



**LEARN TO  
WIN IN  
2010**

**UTAH TRUCKING ASSOCIATION  
MANAGEMENT CONFERENCE AND TRUCKING EXPO  
SPONSOR & EXHIBITOR PROSPECTUS**

## NEW 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 web site!**

// 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 on a media presentation 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

Your company is represented on a media presentation.

### 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

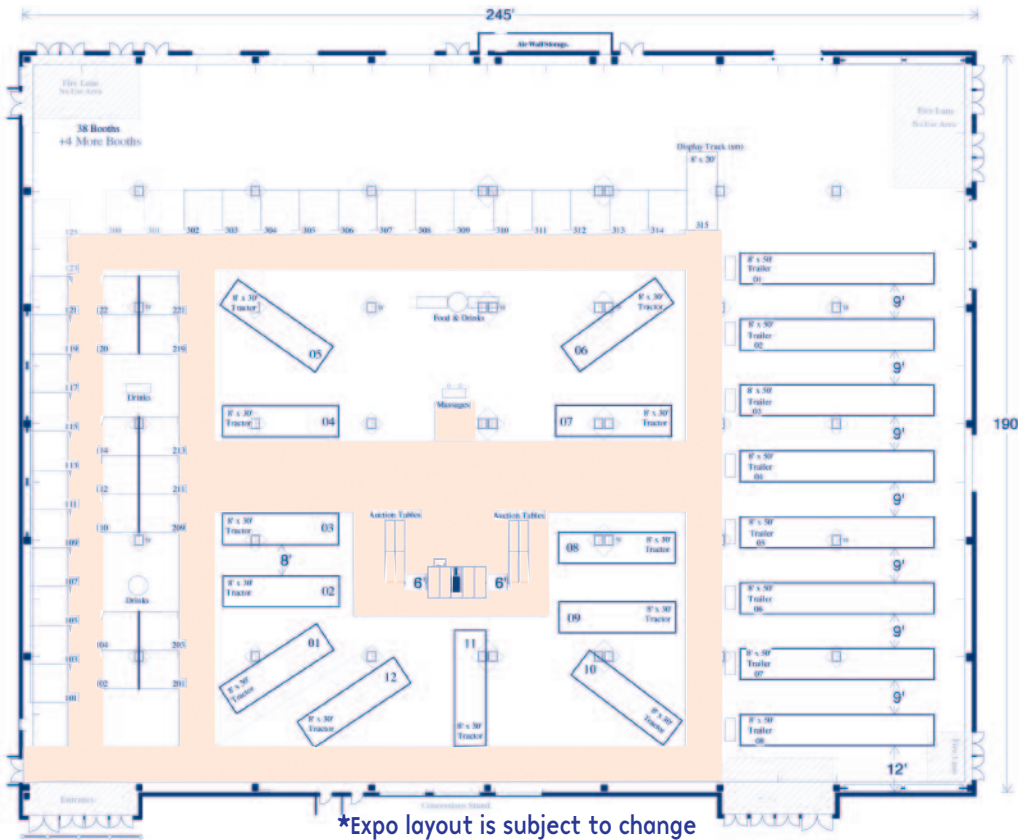
Your company listed in a media presentation.

### 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 19, 2010. 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)

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.

## NEW EXPO WALK AROUND LUNCH WOW!

The UTA Convention Committee is introducing for our conference sponsors and exhibitors a buffet lunch at noon on Thursday, May 6<sup>th</sup>. 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 Fund Raiser Silent Auction.

## EXPO EXHIBITORS MUST REGISTER!

For the 2010 Trucking Expo UTA is introducing a delicious buffet lunch for all register 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.



**Every exhibiting company will be entered into a drawing for a FREE BOOTH in the 2011 Annual Conference. YOU could be the lucky WINNER!**



# SPONSORSHIP/EXHIBIT SPACE RESERVATION FORM

UTAH TRUCKING ASSOCIATION'S MANAGEMENT CONFERENCE & TRUCKING EXPO

MAY 5, 6 & 7, 2010 • 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  \_\_\_\_\_ \$5,500 Exhibit Booth (member) \_\_\_\_\_ \$400

Silver Sponsorship  \_\_\_\_\_ \$3,500 Exhibit Booth (non-member) \_\_\_\_\_ \$1,000

Bronze Sponsorship  \_\_\_\_\_ \$1,500 Tractor Space \_\_\_\_\_ \$650

Co-Sponsorship  \_\_\_\_\_ \$500 Trailer Space \_\_\_\_\_ \$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.**

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 19, 2010 a refund (less \$150 cancellation fee) will be given. No refunds will be given after April 23, 2010.