



● Sponsorship Opportunities ●

“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.”

“The Federal Reserve has voiced worries 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* and others to create an environment that will bring together those interested the trucking profession and the Trucking Industry hiring companies. Equally important, this is a great opportunity to show support for your trucking industry customers!

More than a job fair, the busy day will begin with a sponsored introduction to all attendees describing a “*Day in the Life of a Professional Truck Driver*”, describing its responsibilities, excitement, adventure and rewards. We’ll talk about 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 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 printed directory of participating sponsors and exhibitors with their contact information.

**Sponsorships are the best way to promote your presence at
Fleet Owner’s Job Fair for Drivers & Mechanics.
An exclusive opportunity to recognize your company as
an Industry Leader and transportation supporter!**

Fleet Owner’s Job Fair provides 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.



INDUSTRY STAKEHOLDER SPONSORSHIP

Exclusive Customized Opportunity!

BENEFITS:

Major Brand Exposure

- This customized sponsorship will recognize your company as a leader by addressing the biggest constraint on trucking industry growth – filling the estimated 20,000+ open positions for drivers and mechanics.
- As presenting sponsor, your logo will head up all Job Fair banners, signs, ads and promotional collateral.
- “The Gift of Jobs” The Industry Stakeholders sponsor will receive up to five (5) 10’ x 10’ booth spaces to give to your best or potential trucking customers – allowing them a complimentary opportunity to recruit drivers and mechanics from the attendees. It’s a Win-Win for all!

Pre-Event

- Press Release announcing your sponsorship of the Job Fair as an important involved stakeholder in the trucking industry.
- Your sponsorship will give you access to, and recognition in, a significant and unique advertising campaign targeting a diverse audience beginning at least two months prior to each Fair, including regional newspaper advertising, ads in *Fleet Owner* and other driver-related Prism publications, bulletins, pre-recruitment campaigns at high schools, vocational schools, community colleges and churches, ethnic and gender specific societies, driving clubs and local employment offices.
- Company logo on pre-printed Fair Tickets.
- Sponsorship mention in local Radio Spots.
- Prominent positioning announcing your Industry Stakeholders sponsorship on the official *Fleet Owner’s Job Fair Website*.

On-Site

- Booth drops of your brand/company material and/or incentive item to all exhibitors.
- Up to a 20’ x 20’ space on the show floor.
- A full-page 4/C ad in Job Fair Directory with premium positioning.
- Opportunity to participate in or host prize drawings in booth (sponsor to provide prizes).
- Sponsorship of the Exhibitor Lounge.

Post-Event

- List of all Exhibitors and their contact information.
- Premium advertising on the official Fleet Owner’s Job Fair website – that will also offer the latest news on hiring practices, DOL stats, and other information for training and finding qualified candidates for job opportunities.



\$30,000

PLATINUM SPONSOR (limited to 4 per Fair)

Fleet Owner's 4 Fairs Deal - Sponsor Four Fairs for only \$100,000!

(Cost of recruiting 10 qualified candidates at each Fair = \$2,500)

BENEFITS:

Exhibit Space

- 20' x 20' Anchor Booth; with an office space within the booth set-up for private screenings and interviews. Anchor booths will be strategically placed in the exhibit hall to attract attendees' immediate interest.

Pre-Event

- Your sponsorship will give you access to, and recognition in, a significant and unique advertising campaign targeting a diverse audience beginning at least two months prior to each Fair, including regional newspaper advertising, ads in *Fleet Owner* and other driver-related Prism publications, bulletins, pre-recruitment campaigns at high schools, vocational schools, community colleges and churches, ethnic and gender specific societies, driving clubs and local employment offices.
- Company logo on pre-printed Fair Tickets.
- Sponsorship mention in local Radio Spots.
- Prominent positioning announcing your sponsorship on the official *Fleet Owner's Job Fair Website*, along with information for attendees on how to pre-qualify for your company prior to the Fair and the ability to set up an appointment for an on-site interview.

On-Site

- Includes an 8' x 8' Tabletop display space in MECHANICS Pavilion.
- Generous signage in all areas of the hall recognizing sponsorship.
- A full-page 4/C ad in Job Fair Directory with premium positioning and directions to your booth.
- Certificate for 30 Background Checks for eligible candidates.
- Opportunity to participate in or host prize drawings in booth (sponsor to provide prizes).
- Free facility parking – two spaces per sponsor.

Post-Event

- List of all registered attendees (those who registered to qualify for drawings and exams).
- Premium advertising on the official Fleet Owner's Job Fair website with a link directly to your HR manager and pre-qualification information and/or application form.

GOLD SPONSOR

\$20,000

Fleet Owner's 4 Fairs Deal - Sponsor Four Fairs for only \$75,000!

BENEFITS:

Exhibit Space

- 10' x 10' Booth in front of the hall, strategically placed to attract attendees' immediate interest.
- Additional 8' x 8' tabletop space in MECHANICS Pavilion.
- OPTIONAL: Office suite area on the Fair Exhibit Floor w/beverage service for immediate interviewing for an additional \$500.

Pre-Event

- Your sponsorship will give you access to, and recognition in, a significant and unique advertising campaign targeting a diverse audience beginning at least two months prior to each Fair, including regional newspaper advertising, ads in *Fleet Owner* and other driver-related Prism publications, bulletins, pre-recruitment campaigns at high schools, vocational schools, community colleges and churches, ethnic and gender specific societies, driving clubs and local employment offices.
- Company logo on pre-printed Fair Tickets.
- Prominent positioning announcing your sponsorship on the official *Fleet Owner's Job Fair Website*, along with information for attendees on how to pre-qualify for your company prior to the Fair and the ability to set up an appointment for an on-site interview.

On-Site

- Generous signage in all areas of the hall recognizing sponsorship.
- Certificate for 20 Background Checks for eligible candidates.
- Opportunity to participate in or host prize drawings in booth (sponsor to provide prizes).
- A full page B/W ad in Job Fair Directory with interior positioning and directions to booth.
- Free facility parking – two spaces per sponsor.

Post-Event

- List of all registered attendees (those who registered to qualify for drawings and exams).
- Advertising on the official Fleet Owner's Job Fair website, providing the latest news on hiring practices, ATA and DOL stats, and other information for training and finding qualified candidates for job opportunities.
- Hyper-linked on the website directly to your HR manager, with a company banner and pre-qualification information and/or an application form.

SILVER SPONSOR

\$12,500

BENEFITS:

Exhibit Space

- 10' x 10' Booth space (selected on a first come, first served basis).
- OPTIONAL: office suite space on the Exhibit Hall Floor w/beverage service for immediate interviewing for an additional \$500.
- OPTIONAL: additional 8' x 8' tabletop space in MECHANICS Pavilion for only \$500.

Pre-Event

- Your sponsorship will provide recognition in a significant and unique advertising campaign targeting a diverse audience beginning at least two months prior to each Fair, including regional newspaper advertising, ads in *Fleet Owner* and other driver-related Prism publications, bulletins, pre-recruitment campaigns at high schools, vocational schools, community colleges and churches, ethnic and gender specific societies, driving clubs and local employment offices.
- Prominent positioning on the official Fleet's National Job Fair website announcing your sponsorship, along with general and contact information on your company.

On-Site

- Generous signage in all areas of the hall recognizing all sponsorships.
- Certificate for 10 Background Checks for eligible candidates.
- Opportunity to participate in drawings (provide prizes).
- Half page B/W ad in Job Fair Directory with directions to your booth.

Post-Event

- Advertising on the official Fleet Owner's Job Fair, which will keep everyone up on the latest news about hiring practices, ATA and DOL stats, and other information for training and finding qualified candidates for job opportunities.
- Hyper-linked on the Job Fair website directly to your HR manager, with a company banner and pre-qualification information and/or application form.

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 banked 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, and/or post your banner in the monthly e-newsletter that gets mailed to members of the trucking industry at large. Both the Website and e-Newsletter are major resources for potential job candidates.

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 banked 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 a "suite" 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
- Hotel suite with beverage service, table and chairs to conduct on-site interviews
- Highlighted booth and interview suite 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)

CONTACT INFORMATION:

John Moriarty
Show Director
FLEET OWNER'S JOB FAIR
11 River Bend Drive South, 1ST Floor
Stamford, CT 06907
PHONE: 203-358-4111
jmoriarty@prismb2b.com