



NATSO Connect is...

the time for hundreds of innovative, senior truckstop operators and **industry partners** to come together to connect. From February 20 to 24, 2022, in Orlando, Florida, this collaborative group, including YOU as a sponsor, will share insights and best practices in order to convert ideas into action and re-invent how truckstops and travel plazas do business.

How is NATSO Connect and Sponsorships at NATSO Connect Different?

NATSO Connect will offer experiences. Events are fleeting moments in time. Experiences, on the other hand, create emotional connections that last long after the event is over. Experiences leave your customers and potential customers feeling inspired and mobilized to pursue real change.

And most importantly, at NATSO Connect, **sponsors are invited** to help create these dynamic experiences for truckstop leaders.

Still Confused on What Is the Difference Between a Traditional Conference or Trade Show and the Experience at NATSO Connect?

Think of it this way:

Traditional trade shows are firecrackers – Experiences are dynamite.

Conventions are coffee beans – Experiences are a triple espresso.

Meetings are planned – Experiences are designed.

Conferences have educational sessions – Experiences have integrated curriculum and experts.

Now, let's do this!



NATSO Connect is produced by NATSO—a non-profit trade association that provides solutions to truckstop and travel plaza member challenges and influences government on their behalf. Learn more at www.natso.com.



Sponsor Opportunities

What experience do you want to create? Let's work together to design an experience that advances your unique goals and aims. Contact Pamela Hayes to secure your sponsorship today at (615) 473-1429 or phayes@natso.com.

Title

\$40,000

Title Sponsor \$40,000

As the title sponsor, your company will receive top billing for the event. Want your materials front and center at the registration desk? Want a big presence during the Welcome Kickoff Keynote? Really want your product visible in the NATSO booth? As the most-visible sponsor, NATSO will work with you to create a sponsorship that meets your exact needs.

Sponsorship supports  **SOLD**

Platinum

\$20,000

Welcome Kickoff Keynote \$20,000, one available

As the sponsor of the Kickoff Keynote, your company can work with NATSO on the Welcome Kickoff Keynote presentation. Would your CEO like to emcee the event or provide the wrap-up on what the trends provided means? Get front and center during this wow kickoff. In addition to participating on stage, your company will host a table of truckstop leaders.

Sponsorship supports 

Stage Branding \$20,000, one available

Add your brand in a big way to the show floor by branding the stage on the show floor. Think branded baseball stadium! This is your chance to get your company and company's message in front of truckstop leaders for three days straight.

Sponsorship supports 

Gold

\$10,000

Refreshments During a Speaking Event \$10,000, five available

"Will there be food?" We've all heard it countless times, and it's no surprise. We all want to go to events with great food, and we all feel taken care of by the people who provide refreshments for us. Take care of your customers by sponsoring the food and beverage at a breakfast or lunch event. Your company will host a table close to the stage. Want to be even more prominent? You can add-on sponsorship of the speaker.

Sponsorship supports 

Keynote Speaker(s) \$10,000, four available

What is happening in retail? What is the future of fuel sales and what are the trucking trends? We're planning five keynote speakers focused on providing the analysis that travel plazas need to understand trends that are disrupting the industry. Sponsor a keynote speaker, and you'll get much more than logo placement. Your executive will be invited to join NATSO leaders at the head table, your company will host a table, and you can display marketing materials on all luncheon tables.

Sponsorship supports 

February 20–24, 2022
Orlando, Florida



Gold

\$10,000

Human Library on the Show Floor

\$10,000, two available

This year at NATSO Connect, NATSO is creating its own interactive one-on-one learning library that will be filled with experts in their fields. These experts will be on loan from NATSO's Human Library for customized learning experiences operators can tailor to their own objectives. Sponsor this one-on-one learning in the Human Library.

Sponsorship supports 

Welcome Party Refreshments

\$10,000, two available

Reward your fans and inspire new ones by branding the Welcome Party. Sunday night's social event kicks off the fun at NATSO Connect with food and beverages on the show floor. NATSO will work with you to showcase your logo in creative ways—from ice sculptures to gobos to food carvings, the options are nearly endless.

Sponsorship supports 

Great Ideas! Workshop

\$10,000, two available

This is the prime opportunity to connect with independent operators. Designed exclusively to give independents a chance to share ideas and discuss common challenges, Great Ideas is a perennial favorite. Sponsors are the only people allowed to join truckstops and speakers in this session. Give this important community your support.

Sponsorship supports 

Learning Labs

\$10,000, four available

This year the Learning Labs breakout sessions are dedicated to providing solutions to adapting to the trends highlighted in the keynotes. Add your brand to these three sessions dedicated to providing strategies to adapt, linking your name to your customer's and potential customer's success.

Sponsorship supports 

Fly In Ten Customers or Potential Customers

\$10,000, one available

NATSO Connect is the time for innovative, senior truckstop operators and industry partners to come together to connect. With NATSO's guidance, help pay for ten truckstop executives to attend the event. You will be connected to the insights and best practices they gain in Orlando.

Sponsorship supports 

Renewable Fuel Blending Workshop

\$10,000, one available

On Monday morning, the Alternative Fuels Council is offering an in-depth workshop on the Renewable Fuel Blending. The workshop will be offered by renewable fuels expert Ginger Laidlaw of NATSO's Alternative Fuels Council. The workshop will focus on blending and selling renewable fuels such as biodiesel and ethanol. Get your brand in front of this very focused audience.

Sponsorship supports 

Disney Park Event Sponsor

\$10,000, four available

On Tuesday, February 22, NATSO Connect is taking attendees to the Walt Disney World Resort! This event is a big hit with truckstop operators, offering an experience that attendees won't forget. Attach your brand to the wow of a private ride at Disney.

Sponsorship supports 

Foundation Fundraiser: Dinner at Disney Park

\$10,000, four available

We all want to go to events with great food, and we all feel taken care of by the people who provide refreshments for us. This year the NATSO Foundation is providing the dinner before attendees hit the rides at the park. Take care of your customers by sponsoring the food and beverage at this fun event.

Sponsorship supports 



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Gold

\$10,000

Booth Lounge \$10,000, one available

Be there when attendees need a break. In addition to prominent branding, your company will provide the light refreshments and welcoming atmosphere as folks walk the show floor. The booth lounge will remain open throughout the show, providing a place for people to refresh all three days.

Sponsorship supports 

Transportation Energy Summit \$10,000, four available

New! Recognizing that the market is moving to lower the carbon intensity of transportation energy, NATSO is bringing together transportation energy leaders to provide special education on liquid alternatives, fleet of the future and more. Transportation Energy Summit sponsors will provide opportunities for networking and brand messaging for decision makers in transportation industry.

Sponsorship supports 

COPPER

\$5,000

Wellness Break \$5,000, two available

The Wellness Break sponsorship comes with exclusive sponsorship of one of our refreshment breaks. This includes signage at the break station(s). Attach your brand to a healthy break.

Sponsorship supports 

Wifi \$5,000, one available

Sponsor the wifi during the event and have your brand and website show up for every attendee that accesses the internet. Everyone needs wifi and they will know your company provided it.

Sponsorship supports 

NATSO Connect App Splash Page \$5,000

Put your company first by branding the splash page in NATSO Connect's app. The splash page will open first before attendees can view the schedule or the show floor. Your splash page message could highlight a show special or a new product. Link your company to the easy, modern app.

Sponsorship supports 



SPONSORSHIP OPPORTUNITIES INCLUDE

Platinum
\$20,000 Gold
\$10,000 Copper
\$5,000

Educational Session

Speaking presentation	●		
Introduction of speaker or panelists	●	●	
Signage recognition	●	●	●
Logo on session materials	●	●	●

Electronic Newsletter Advertising

4 runs	●		
2 runs		●	

Marketing Exposure

Truckstop mailing labels	●	●	●
Distribution of press release by NATSO	●		
Sponsor Badge Recognition	●	●	●

Stop Watch Show Guide Issue

Full-page advertorial or message to members letter	●		
Logo placement in Show Guide and thank you in next issue	●	●	●

NATSO Connect Promotional Materials

Signage at the event	●	●	●
Logo recognition with specific event sponsorship	●	●	●

Website

Logo recognition on electronic schedule and event listings	●	●	●
Logo recognition on Facebook page	●	●	●

Your Company's Promotional Materials

Included in welcome bag	●	●	
Table top display in event meeting room	●	●	●
Handouts available in room	●	●	●

Registrations

4 individuals	●		
2 individuals		●	●