ADVANCING RELIABILITY
Through Root Cause Analysis

TMC puts you in touch with the industry’s top trucking technical professionals and fleet decision makers.

EXHIBITOR PROSPECTUS
http://tmcannual.trucking.org
TRUCKING’S TECHNOLOGY TRADE SHOW

That’s what TMC’s 2023 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 2022, your company shares in a more than 65-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/March in Orlando, Florida. See you there!

“If you really want to get your product in front of customers and decision makers, TMC is where you need to be. All of the players in the industry are here. There’s nowhere else in the world where you can meet all of these people. Come to TMC, you’re not going to regret it.”

Mark Zachos, General Manager, DG Technologies
TMC is constantly reviewing its meeting and exhibit schedule to meet fleet and supplier demands. TMC’s exhibit schedule for 2023 opens Monday evening with our traditional grand opening, and continues Tuesday and Wednesday with protected, extended format time blocks, helping to increase exhibit attendance at TMC’s 2023 Annual Meeting & Transportation Technology Exhibition.

Here’s what TMC is doing in 2023 to improve your show experience:

REGISTER FOR EXHIBIT SPACE ONLINE!
Booth registration online is fast and easy. Exhibitors in 2022 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.

MEMBER PRICE DISCOUNTS BETTER THAN EVER!
TMC is a member-driven organization and we’re working harder in 2023 to ensure members — our best customers — are rewarded for their support and loyalty. Price discounts for meeting attendance and exhibition are structured to give the very best deals to members.

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.

SUSTAINABLE & AUTOMATED VEHICLE TECHNOLOGY PAVILION AND RIDE & DRIVE FEATURED IN 2023
Please see page 9 for details of the Sustainable & Automated Vehicle Technology Pavilion and Ride & Drive sponsorship opportunity.

TMC CONTINUES FOCUS ON TRAILERS
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 2023 exhibit. We’ve also secured competitive pricing on other exhibit-related services, such as show labor and furnishings to help you keep costs down.

TMC Fleet Attendees are responsible for more than 500,000 power units and 2 million trailers in North America!
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry/Services</th>
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<tbody>
<tr>
<td>1-800 Radiator &amp; AC</td>
<td>Accuride Corporation</td>
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<tr>
<td>Active Heavy Duty Cooling Products</td>
<td>Accuride Corporation</td>
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<td>Advanced Mobility Solutions</td>
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<td>Alkon Corporation</td>
<td>Airlift Power / Diesel Forward</td>
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<td>Association For Commercial Equipment Solutions LLC</td>
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<td>Association For Commercial Equipment Solutions LLC</td>
<td>ATLAS Interstate One Tractor-Trailer</td>
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<td>ATRO Engineered Systems, Inc.</td>
<td>Aurora Parts and Accessories</td>
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<td>Aurum Technologies</td>
<td>Autel US</td>
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<td>Auteus</td>
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<td>Auto Meter Products, Inc.</td>
<td>Axalta Coating Systems</td>
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<td>AutoWatch</td>
<td>AXN Heavy Duty</td>
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<td>Bendix Commercial Vehicle Systems LLC</td>
<td>Bennett Pump Company</td>
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<td>Blaine Brothers &amp; North American Trailer</td>
<td>BorgWarner</td>
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<td>Brigade Electronics Inc</td>
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<td>Buffers USA, Inc.</td>
<td>CallPass LLC</td>
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<td>CallPass LLC</td>
<td>Camozzi Automation</td>
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<td>Canvax Formats, Inc.</td>
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<td>Cojali USA</td>
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<td>Cutting Edge Automotive Solutions</td>
<td>Cyclem Renewables</td>
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<td>Cyclem Renewables</td>
<td>D&amp;W Diesel</td>
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<td>Dana Incorporated</td>
<td>D&amp;W Diesel</td>
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<tr>
<td>Dayton Parts/Dorman HD Solutions</td>
<td>Decatur</td>
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<td>DEClimate</td>
<td>Decisiv, Inc.</td>
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<td>Dexter</td>
<td>DG Technologies</td>
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<td>DG Technologies</td>
<td>DHL</td>
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Exhibit Policies & Procedures

BOOTH RESERVATION DEADLINES
Companies that exhibited in 2022 have exclusive first option to reserve choice TMC exhibit space in Orlando until September 23, 2022.

From Sept. 24, 2022 until October 7, 2022 only 2022 exhibitors and TMC members are able to submit contracts and reserve space.

After October 7, 2022, 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 after receipt of booth space application and exhibitors will be sent an email confirmation of their booth locations.

Exhibiting company must have at least one individual who is a member of TMC and/or itself be an ATA member company both at the time the booth contract is executed and at the time the event in question is held in order to qualify for the member rate; otherwise, it will be charged the non-member exhibit booth rate.

Information on accessing the online Exhibitor Services Manual will be emailed to you in December, and posted on the event webpage, 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 Orlando!

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. This is very important.
3. Complete the contract in full. You will be asked for payment information during the on-line booth contract process. See the exhibit space contract for details.
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 and up to December 1, 2022 – 50 percent refund of total fees.
- After December 1, 2022 – No refunds, no exceptions!

EXHIBITOR SERVICES MANUAL
TMC, Freeman Decorating Company and the Orange County Convention Center have joined forces to prepare the Exhibitor Services Manual (ESM) for each exhibitor participating. The ESM will contain information on how to use furniture, monastery 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 you to general meeting/hospitality/meetings, business sessions, or food 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 have pre-registered, your complimentary exhibitor badges, there will be a charge of $300 for each additional badge. There are limits on the number of paid exhibitor only badges that may be purchased. Badge request forms will be included with the Exhibitor Manual 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 the Monday evening reception.
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 access 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 registered as spouses/guests. Spouses and children of fleet/associate members/exhibitors who do not have a spouse's badge or an employee'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 facility 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, rent-a-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 the time the event is scheduled during any annual 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 displayed at TMC's exhibition that are found to violate TSM's, or copyright 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’s Board of Directors. 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.

GENERAL LIABILITY COVERAGE
As a standard requirement, all show exhibitors need to carry general liability coverage from an insurance company in good standing with minimum policy limited of $1,000,000 per occurrence and $2,000,000 aggregate. This insurance must be purchased in the form of a Certificate of Insurance for the event, 2/23 - 3/3, 2023, naming American Trucking Associations (80M Street, SE, Suite 800, Washington, D.C. 20003) as the certificate holder. The additional insureds must read as: American Trucking Associations, Transportation & Maintenance Council, Freeman, FreemanLinK and Orange County Convention Center. Forward a copy to ataexhibits@trucking.org.

PRESS CONFERENCE/ADVERTISING
TMC offers exhibiting companies the opportunity to hold press conferences on any day of the first day of the General Meeting, Tuesday, February 21, 2023 (9 a.m. to 7 p.m.) prior to the start of TMC’s Annual Meeting. Press conference timeslots will also be scheduled during regularly scheduled viewing periods on Monday evening (February 27) and Tuesday (March 1). All press conferences held on site 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.
February 27-March 2, 2023
Orange County Convention Center
Orlando, Fla.

“TMC events are integral to my professional career development.”
Arica Jackson,
Learning & Development Supervisor,
United Parcel Service, Inc.

“What makes TMC great is the people. We are a people business moving stuff; we compete outside but when we get together at TMC meetings, we roll up our sleeves work side by side to solve the industry’s problems.”
Peter Savage,
Director of Quality & Implementations,
Clarke Power Services, Inc.

BOOTH PRICES & OTHER INFORMATION

<table>
<thead>
<tr>
<th>PER SQUARE FOOT</th>
<th>10’ X 10’ CORNER BOOTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member:</strong></td>
<td><strong>Nonmember:</strong></td>
</tr>
<tr>
<td>$32.50/sq. ft.</td>
<td>$44.00/sq. ft.</td>
</tr>
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<table>
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<tr>
<th>PRICES FOR LARGER Sized Booths (400-800 SQ. FT.)</th>
<th>PER CORNER*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member:</strong></td>
<td><strong>Nonmember:</strong></td>
</tr>
<tr>
<td>$30.50/sq. ft.</td>
<td>$300</td>
</tr>
<tr>
<td>$42.50/sq. ft.</td>
<td>$300</td>
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<table>
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<tr>
<th>(900 SQ. FT. OR LARGER)</th>
<th><strong>Member:</strong></th>
<th><strong>Nonmember:</strong></th>
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<tbody>
<tr>
<td>$30.00/sq. ft.</td>
<td>$42.00/sq. ft</td>
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<tr>
<th><strong>10’ X 10’ INSIDE BOOTH</strong></th>
<th><strong>TRAILER ONLY</strong> (TRAILER MANUFACTURERS ONLY)</th>
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<tr>
<td><strong>Member:</strong></td>
<td><strong>Nonmember:</strong></td>
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<tr>
<td>$3,250 each</td>
<td>$14,500 each</td>
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<tr>
<td>$4,400 each</td>
<td>$20,000 each</td>
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<tr>
<td>20’x80</td>
<td>20’x160</td>
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<tr>
<td>$14,500</td>
<td>$24,500</td>
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<tr>
<td>$20,000</td>
<td>$35,000</td>
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Reserve your booth space online at https://s23.a2zinc.net/clients/trucking/tmc2023/Public/e_login.aspx?frompage=e_BoothSales

"I have been coming to TMC for 10 years and every meeting has been something I’ve cherished. I have learned something from — either in the form of people, processes, or new technology. You can only be a successful supplier if you know not only your product, but the industry in full. It is very clear to me why trucking is important. It is more important now than ever before."

Abhishek Bharadwaj, National Fleet Sales Mgr., Alcoa Wheels

TMC’S OFFICIAL DECORATOR
TMC has appointed The Freeman Companies as the official decorating company for TMC’s 2023 Annual Meeting and Transportation Technology Exhibition.
EXHIBITOR BADGE ALLOTTMENTS

Exhibitors will be provided complimentary exhibitor badges according to square footage as follows:

<table>
<thead>
<tr>
<th>SQ. FT.</th>
<th>COMPLIMENTARY BADGES</th>
<th>NO. OF PAID EXHIBITOR BADGES ALLOWED</th>
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<tr>
<td>100-300</td>
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<td>400-600</td>
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<td>900-1200</td>
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</tr>
<tr>
<td>Trailer Only (20x160)</td>
<td>8</td>
<td>8</td>
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If additional exhibitor badges are needed, they may be purchased for $300 each. Exhibitors may upgrade their badges for an additional fee to full meeting registrant status in advance of or onsite at the Registration Desk. Information on securing exhibitor-only (orange) or Associate fully registered (blue) badges will be available in November.

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 2023 Annual Meeting. Registration information/details will be available in November and will be posted on TMC’s event webpage.

EXHIBIT SCHEDULE (Tentative, Subject to Change)

THURSDAY, FEBRUARY 23  8 am - 5 pm  Vehicles only by Appointment
FRIDAY, FEBRUARY 24  8 am - 5 pm  Vehicles only by Appointment
SATURDAY, FEBRUARY 25  8 am - 5 pm  All Exhibitors move-in
SUNDAY, FEBRUARY 26  8 am - 5 pm  All Exhibitors move-in
MONDAY, FEBRUARY 27  8 am - Noon  Limited to booth displays of 400 sq. ft or smaller! NO SETUP PERMITTED AFTER NOON.
6:45 - 9:15 pm  Exhibit Grand Opening
TUESDAY, FEBRUARY 28  10:15 am - 2:15 pm  Walk-Around Luncheon, Coffee Break and Exhibition Viewing
WEDNESDAY, MARCH 1  8:30 am - 12:30 pm  Final Exhibition Viewing Period and Walk-Around Breakfast
12:30 - 5 pm  Exhibit Teardown
THURSDAY, MARCH 2  7 am - 3 pm  Exhibit Teardown
MEETING REGISTRATION FEES & POLICIES
Full meeting attendee registration links will be emailed to all TMC members and exhibitors by November. 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 https://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 $200 administrative charge) through January 27, 2023. No refunds after January 27, 2023.

TMC HOST HOTELS
TMC’s Annual Meeting & Transportation Technology Exhibition is a citywide event. We are pleased to be partnering with ConferenceDirect 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. This information will also be available online at https://tmcannual.trucking.org/

ORLANDO CLIMATE
Average March temperatures range from daytime highs of 81º F to evening lows of 53-59º F.

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

‘Sustainable & Automated Vehicle Technology’ Pavilion Featured at 2023 Exhibition
For 2023, TMC’s Transportation Technology Exhibition will feature a special pavilion for sustainable and automated vehicle technology. Appropriate technologies for this area of the exhibition include: cybersecurity, automated driving and platooning, drone/quadcopter applications for transportation and related specification/maintenance, advanced driver assistance systems (ADAS) and alternative-powered vehicles.

TMC’s 2023 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 2023 Sustainable & Automated Vehicle Technology Pavilion today.

Technology ‘Ride & Drive’ Opportunity Returns for 2023
ATA’s Technology & Maintenance Council (TMC) is enhancing its 2023 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 and exhibit booth space is required to participate— $25,000 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 Allied Partnerships & Exhibits Dan Duggan at (703) 838-1756; ATAxexhibits@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 *(subject to change)*

### Saturday, February 25
- **3 – 8 pm**
  - Exhibit Setup

### Sunday, February 26
- **8 am – 5 pm**
  - Registration/Welcome & Help Desk Open
- **8 am – 5 pm**
  - Exhibit Setup
- **9 – 10 am**
  - Associates Operating Manual Review Committee (Closed)
- **9 – 9:30 am**
  - New Directors Meeting (Closed)
- **9:30 – 10 am**
  - TMC Officers Meeting (Closed)
- **10 – 11 am**
  - Future Truck Committee Meeting
  - Future Truck Task Force Leadership Meeting (Closed)
  - Technician and Educator Committee Meeting
- **11 am – Noon**
  - Strategic Planning Committee Meeting (Closed)
  - First-Time Attendee and New Member Orientation (AM session)
  - Study Group Leadership Breakfast Meetings (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 – 4 pm**
  - Sergeant-at-Arms and Meeting Mechanics Meetings (Closed)
- **4:30 – 5 pm**
  - New Board/Officers’ Election (Closed)
- **5 – 6 pm**
  - TMC Mentor Committee Meeting (Closed)
- **7 – 10 pm**
  - CCJ Fleet Maintenance Executive Career Leadership Reception & Dinner (By Invitation Only)

### Monday, February 27
- **6:45 am – 7:30 pm**
  - Registration/Welcome & Help Desk Open
- **7 – 8 am**
  - Study Group Leadership Breakfast Meetings (Closed)
- **7 – 7:30 am**
  - First-Time Attendee and New Member Orientation (AM session)
- **8 am – Noon**
  - Exhibit Setup

### Tuesday, February 28
- **6:45 am – 5 pm**
  - Registration/Welcome & Help Desk Open
- **6:45 – 8:15 am**
  - TMC Kickoff Breakfast
  - Featured Speaker: Travis Mills, U.S. Army Veteran and Inspirational Speaker
- **8:30 – 10 am**
  - Technical Session #1: Powertrains of the Future!
- **10:15 am – 2:15 pm**
  - Walk-Around Luncheon, Coffee Break and Exhibition Viewing
- **2:30 – 4 pm**
  - Study Group Sessions:
    - S.6 — A Fresh Look at Aftermarket Brake Lining Classification
    - S.18 — Hands-off Insurance: Insurance Guidelines for Automated Vehicles
- **4:15 – 5:45 pm**
  - Study Group Sessions:
    - S.2 — Tire and Wheel Product and Service Choices for Today’s and Tomorrow’s Fleets
    - S.3 — Supply Chain Challenges and Its Impact on Equipment Lifecycles
- **6 – 6:30 pm**
  - Study Group Business Sessions:
    - S.4 Cab & Controls
    - S.11 Sustainability & Environmental Technologies
    - S.12 Onboard Vehicle Electronics
    - S.16 Service Provider
    - S.17 Collision & Corrosion Control
- **8:30 – 10 am**
  - Technical Session #1: Powertrains of the Future!
- **10:15 am – 2:15 pm**
  - Walk-Around Luncheon, Coffee Break and Exhibition Viewing
- **2:30 – 4 pm**
  - Study Group Sessions:
    - S.6 — A Fresh Look at Aftermarket Brake Lining Classification
    - S.18 — Hands-off Insurance: Insurance Guidelines for Automated Vehicles
- **4:15 – 5:45 pm**
  - Study Group Sessions:
    - S.7 — Talking Straight With Your Trailer Part 2: Direct-to-Trailer Diagnostic Communication
    - S.14 — Electric Vehicle Battery Safety Guidelines
- **6 – 6:30 pm**
  - Study Group Business Sessions:
    - S.4 Cab & Controls
    - S.11 Sustainability & Environmental Technologies
    - S.12 Onboard Vehicle Electronics
    - S.16 Service Provider
    - S.17 Collision & Corrosion Control

### Wednesday, March 1
- **6:30 – 7 am**
  - Coffee Service
- **6:30 am – 5 pm**
  - Registration/Welcome & Help Desk Open
- **7 – 8:30 am**
  - Shop Talk and Fleet Operators’ Forum Wrap-up

### Thursday, March 2
- **7 – 8 am**
  - Buffet Breakfast
- **7 am – Noon**
  - Welcome & Help Desk Open
- **7 am – 5 pm**
  - Exhibit Teardown
- **8 – 9:30 am**
  - Technical Session #3: Healthy Cab, Healthy Driver: Technologies That Can Improve the Future of Cab Environments
- **9:30 – 9:45 am**
  - Coffee Break
- **9:45 – 11:15 am**
  - Study Group Sessions:
    - S.1 — Battery Compatibility: What We Can and Can’t Do With Lithium-ion Batteries
    - S.5 — Root Cause Analysis: From the Shop to the Supply Chain
- **Noon – 1 pm**
  - Admin. Wrap-up Meeting (Closed)
- **1 – 2 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 guide. It’s the marketing opportunity you won’t want to miss.

**AD RATES**

**EXHIBITOR RATES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Rate</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>
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<tr>
<td>Inside Back Cover</td>
<td>7” x 10”</td>
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<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

“When I come to TMC meetings, I am able to see everyone I need to see in one place, get ideas and best practices, and really learn from everyone.”

Amanda Schuier, Director, Employee Engagement, Jetco Delivery, Inc.
**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
80 M Street, SE, Suite 800, Washington, D.C. 20003
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 effects, 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 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.

**DEADLINES**
Insertion Orders: Friday, January 6, 2023
Ad Materials: Friday, January 6, 2023

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