Battery
OnCommand Connection
ONEIL
Optronics International
ORAFOL Americas, Inc.
Outdoor Export Corporation
ORTR Performance
PACCAR parts
Palfinger Liftgates
Pana-Pacific
Paperwise
Parker, Racor Products
Peak Commercial & Industrial /
Old World Industries
Peterbilt Motors Company
Petersen Manufacturing Co.
Petco-Canada Lubricants
Pewag Traction Chain Inc.
Phillips
Phillips & Temro Industries
Pilot Flying J Truck Care
PIT Group (FPinnovations)
Polaris Industries®
PRECD Electronics
Premier Mfg. Co.
Pressure Systems International
ProChim Inc.
Program Floor Co.
Porkey
Real Wheels Corporation
Recocom Inc.
Redline Detection
Redline Emissions Products
Reliable Transmission Service
Reliance Supply of Jacksonville, Inc.
Reviva
Reyco Granning Suspensions
Ridewell Suspensions
Ridge Corporation
Right Weigh, Inc.
RigMaster Power International Ltd.
River City Truck Parts
Roadwarrior Inc.
Rocketell, LLC
Rockland Flooring
RPM Industries LLC
Rush Truck Centers
Rushing Manufacturing, Inc.
Safe Fleet Truck & Trailer
SafeConnect Systems
Safety-Kleen
SAF-HOLLAND
Schumacher Electric Corp.
SCI Sales, LLC
Sealco Commercial Vehicle Products
Sears Seating
Shell
Silver Eagle Mfg. Co.
SKF
Skyline Emissions
SmartTruck
SMG Global
Snap-on Total Shop Solutions
Snider Fleet Solutions
Southwest Research Institute
SIP2
STMC Products, Inc.
Stertil-Koni
Stoneridge, Inc.
Stoughton Trailers
Streamliners
Sroje
Strick Trailers, LLC
Suburban Seating & Safety
Sumitomo Tires, TBC Corporation
TA Truck Service
Tech & Service Foundation
Tectran
Teletrac Navman
Temper Axle Products Corp.
Tenneco - Monroe/ Walker
Terminal Investment Corporation
The Lion Electric Co.
The Goodyear Tire & Rubber Company
The Timken Company/Groeneveld
Lubrication
Thermo King
Thiemann Tailgates, Inc.
Tire Retread Information Bureau
TIREBOSS
TireCheck
TKO Graphix
TMC Prize Desk
TMC's Professional Technician
Development Committee (PTDC)
Today's Class
Top Tier
TODAY'S
TOP TIER Diesel Fuel & Detergent
Gasoline (Center for Quality Assurance)
TorCUP, Inc.
Toral Training
Total Specialties USA, Inc.
TRAC Interstar
TRAKKIT
Tramec Sloan
TransAxle
Transglobal Inc.
Transit Pros
Transport Equipment Marketing Group (TEMG)
Transport Topics
TRANSTEX
TranSubro, Inc.
Trimmle (TMW Systems)
Trucker Buddy International
TRUCKHUNTERS.COM
Truck-Lite Co., LLC
TruckPaper
TruckPro, LLC
TSE Brakes
TTN Fleet Solutions
Tushing Manufacturing Inc.
Utility Trailer Manufacturing Company
Vanan Manufacturing
Vanguard National Trailer
Velociti Inc.
VIPAR Heavy Duty, Inc.
Voith Turbo
Volvo Trucks North America
Wabash National Corporation
WABCO
Walco Lift Corp.
Walther Engineering and Manufacturing Company, Inc.
Webb Wheel Products, Inc.
Wheelers Truck Parts
Western Technical College
Wheeler Bros., Inc.
Whiting Door Manufacturing Corp.
XANTREX LLC
Xoloskip
Yokohama Tire Corporation
YMCA
ZF
Zonar
CANCELLATION/REFUND POLICY

Exhibit Policies & Procedures

BOOTH RESERVATION DEADLINES
Companies that exhibited in 2019 have exclusive first option to reserve TMC exhibit space in Atlanta until August 23, 2019.

From August 24, 2019 until Sept. 20, 2019 only previous exhibitors and TMC members are able to submit contracts and reserve space.

After September 20, 2019, all exhibit space contracts and requests for space will be accepted and assigned on a first-come-first-served basis.

Previous member exhibitors, members, non-members, and new exhibitors are welcome to reserve space at this time.

Exhibit space assignments will take place within seven (7) days of these deadlines and exhibitors will be sent email confirmation of their booth locations. Information on accessing the Exhibitor Services Manual will be sent in the fall following this process.

Exhibit space will be assigned by prior exhibitor and member status, the date the contract with payment is received at TMC and the amount of exhibit space requested. No exhibit space is guaranteed. The way to reserve the best exhibit space for your company is to respond before the deadlines. Take advantage of your priority and prepare for a great show in Atlanta!

TO RESERVE SPACE:
1. Determine the total exhibit space required. Booths in light blue are available.
2. Select six (6) space choices according to the contract. Please advise from which competitor booths you would prefer to be separated.
3. Complete the contract in full. You will be asked for payment information during the on-line booth contract process.
4. Once submitted, you will receive notification that your application has been received. Within 7 business days, your booth space will be confirmed.

CANCELLATION/REFUND POLICY

Written cancellation received via email or fax at TMC offices will be honored according to this schedule:
- Prior to Oct. 18, 2019 – 50 percent refund of total fees
- After Oct. 18, 2019 – No refunds, no exceptions!

EXHIBITOR SERVICES MANUAL

TMC, Freeman Decorating Company and The Georgia World Congress Center have joined forces to prepare the Exhibitor Services Manual (ESM) for each exhibiting participant. The ESM will contain information on how to order furniture, mandatory flooring, labor, electrical hookups and telephone services for the show, and will contain personnel registration and other information. The ESM will be accessible to all exhibitors online in December.

EXHIBITOR BADGE POLICIES

1. Admission to the exhibit area is by badge only. Security personnel will be on duty at all entrances. NOTE: Orange exhibitor badges will not admit your personnel to Council meetings, business sessions, or social and social functions outside of the exhibit area.
2. Exhibitor badges are not needed to admit your personnel to the exhibit area for booth setup/teardown.
3. If you require more than your allotted complimentary exhibitor badges, there will be a charge of $225 for each additional badge. Badge request forms will be sent with the Exhibitor Manuals in December and will be posted on TMC’s website. Tuesday’s “Walk-Around Luncheon” tickets will be provided with each exhibitor badge. Beverages will be available for purchase at all evening receptions.
4. You do not need to purchase exhibitor badges for personnel who are fully registered for the meeting. They will receive the usual Blue Associates Badge which identifies them as a paid, fully-registered meeting participant as well as an Exhibitor, and their book of tickets will cover all food/ beverage functions as well as admittance to the Exhibit Hall.
5. Exhibitor Personnel are not permitted to “sell” in the aisles outside of their booth space. This policy is strictly enforced by TMC’s Sgt.-at-Arms Committee.
6. Spouses and children accompanying attendees to the meeting, wishing to enter the exhibit area at any time, must be fully registered for the spouses program. Spouses and children of fleet/associate members/exhibitors who do not have a spouse’s badge or an exhibitor’s badge will not be admitted to the exhibit area.

PRODUCT DISPLAYS OUTSIDE EXHIBITION AREAS

Product displays in hotel or convention center parking lots or within a member’s or a member company’s rented hotel room are prohibited during the general meeting period. Violation of this policy will subject the member and/or company to action by TMC’s Board of Directors. Violation of said policy may be cause for cancellation of membership and exhibition privileges.

HOSPITALITY SUITES

In order not to diminish attendance at exhibit or scheduled business functions of TMC General Meetings, TMC prohibits hospitality suites, rental of meeting hotel space, use of bartenders, musicians, or hotel staff for business/entertainment functions at the host hotel(s) or sponsorships, or to otherwise engage in organized offsite activity/entertainment in or out of the hotel/convention center at any time during the general meeting and exhibit period. A hospitality suite is considered any area of a hotel (sleeping room, hospitality suite/parlor or meeting room) where business/entertainment is conducted to further the business interests of the company/persons renting the hotel accommodation. Such activities are a violation of TMC regulations and said company/individual’s membership, meeting attendance and/or exhibition privileges are subject to cancellation.

The general meeting period is defined as the first day of the General Meeting through General Meeting adjournment each day as defined in the meeting program. Members may invite friends to their rooms or suites for refreshments or dinner during periods when no regular TMC function is scheduled, providing the above policy is not abused. Formal or printed invitations for entertainment/business sessions at the contracted hotels held during the general meeting period are prohibited. Special events may be approved at the discretion of TMC’s Board of Directors.

REGULATIONS ON COUNTERFEITING

An exhibitor may not show any counterfeit products, or another manufacturer’s products which have been purchased or taken from a distributor or another manufacturer, or any products which are deemed by TMC Show Management at its sole discretion to be deceptively or illegally marketed. Exhibitors who display products on the show floor or offer products in their catalogues that are found to violate a patent or trademark will face sanctions by TMC Show Management. Sanctions are up to the Show Manager and may include closing the booth, together with a ban from the show and loss of seniority privileges and other sanctions as deemed appropriate by TMC Show Management. TMC is confident that all of our exhibitors seek to maintain the highest standards of compliance with United States Law and industry standards. If you have any questions concerning TMC rules, regulations and compliance procedures on this, or any other matter prior to the show please contact Dan Duggan at (703) 838-1756. On show site, please contact Dan Duggan at either the TMC Show’s Manager Office or the TMC Registration Desk.

PRESS CONFERENCE/ADVERTISING

TMC offers exhibiting companies the opportunity to hold press conferences on Sunday, Feb. 23 (9 am to 7 pm) prior to the start of TMC’s Annual Meeting. Press conference timeslots will also be scheduled during regularly scheduled viewing periods on Monday evening (Feb. 24) and Tuesday (Feb. 25).

All press conferences held onsite must be scheduled through TMC offices. To reserve a press conference time, call TMC at (703)-838-1763. As a courtesy to our press members, TMC shares press conference information with our list of verified press contacts.

NOTE: The Council prohibits press conferences, marketing research, or focus groups during the general meeting period. Refer to the tentative meeting timetable for guidelines. Groups wanting to conduct marketing research, or focus groups outside of the general meeting period must submit a written request to TMC offices. If approved, the meeting will be scheduled by TMC staff at an appropriate time and location.

FOR MORE INFORMATION, VISIT HTTP://TMCANNUAL.TRUCKING.ORG
**Booth Prices & Other Information**

**Per Square Foot**
- Member: $31.00/sq. ft.
- Nonmember: $41.00/sq. ft.

**Prices for Larger Sized Booths (400 sq. ft. or Larger)**
- Member: $29.00/sq. ft.
- Nonmember: $39.00/sq. ft.

**10' x 10' Inside Booth**
- Member: $3,100 each
- Nonmember: $4,100 each

**10' x 10' Corner Booth**
- Member: $3,400 each
- Nonmember: $4,400 each

**Per Corner**
- Member: $300
- Nonmember: $300

* Corners are free for booths 900 sq. ft. or larger.

**Trailer Only (Trailer Manufacturers Only)**
- 20’x80’
  - Member: $12,500
  - Nonmember: $17,500
- 20’x160’
  - Member: $22,000
  - Nonmember: $32,000

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**Price Savings Opportunity for Larger Booths!**
“The network of technical knowledge present at any TMC meeting can’t be rivaled anywhere else in this industry. I have benefitted tremendously from people in this organization who have reached out to me along the way and helped me understand how the whole TMC process works and how I could fit in. I know what TMC has done for my career and how it has helped me be of more value to my employer,” he said. “I encourage everyone in this organization to look around for some young person at your company that would benefit from the whole TMC experience and help get them involved. I don’t think there is a better development opportunity in our industry than what TMC has to offer. I can’t count the doors TMC has opened for me and the friends I have made here.”

Roger Maye, national service manager, Consolidated Metco, Inc.
EXHIBITOR BADGE ALLOTMENTS
Exhibitors will be provided complimentary exhibitor badges according to square footage as follows:

<table>
<thead>
<tr>
<th>SQ. FT.</th>
<th>COMPLIMENTARY BADGES</th>
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<tbody>
<tr>
<td>100-300</td>
<td>3</td>
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<tr>
<td>400-600</td>
<td>4</td>
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<td>700-800</td>
<td>6</td>
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<tr>
<td>900-1200</td>
<td>8</td>
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<tr>
<td>1300 &amp; Up</td>
<td>12</td>
</tr>
<tr>
<td>Trailer Only (20x80)</td>
<td>4</td>
</tr>
<tr>
<td>Trailer Only (20x160)</td>
<td>8</td>
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</tbody>
</table>

If additional exhibitor badges are needed, they may be purchased for $225 each. Exhibitors may upgrade their badges for an additional fee to full meeting registrant status in advance of or onsite at TMC’s 2020 Annual Meeting. Information on securing exhibitor-only (orange) or Associate fully registered (blue) badges will be available in November 2019.

NOTE: TMC encourages all attendees to be fully registered so they may have full access to all open TMC task forces, study groups, educational sessions, and social/meal functions. Exhibitor-only (orange) badges only provide access to the exhibit area and a limited number of select sessions/events during TMC’s 2020 Annual Meeting. Information on fully registering for TMC’s 2020 Annual Meeting will be available by November 2019.

EXHIBIT SCHEDULE (Tentative, Subject to Change)

FRIDAY, FEBRUARY 21  8 am - 5 pm  OEMs, Tractors & Trailers move-in
SATURDAY, FEBRUARY 22  3 - 8 pm  All Exhibitors move-in
SUNDAY, FEBRUARY 23  8 am - 5 pm  All Exhibitors move-in
MONDAY, FEBRUARY 24  8 am - Noon  Limited to booth displays of 400 sq. ft or smaller! NO SETUP PERMITTED AFTER NOON.
                                  6:30 - 9 pm  Exhibit Grand Opening
TUESDAY, FEBRUARY 25  10:15 am - 2:15 pm  Walk-Around Luncheon, Coffee Break and Exhibition Viewing
WEDNESDAY, FEBRUARY 26  8 am - 12:30 pm  Final Exhibition Viewing Period and Walk-Around Breakfast
                                  12:30 - 5 pm  Exhibit Teardown
THURSDAY, FEBRUARY 27  7 am - 5 pm  Exhibit Teardown
MEETING REGISTRATION FEES & POLICIES
Full meeting attendee registration links will be emailed to all TMC members and exhibitors by November 2019. To attend all business sessions, exhibition viewing periods, breakfasts, luncheons, cocktail receptions, etc., you must be fully registered. This information is also available online at http://tmcannual.trucking.org.

Please be sure to complete and return a spouse registration form if you wish to register your spouse for their separate program. This will ensure admittance at evening functions, viewing periods, etc. If your plans to attend change, you may receive a refund (less a $50 administrative charge) through January 24, 2020. No refunds after January 24, 2020.

TMC HOST HOTELS
TMC’s Annual Meeting & Transportation Technology Exhibition is a citywide event. We are pleased to be partnering with the Atlanta Convention & Visitor’s Bureau to meet the lodging needs of attendees. Instructions for making hotel reservations along with a list of hotels offering special rates to TMC registrants will be distributed with meeting promotional materials by November 2019. This information will also be available online at http://tmc.trucking.org.

ATLANTA CLIMATE
Average March temperatures range from daytime highs of 65° F to evening lows of 40-50° F.

RECOMMENDED ATTIRE
Dress during the business day (including exhibit viewing periods) is business casual.

‘Advanced Technology’ Pavilion Featured at 2020 Exhibition
For 2020, TMC’s Transportation Technology Exhibition will feature a special pavilion for manufacturers and/or suppliers of advanced technology. Appropriate technologies for this area of the exhibition include: cybersecurity, automated driving and platooning, drone/quadcopter applications for transportation and related specification/maintenance, alternative fuels, telematics/over-the-air programming, and advanced fuel economy solutions.

‘Advanced Technology’ Pavilion

TMC’s 2020 exhibit will provide one-stop shopping for the busy fleet executive who wants to quickly get up to speed on all segments of emerging and advanced technology in these areas.

Maintenance and purchasing executives will ultimately be charged with developing the proper spec’s and making the right decisions appropriate to their fleet. Make sure your company gets in front of the right audience by reserving a spot in TMC’s 2020 Advanced Technology Pavilion today.

Technology ‘Ride & Drive’ Opportunity Returns for 2020
ATA’s Technology & Maintenance Council (TMC) is enhancing its 2020 Annual Meeting & Transportation Technology Exhibition by once again offering a “TMC Technology Ride & Drive” that will showcase cutting-edge/emerging technologies via a live demonstration (e.g., ride & drive) format. Specific technology categories will be identified by staff and vetted by TMC’s volunteer Meeting Planning Committee, and TMC exhibitors with offerings in those areas of interest will be approached to demonstrate as part of this meeting segment.

Ride & Drive Sponsorship is required to participate— $20,000 for ride/drive presentation. Ride & Drive is not a traditional TMC educational offering, which has strict rules regarding commercialism, but rather a supplemental activity of our Transportation Technology Exhibition.

The Ride & Drive will be open to all registered TMC attendees, and a special invitation will be made to members of both trade and lay media. For more information, contact ATA Director of Exhibits and Sponsorships Dan Duggan at (703) 838-1756; dduggan@trucking.org

NOTE: All participants in TMC’s Technology Ride & Drive program must be current year exhibitors holding the same or greater space commitment as the previous year’s TMC transportation technology exhibition.
Annual Meeting Schedule  
(Tentative, Subject to Change)

**Saturday, Feb. 22**

3 - 8 pm  
Exhibit Setup  (Note: Freeman setup begins at Noon)

**Sunday, Feb. 23**

8 am - 5 pm  
Exhibit Setup

9 - 10 am  
Strategic Planning Committee Meeting

10 am - 5 pm  
Registration Desk/Welcome Desk Open

10 - 11 am  
Future Truck Committee Meeting

10 am - Noon  
Member Outreach Committee Meeting

11 - 11:30 am  
New Directors Meeting (Closed)

11 am - Noon  
Future Truck Task Force Leadership Meeting (Closed)

11 am - Noon  
Professional Technician Development Committee Meeting

11:30 am - Noon  
TMC Officers Meeting (Closed)

12:15 - 2:15 pm  
Study Group and Meeting Planning Committee Meetings (Closed)

2:30 - 4:30 pm  
Board of Directors Meeting (Closed)

3 - 5 pm  
Sergeant-at-Arms and Meeting Mechanics Meetings (Closed)

4 - 5 pm  
Secretaries Meeting

4:30 - 5 pm  
New Board Mtg./Officers’ Election (Closed)

5 - 6 pm  
Recognized Associates Meeting (Closed)

7 - 10 pm  
CCJ Fleet Executive Career Leadership Reception & Dinner (By Invitation Only)

**Monday, Feb. 24**

6:45 am - 7:30 pm  
Registration Kiosks and Welcome Desk Open

7 - 8 am  
Study Group Leadership Breakfast Meetings (Closed)

7 am - Noon  
Exhibit Setup

8 am - 4 pm  
Task Force Meetings

Noon – 1 pm  
First Time Attendees and New Member Orientation & Lunch

4 - 5 pm  
Fleet Talk

4 - 5 pm  
Full Associates Meeting (Associates Only)

5:15 - 6:15 pm  
Fleet Operators’ Forum/Town Meeting

6:30 - 9 pm  
Exhibition Grand Opening and Reception

**Tuesday, Feb. 25**

6:45 am - 5 pm  
Registration Kiosks and Welcome Desk Open

6:45 - 8:15 am  
TMC Kickoff Breakfast  
Featured Speaker: Michael Abrashoff, author “It’s Your Ship.”

8:30 - 10 am  
Technical Session #1:

10:15 am - 2:15 pm  
Walk-Around Luncheon, Coffee Break and Exhibition Viewing

2:30 - 4 pm  
Study Group Sessions:

4 - 4:30 pm  
Study Group Business Sessions (no educational sessions)

4:45 - 6:15 pm  
Study Group Sessions:

6:15 - 7:15 pm  
Silver Spark Plug & General Chairman’s Reception (Closed)

7 - 10:30 pm  
Annual Reception/Banquet

**Wednesday, Feb. 26**

6:30 am - 5 pm  
Reg. Desk/Welcome Desk Open

7 - 8:30 am  
Shop Talk & Fleet Operators’ Forum Wrap Up

8:30 am - 12:30 pm  
Final Exhibit Period & Walk-Around Breakfast

12:30 - 5 pm  
Exhibit Teardown

12:45 - 2:15 pm  
TMC Industry Awards Luncheon

2:30 - 4:30 pm  
Technical Session #2:

4:15 - 5:45 pm  
Study Group Sessions:

6:15 - 7:15 pm  
Silver Spark Plug & General Chairman’s Reception (Closed)

7 - 10:30 pm  
Annual Reception/Banquet

**Thursday, Feb. 27**

6 - 7 am  
Buffet Breakfast

7 am - Noon  
Reg. Desk/Welcome Desk Open

7 am - 5 pm  
Exhibit Teardown

7 - 8:30 am  
Study Group Sessions:

8:30 - 8:45 am  
Coffee Break

8:45 - 10:15 am  
Management Session

10:30 am - Noon  
Technical Session #3

12:30 - 1:30 pm  
Admin. Wrap-up Meeting (Closed)

1:30 - 2:30 pm  
Board of Directors Meeting (Closed)
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.

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>7” x 10”</th>
<th>$4,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>7” x 10”</td>
<td>$3,800</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7” x 10”</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>7” x 10”</td>
<td>$3,200</td>
</tr>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>$2,300</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
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 other special effects, should 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.

COPY CHANGES
TMC cannot strip-in new type or change copy on existing art materials. Regrettfully, 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.

Please use the following link to start the ad insertion process:
http://www.trucking.org/ad_insertion_form.aspx

DEADLINES
Insertion Orders: Friday, January 10, 2020
Ad Materials: Friday, January 10, 2020

Please use the following link to start the ad insertion process:
http://www.trucking.org/ad_insertion_form.aspx

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