



“According to the ATA ... the transportation industry has a nationwide shortage of over 20,000 drivers - shortfall that will increase to 111,000 unfilled positions by 2014 if the trend continues.”

“Careerbuilder ... ranks heavy-duty truck driving 18th within its list of the top 25 hottest job categories today.”

“The Federal Reserve has voiced concerns with respect to the potential economic impact of the present truck driver shortage.”

The shortage of drivers may be bad news for the U.S. Trucking Industry, but it is good news for anyone considering a career in this field. To help relieve this growing shortage, *Fleet Owner* is joining forces with its fellow Prism publications - *American Trucker*, *Bulk Transporter*, *Refrigerated Transporter* - and others to create an environment that will bring together those interested in the trucking profession and trucking companies looking for new drivers.

More than a job fair, the day will begin with an introduction to all attendees describing a “*Day in the Life of a Professional Truck Driver*”, talking about the responsibilities, excitement, adventure and rewards. We’ll discuss the qualifications, training, salary levels, benefits, time off, different types of drivers, and even how to pick the right kind of carrier to work for. We’ll offer an opportunity for attendees to take an official background check and attend one-hour seminars on how to compose a resume, target prospective transport companies, prepare for an interview, and follow-up. All attendees will receive a directory of participating exhibitors with their contact information.

**Fleet Owner’s Job Fair will provide a
Premium Turn-Key Recruiting Environment
to help exhibitors connect directly
with regional candidates interested in truck driving
as an occupation and those seeking job opportunities
for truck/diesel mechanics and technicians.**

EXHIBIT PACKAGES

BASIC EXHIBIT PACKAGE

\$1,200/Fair

(for booths located either in Main Hall or MECHANICS Pavilion)

Includes:

- 10' x 10' booth space – selection on a first come, first serve basis.
- 8" high back drape and 3' side drape (in-line booths)
- Company ID sign – name & booth number
- Regular listing in Official Fleet Owner's Job Fair Directory.
- Listing on Job Fair Website

EXHIBIT-PLUS PACKAGE

\$2,000/Fair

(for booths located either in Main Hall or MECHANICS Pavilion)

Includes lots of extras to help you stand out from the crowd:

- 10' x 10' booth space – selection on a first come, first serve basis.
- 8" high back drape and 3' side drape (in-line booths)
- Company ID sign – name & booth number
- Highlighted listing in Official Fleet Owner's Job Fair Directory.
- Half page B/W ad in the Job Fair Directory (in exhibitor ad section)
- Hyper-link listing on Job Fair Website
- Registered Attendee contact list (post-Fair)

EXHIBITOR-INTERVIEW PACKAGE

\$3,000/Fair

(for booths located either in Main Hall or MECHANICS Pavilion)

Includes use of a private area to conduct on-site screenings and interviews:

- 10' x 10' booth space – selection on a first come, first serve basis.
- 8" high back drape and 3' side drape (in-line booths)
- Company ID sign – name & booth number
- Private area with beverage service, table and chairs to conduct on-site interviews
- Highlighted booth and interview listing in Official Fleet Owner's Job Fair Directory
- Full page B/W ad in the Job Fair Directory
- Hyper-link listing on Job Fair Website
- Registered Attendee contact list (post-Fair)

RESERVE YOUR SPACE NOW FOR THE ATLANTA FAIR!

CONTACT INFORMATION

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NOTE: THE FOLLOWING SPONSORSHIPS ARE AVAILABLE TO EXHIBITORS ONLY.

Exclusive FOOD COURT SPONSOR

\$6,500/Fair

All attendees will gravitate to the Food Court for refreshments during the day – each table will have a tented card with your company logo and contact information; add your company literature and business cards.

Exclusive! DRIVER'S BAG SPONSOR

\$5,500/Fair

Put your company logo, phone and booth number on a spacious canvas bag used by all attendees to collect exhibitor information as they walk the floor.

Exclusive! ATTENDEE BADGE & LANYARD SPONSOR

\$4,500/Fair

With this sponsorship, your company logo will be printed on attendee badges – highly visible to all those attending Fleet's National Job Fair. Attendees will see your company name and booth number throughout the day. Job candidates will appreciate your thoughtfulness for providing colorful lanyards instead of having to pin on a badge. Sponsorship includes cost of badges only; sponsor must provide lanyards. This sponsorship is available to one exhibitor only – make sure it's yours!

Exclusive ATTENDEE REGISTRATION SPONSOR

\$3,500/Fair

All eyes will be on your company as candidates register for the Fair. Each registration terminal will feature a 12" x 12" four color sign with your company name, logo, brief message and booth number.

AISLE BANNERS

\$3,000/Aisle

Make a statement as attendees enter the Exhibit Hall – even before they stop at your booth! Aisle Banners will be displayed at the front and back of each aisle - the areas most widely trafficked by fair attendees. These vertical banners identify the aisle number along with your company logo and booth number on the banner's bottom 1/3. Provide your company logo and fly your name high – we'll do the rest!

RADIO SPOT ANNOUNCEMENTS

\$2,500/3 spots

Take advantage of our extensive pre-Fair marketing campaign on local radio stations or take part in the direct broadcast from the floor of the Exhibit Hall; Sponsor three spots pre-Fair or on Fair day and announce your company's support of truck drivers to local audiences.

FAIR DIRECTORY ADS

Full Page 4/C

\$1,800

Full Page B/W

\$1,000

Half Page B/W only (in Exhibitor ad section)

\$ 500

The official Fleet Owner's Job Fair Directory provides a walking tour schematic of the Main Exhibit Hall and Mechanics Pavilion, as well as a list of on-site events, drawings, and listings of exhibitors, sponsors, including those who will be interviewing on-site. By placing your ad in this official Directory, your company will receive the highest level of visibility to draw attendees to your booth.

WEB BANNERS

\$1,000

Advertise your company on the official Fleet Owner's Job Fair website with an online banner, a major resource for potential job candidates.

