

February 18–22, 2024
Orlando, Florida



SPONSORSHIP OPPORTUNITIES



NATSO Connect Is...

the premier event for the truck stop and travel center industry. NATSO Connect attracts executive-level truck stop operators and industry partners that represent over 16,000 truck stops, travel centers, and convenience stores. From February 18 to 24, 2024, in Orlando, Florida, this collaborative group, including YOU as a sponsor, shares insights and best practices on how to future-proof their business and re-invent how truck stops and travel centers do business.

How is NATSO Connect Different?

NATSO Connect offers experiences and emphasizes social interaction. Typical trade shows focus on a large quantity of low-quality interactions. NATSO Connect, on the other hand, specializes in emotional and social connections that last long after the event is over. The experiences customers have at NATSO Connect 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 truck stop leaders.



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



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

Title

\$40,000

Title Sponsor

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 a designated keynote? Really want your product branding on all available channels like NATSO Connect marketing materials, web, social media, and email? As the most visible sponsor, NATSO will work with you to create a sponsorship that meets your exact needs.

Sponsorship supports



Platinum

\$20,000

Welcome Kickoff Keynote

1 Available

As the sponsor of the Kickoff Keynote, your company can work with NATSO on the Welcome Kickoff Keynote presentation. Would you like to introduce yourself, your company, and the NATSO keynote? Get front and center during this wow kickoff. In addition to participating on stage, your company will host a table of truck stop leaders.

Sponsorship supports



Stage Branding

1 Available

Add your brand in a big way to the show floor by branding the keynote stage. Think branded baseball stadium! This is your chance to get your company and company's message in front of truck stop leaders for the entire event.

Sponsorship supports



Gold

\$10,000

New & Rebuild Workshop

1 Available

This year, with so many new and rebuilds happening in the industry, we've assembled a half-day workshop to encapsulate tips and best practices prior to a large capital investment. This workshop precedes the rest of the show and is highly targeted to travel center members that are growing and updating their stores and equipment.

Sponsorship supports



Disney Park Event

4 Available

An attendee and family favorite, our Disney park event includes private access to rides after the park closes. As one of our most-requested events, the park event always sells out and many attendees bring their families to experience the magic.

Sponsorship supports



Gold (continued)

\$10,000

Welcome Reception

2 Available

Our welcome reception is our premier opening night event. This cocktail hour is open to all attendees and is an excellent opportunity to show your support for everyone involved.

Sponsorship supports



NATSO Foundation Fundraiser Dinner at Epcot

4 Available

Experience an enchanting evening at Epcot like no other with a private dinner that promises to indulge your senses and create unforgettable memories. Nestled within the heart of this iconic Disney park, your exclusive dinner event at Epcot takes you on a culinary journey around the world.

Sponsorship supports



Learning Labs

2 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 sessions dedicated to providing strategies to adapt, linking your name to your customers' successes.

Sponsorship supports



Keynote Speaker(s)

4 Available

We're planning three 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.

Sponsorship supports



Coffee Shop & Gift Shop **SOLD**

Be there when attendees need a break. In addition to prominent branding, your company will provide 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 during expo hours.

Sponsorship supports



Regiception

1 Available

Meet and greet during the registration area as attendees arrive to NATSO Connect 2024. You and a colleague will have the opportunity to welcome attendees and exchange business cards or simply a handshake. Light refreshments will be served.

Sponsorship supports



Great Ideas! Workshop

2 Available or Exclusive for \$20,000

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 truck stops and speakers in this session. Give this important community your support.

Sponsorship supports



Travel Center Speed Networking

1 Available

This highly-anticipated event precedes the opening keynote and allows for short introductions to many different travel center members. It's perfect not only for first-time attendees, but for anyone looking to grow their network and break the ice with operators from around the country.

Sponsorship supports



Gold (continued)

\$10,000

NATSO Foundation Magic Miles Fun Walk/Run Fundraiser - 4 Available

This year the NATSO Foundation event features a fun walk and run that the whole family can enjoy. Sponsor the T-shirt and water break stations in a fun jaunt on the boardwalk around crescent lake.

Sponsorship supports



Refreshments During a Speaking Event 4 Available

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



NATSO Connect App Splash Page 1 Available

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



Technology at the Fuel Island Tech Forum 1 Available

The Travel Center Technology Forum is designed to facilitate interactive discussions among truck stops and travel center operators regarding their top technology priorities for improving customer experience and brand loyalty while driving efficiencies throughout their organizations. In 2024, the Tech Forum will explore technologies outside at the fuel island.

Sponsorship supports



Retail Study Tour 2 Available

Join us on a retail tour to multiple travel centers and retail locations to identify some of the hottest retail trends. Sponsorship includes signage on transportation to and from the location; giveaways are welcomed.

Sponsorship supports



Charging Station Sponsorship 1 Available

In between phone calls, photos, and videos at the show, NATSO members are always looking for a place to charge their phones. Show your support by adding your logo at the charging stations.

Sponsorship supports



Sustainability Room 1 Available

Elevate your executive-level meetings to new heights with our sponsored Sustainability room, designed to provide a premium and productive environment for your most important discussions. Your brand will be prominently featured throughout the room, showcasing your organization's commitment to excellence and professionalism.

Sponsorship supports



Silver

\$5,000

Wellness Break 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



Wi-Fi 1 Available

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

Sponsorship supports



Badge Kiosk 1 Available

Add your logo and branding to the badge kiosk equipment. You are also welcome to bring lanyards and welcome bags. (NATSO will also be providing lanyards and bags, as well).

Sponsorship supports



Bronze

\$1,000

The Tank 10 Available

Similar in concept to a popular network TV show, sponsors have the opportunity to pitch their product or idea in front of an audience and live on stage. Will your idea sink or rise to the top of the list? In each 5-minute presentation, the audience will vote. There will be bragging rights and spotlights in show emails for the winners.

Sponsorship supports



SPONSORSHIP OPPORTUNITIES INCLUDE

Platinum
\$20,000

Gold
\$10,000

Silver
\$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

Truck stop mailing labels	•	•	
Distribution of press release by NATSO	•		
Sponsor badge recognition	•	•	•

Stop Watch Show Guide Issue

Full-page advertorial or message to members	•		
Logo placement in show guide	•	•	•

NATSO Connect Promotional Materials

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

Website

Logo on electronic schedule and event listings	•	•	•
Logo recognition on NATSO social media	•	•	•

Your Company's Promotional Materials

Included in welcome bag	•	•	
Tabletop display in event meeting room	•	•	•
Handouts available in room	•	•	•

Registrations

4 individuals	•		
2 individuals		•	•

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NATSO *connect*

See You There!

Contact Pamela Hayes to secure your sponsorship today at (615) 473-1429 or phayes@natso.com.