

Utah Trucking Association
Management Conference and Trucking Expo

Sponsor & Exhibitor Prospectus



*The Year
of the
Driver*



The image features a white Chinese dragon with a long, flowing tail and four legs, set against an orange background. The dragon is positioned horizontally across the lower half of the text box.

LOWER EXHIBIT PRICING

EXHIBIT BOOTH

Member.....\$400

Non-Member.....\$1,000

Includes:

- /// 10 x 10 booth – 8' high rear and 3' high side draping.
- /// 6 ft table
- /// 2 chairs
- /// Waste Basket
- /// Additional Requests*

ALL PERSONNEL MUST REGISTER

TRACTOR SPACE

Member.....\$650

Includes:

- /// 20' x 50' space
- /// 6 ft table
- /// 2 chairs
- /// Waste Basket
- /// Additional Requests*

ALL PERSONNEL MUST REGISTER

TRAILER SPACE

Member.....\$650

Includes:

- /// 20' x 50' space
- /// 6 ft table
- /// 2 chairs
- /// Waste Basket
- /// Additional Requests*

ALL PERSONNEL MUST REGISTER

***ADDITIONAL EXPO REQUESTS**

Any additional requests (ie: electricity, phone lines, internet connection, etc.) will be handled through the Dixie Center Event Coordinator at 800-748-5011. After exhibitor registration is received, Dixie Center will send necessary information to Exhibitor.

NOTE: for an 8 ft table at your booth instead of a 6 ft table, please request before set-up, otherwise there will be a charge assessed.



ALL MUST REGISTER!

PRICING AND SPONSORSHIP

Utah Trucking provides opportunity for additional exposure through a variety of conference sponsorships. Information regarding specific sponsorship opportunities is as follows:

GOLD SPONSORSHIP.....\$ 5,500

Sponsorship Includes:

Your Company Logo featured on UTA website!

/// Choice of event:

- /// Opening Social (2)
- /// Expo Walk Around Lunch
- /// Golf Tournament (2)
- /// Spouse Program and Gifts
- /// Conference Opening Breakfast
- /// Closing Banquet
- /// Keynote Speakers
- /// Entertainment
- /// President's Reception

/// Two Full Convention Registrations

/// 30% Discount on Booth and Tractor/Trailer Space

/// Publicity : Listing of name in program in Gold sponsorship category
Your company featured during the convention
Recognition at selected event
Signs with company logo posted at selected event

SILVER SPONSORSHIP.....\$ 3,000

Sponsorship Includes:

/// Choice of event:

- /// Speakers
- /// Other Events or Convention items

/// One Full Convention Registration

/// 20 % Discount on Booth and Tractor/Trailer Space

/// Publicity: Listing of name in program in Silver sponsorship category

BRONZE SPONSORSHIP.....\$ 1,500

Sponsorship Includes:

/// Choice of Event:

- /// Banquet Favors
- /// Door Prizes
- /// Other Events or Convention items

/// 10% discount on booth and Tractor/Trailer Space

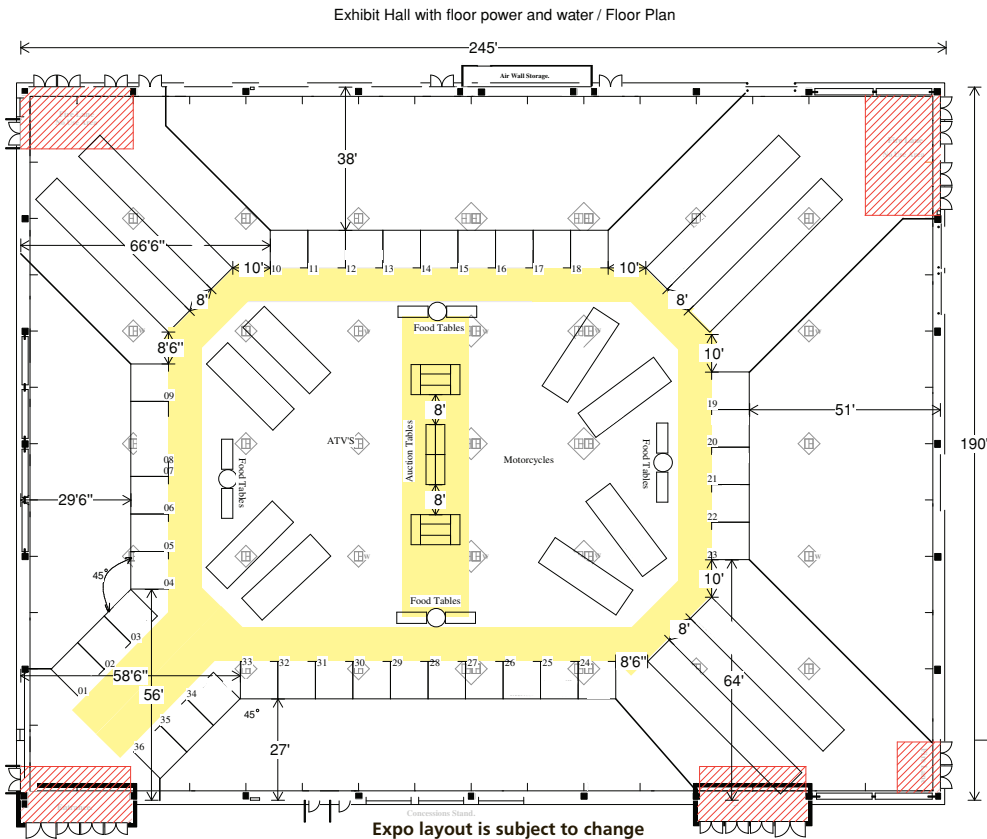
/// Publicity: Listing of name in program in Bronze sponsorship category

CO-SPONSORSHIP.....\$ 500

Sponsorship Includes:

/// Listing of company in program under Co-Sponsorship category

FLOOR PLAN



TERMS AND CONDITIONS

Exhibit Space Assignment

Every effort will be made to accommodate your space assignment understanding your primary request might not be available. Your patience and understanding is appreciated in making the exhibit hall assignments and layout workable.

Cancellation of Exhibit Contract

UTA must be notified of exhibitor cancellation in writing. A cancellation fee of \$150 per booth or tractor/trailer space will be charged to an exhibitor who cancels their contract by April 29, 2011. No refunds will be made after this date.

Installation & Dismantling of Exhibits

All exhibits must be in place and ready for displays by Wednesday at 4:00 pm. Dismantling of exhibits must be completed by Thursday at 6:00 pm. Setting up, tearing down and removal of exhibits are the responsibility of the exhibitor. Should the exhibitor fail to remove the exhibit - removal will be arranged by the conference management at the exhibitor's expense.

General Services Contractor

Dixie Center will serve as the general services contractor for the conference and will forward an exhibitor kit regarding other equipment, information, and shipping.

Liability

Exhibitor assumes responsibility and agrees to indemnify and defend the Utah Trucking Association (UTA), the Dixie Convention Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Neither the UTA nor the Dixie Convention Center maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

Accommodations

Arrangements have been made at the following hotels;

- Hilton Garden Inn
(1-877-782-9444 or 435-634-4100)
- Comfort Suites
(1-800-245-8602)
- Fairfield Marriott
(435-673-6066)

Special room rates are blocked for those attending the UTA convention. Please call the hotel of your choice and ask for the UTA block to receive discounted rates.

EXPO WALK AROUND LUNCH

The UTA Convention Committee is introducing for our conference sponsors and exhibitors a buffet lunch at noon on Thursday, May 12th. Attendees will get their lunch and walk throughout the Expo Hall to give you, our exhibitors more time with conference attendees. There are no formal sitting arrangements or programs going on during the lunch. After lunch a desert will be served after the ending to our TruckPAC Fundraiser Silent Auction.

EXPO EXHIBITORS MUST REGISTER!

For the 2011 Trucking Expo UTA is introducing a delicious buffet lunch for all registered attendees in the Expo Hall. Because of this new lunch in the Expo Hall all attendees and booth personnel must have a full conference registration.

Registration requests will be considered.

EXHIBITOR BENEFITS

- ! Events encourage maximum attendance in exhibit hall.
- ! Invite customers to the conference.
- ! Create pre-conference marketing plans.
- ! Look beyond the Expo Hall, viewing the entire Conference as a unique opportunity to building lasting relationships.
- ! Exhibitors are encouraged to attend all educational sessions, and social events.

SPONSORSHIP/EXHIBIT SPACE RESERVATION FORM
UTAH TRUCKING ASSOCIATION'S MANAGEMENT CONFERENCE & TRUCKING EXPO
MAY 11, 12 & 13, 2011 • DIXIE CENTER • ST. GEORGE, UT

Don't Forget to REGISTER!

Company _____
 Contact _____ E-mail _____
 Address _____
 City _____ State _____ Zip _____ Phone (____) _____ Fax (____) _____
 Booth # Request: 1. _____ 2. _____ Tractor/Trailer Space # Request: 1. _____ 2. _____
 Product/Service to be Exhibited _____

CONFERENCE REGISTRATION FEES

First Registrant (name) _____ \$245
 Second Registrant (name) _____ \$150
 Third Registrant (name) _____ \$150
 Additional Registration (name) _____ \$150
 Additional Registration (name) _____ \$150
 Spouse Registration (name) _____ \$150

Conference Registration Subtotal \$ _____

EXHIBITOR/SPONSOR FEES

Gold Sponsorship	<input type="checkbox"/>	_____ \$5,500	Exhibit Booth (member)	_____ <input type="checkbox"/>	\$400
Silver Sponsorship	<input type="checkbox"/>	_____ \$3,000	Exhibit Booth (non-member)	_____ <input type="checkbox"/>	\$1,000
Bronze Sponsorship	<input type="checkbox"/>	_____ \$1,500	Tractor Space	_____ <input type="checkbox"/>	\$650
Co-Sponsorship	<input type="checkbox"/>	_____ \$500	Trailer Space	_____ <input type="checkbox"/>	\$650

Exhibitor/Sponsor Fees Subtotal \$ _____

TOTAL AMOUNT DUE \$ _____

Check Visa MasterCard AMEX Discover

Credit Card # _____ Exp. _____/_____/_____

Signature: _____

Please fax or mail completed form and payment by April 19, 2010.

**GOLF REGISTRATION
 Must be filled out
 separately**

Please make checks payable to:
UTAH TRUCKING ASSOCIATION
 3060 West California Avenue, Suite A
 Salt Lake City, UT 84104
 Fax (801) 973-8515
 www.utahtrucking.com

**Add'l Conference Information:
 (801) 973-9370**

CANCELLATION POLICY:

If written notice of cancellation is received by UTA by April 22, 2011 a refund (less \$150 cancellation fee) will be given. No refunds will be given after April 29, 2011.