



# MSC



**MOVING & STORAGE CONFERENCE**

★ **ANNUAL MEETING** ★

**MARCH 7-9, 2022 • ORLANDO, FL**



## Exhibit & Sponsorship **PROSPECTUS**

[MSCAnnual.trucking.org](https://MSCAnnual.trucking.org)

| [#MSCAnnual22](https://twitter.com/MSCAnnual22)

## Building Together

Join the moving and storage industry as we meet in person for the first time within the ATA Federation this March 7-9 in Orlando, Florida. The Moving & Storage Conference Annual Meeting will bring together the industry's top decision-makers to learn, connect, grow their businesses and have fun! *Join us in Orlando to:*

Access decision makers with buying power

Network with moving and storage industry leaders

Demonstrate your products, services and latest innovations

Maximize your exposure to moving and storage leaders

## Tap Into the Moving & Storage Industry

*Build Your Brand in the \$85.7 Billion Relocation Marketplace*



### Reach Top Decision-Makers

Presidents, CEOs, senior staff and department directors



### Connect with the Community

The schedule is packed with times to network, including the return of the famous MSI Auction!



### Hear New Perspectives

All aspects of the industry are represented, from local independent movers to the Nation's largest van lines

## Meet Face-to-Face

Meeting in person is more important than ever and we can't wait to see everyone in Orlando! The city offers plenty of reasons to visit including vibrant culinary scene and countless entertainment options and attractions. Reconnect with your colleagues and soak up the sunshine and fun in Florida!

### PROMOTING A SAFE AND HEALTHY EXPERIENCE FOR ATA MOVING & STORAGE CONFERENCE ANNUAL MEETING ATTENDEES

The American Trucking Associations (ATA) is closely following the ongoing public health situation. We are excited to see everyone at the ATA Moving & Storage Conference Annual Meeting, scheduled for March 7-9 in Orlando.



**Get vaccinated!**  
 The CDC recommends vaccinations and ATA encourages all attendees to get vaccinated prior to attending an ATA meeting.



**Cancel your attendance if you aren't feeling well**  
 prior to traveling to Orlando.



**Respect and practice social distancing when possible**  
 and avoid greeting others with physical contact.



**Mask up!**  
 Masks are encouraged in busy indoor spaces and will be available at ATA's registration desk.



**Wash your hands frequently and use hand sanitizer.**  
 Hand sanitizer stations will be placed throughout the meeting facilities.



**Enjoy!**  
 Let us know if you have any questions or concerns.

## EXHIBIT

*Exhibiting at the 2022 Moving & Storage Conference Annual Meeting gives your company the opportunity to showcase your products and services in person to top decision-makers in the moving and storage industry. What's more, this year's Moving & Storage Conference exhibitor pavilion will be co-located with ATA's Technology & Maintenance Council's 2022 Annual Meeting. TMC's Annual Meeting is the most important event of the year for fleet technology and maintenance management professionals and attracts over 5,100+ attendees—this is tremendous additional exposure for your company.*

### Exhibit Booth

**Investment: \$3,500 per exhibit space**

- One exhibit space
- Each booth comes with 1 full MSC registration (full registration includes complimentary access to TMC business meeting) and 3 exhibit hall only passes
- One pull up banner in MSC meeting space area
- Company name listed in official program and mobile app
- Pre- and Post-Conference Attendee Mailing List
- Company name, 50-word products/services description and key contact info promoted to attendees in the ATA Moving and Storage Council's monthly email

Moving & Storage Conference Pavilion					
2647	2746	2747	2846	2847	2946
2643	2742	2743	2842	2845	2944
2641	2740			2841	2940
2639	2738			2839	2938
2637	2736	2737	2836	2837	2936
2635	2734	2735	2834	2835	2934

### Exhibit Hours

Monday, March 7                      6:45 pm – 9:15 pm  
 Tuesday, March 8                    10:15 am – 2:15 pm  
 Wednesday, March 9                8:30 am – 12:30 pm



For more information please contact our exhibits and sponsorships team:  
 Exhibits: [ataexhibits@trucking.org](mailto:ataexhibits@trucking.org) • Sponsorships: [atasponsorships@trucking.org](mailto:atasponsorships@trucking.org)

## EXHIBIT POLICIES & PROCEDURES

### TO RESERVE SPACE:

1. Determine the total exhibit space required. Booths in light blue are available.
2. Select three (3) space choices according to the contract.
3. Complete the contract in full. You will be asked for payment information with your contract.
4. Once submitted, you will receive notification that your application has been received. Within 7 business days, your booth space will be confirmed.

### CANCELLATION/REFUND POLICY

Written cancellation received via email or fax at MSC offices will be honored according to this schedule:

- Prior and up to February 1, 2022 – 50 percent refund of total fees.
- After February 1, 2022 – No refunds, no exceptions!

### EXHIBITOR SERVICES MANUAL

MSC/TMC, Freeman Decorating Company and the Orange County Convention Center have joined forces to prepare the Exhibitor Services Manual (ESM) for each exhibitor participating. The ESM will contain information on how to order furniture, mandatory flooring, labor, electrical hookups and telephone services for the show, and will contain personnel registration and other information. The ESM will be accessible to all exhibitors online in December.

### EXHIBITOR-ONLY BADGE POLICIES

1. Admission to the exhibit area is by badge only. Security personnel will be on duty at all entrances.  
NOTE: Exhibitor-only badges will not admit your personnel to MSC/TMC meetings, business sessions, or food and social functions

2. Exhibitor badges are not needed to admit your personnel to the exhibit area for booth setup/teardown.
3. You do not need to purchase exhibitor badges for personnel who are fully registered for the meeting. They will receive a badge which identifies them as a paid, fully-registered meeting participant which automatically provides them access to the exhibit hall.
4. Exhibitor Personnel are not permitted to “sell” in the aisles outside of their booth space. This policy is strictly enforced by Show Management.

### PRODUCT DISPLAYS OUTSIDE EXHIBITION AREAS

Product displays in hotel or convention center parking lots or within a member’s or a member company’s rented hotel room are prohibited during the general meeting period. Violation of this policy will subject the member and/ or company to action by MSC’s Board of Directors. Violation of said policy may be cause for cancellation of membership and exhibition privileges.

### HOSPITALITY SUITES

In order not to diminish attendance at exhibit or scheduled business functions of the Moving & Storage Conference (MSC) Annual Meeting, MSC prohibits hospitality suites, rental of meeting hotel space, use of bartenders, musicians, or hotel staff for business/entertainment functions at the host hotel(s) or sponsorships, or to otherwise engage in organized offsite activity/entertainment in or

outside of the hotel/convention center at any time during the general meeting and exhibit period. A hospitality suite is considered any area of a hotel (sleeping room, hospitality suite/parlor or meeting room) where business/entertainment is conducted to further the business interests of the company/persons renting the hotel accommodation.

Such activities are a violation of MSC regulations and said company/individual’s membership, meeting attendance and/or exhibition privileges are subject to cancellation. The general meeting period is defined as the first day of the Annual Meeting through Annual Meeting adjournment each day as defined in the meeting program.

Members may invite friends to their rooms or suites for refreshments or dinner during periods when no regular MSC function is scheduled, providing the above policy is not abused. Formal or printed invitations for entertainment/ business sessions at the contracted hotels held during the annual meeting period are prohibited. Special events may be approved at the discretion of MSC’s Board of Directors.

### REGULATIONS ON COUNTERFEITING

An exhibitor may not show any counterfeit products, or another manufacturer’s products which have been purchased or taken from a distributor or another manufacturer, or any products which are deemed by MSC/TMC Show Management at its sole discretion to be deceptively or illegally marketed. Exhibitors who display products on the show floor or offer products in their catalogues displayed at MSC/TMC’s exhibition

that are found to violate a patent or trademark will face sanctions by MSC/TMC Show Management. Sanctions are up to the Show Manager and may include closing the booth, together with a ban from the show and loss of seniority privileges and other sanctions as deemed appropriate by MSC/TMC Show Management. MSC/TMC is confident that all of our exhibitors seek to maintain the highest standards of compliance with United States Law and industry standards. If you have any questions concerning MSC/TMC rules, regulations and compliance procedures on this, or any other matter prior to the show please contact Dan Duggan at (703) 838-1756. On show site, please contact Janine Taylor at either the TMC Show’s Manager Office or the TMC Registration Desk (located in the Orange County Convention Center).

### GENERAL LIABILITY COVERAGE

As a standard requirement, all show exhibitors need to carry general liability coverage from an insurance company in good standing with minimum policy limited of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance must be in force during the lease dates of the event, 3/2 - 3/12, 2022, naming American Trucking Associations (950 N. Glebe Rd., Suite 210, Arlington, VA 22203) as the certificate holder. The additional insureds must read as: American Trucking Associations, Moving & Storage Conference, Freeman, evenLink and Orange County Convention Center. Forward a copy to [ataexhibits@trucking.org](mailto:ataexhibits@trucking.org).

## SPONSOR

*Sponsoring the Moving & Storage Annual Meeting will give you access to the industry's top decision makers and position your company as a leader in the marketplace.*

All sponsors will receive the following benefits:

- Company logo with hyperlink on the event website
- Company name listed in official program and mobile app
- Company logo on all sponsor acknowledgement board onsite and email post-event

## PRESENTING SPONSOR

**\$30,000**

*Show your commitment for the moving and storage industry and highlight your company at the Moving & Storage Annual Meeting. The Presenting Sponsor is the highest level of sponsorship for the event.*

Benefits Include:

- Exhibit booth
- Tuesday Evening Reception/Dinner - MSI Auction premier sponsor
- Monday Opening Reception premier sponsor
- Education session of your choice
- Branded e-blast sent to all event attendees

## EDUCATION

*Position your company as a thought-leader and highlight your brand before popular sessions.*

Benefits include:

- One thirty (30) second company video played before the session begins
- Recognition of your company's sponsorship from the podium of the session
- Company logo placed on opening slide and non-proprietary slides of the presentation
- Signage with company logo outside of the session meeting room
- Company name recognition in promotions about the session

### General Sessions

**\$8,500 per session**

- **Opening General Session: Labor Challenges in the Moving & Storage Industry: Recruiting New Talent**
- **Hear from the Experts in the Field**
- **The Future of Relocation: How the Pandemic Has Changed the Industry Short-Term and Maybe Forever (ON HOLD)**

### Education Sessions

**\$1,500**

- **Best Practices for Claim Prevention**
- **What's New in the HHG Regulatory Arena?**
- **Finance for Movers**



## SOCIAL

**Align your brand with fun social events that give attendees a chance to catch up after so much time apart.**

Benefits include:

- Company logo on signage and napkins at the event
- Company name recognition in promotions about the social event

### Monday Opening Reception

**\$10,000 for premier sponsor**

**\$1,500 for supporters** (does not include premier benefits)

Make a powerful first impression at the event by welcoming all attendees! The premier sponsor also receives:

- Signature drink sponsorship (ATA will provide a few options and the drink will be named after your company)
- Company logo recognition on high top tables in reception area
- Company name recognition in promotions about the event

### Tuesday Evening Reception & Dinner - MSI Auction

**\$15,000 for premier sponsor (SOLD)**

**\$2,500 for supporters** (does not include premier benefits)

**\$1,500 for reserved seating for a table of 10**

(does not include premier benefits or signage/napkins)

The MSC Evening Celebrating the Stars and MSI Auction are back by popular demand! Highlight your company at this exciting event. The premier sponsor also receives:

- One thirty (30) second company video played before the event begins
- Recognition of your company's sponsorship from the podium of the event
- Company logo placed on background screen
- Signage with company logo outside of the event meeting room
- Company name recognition in promotions about the event
- Reserved seating for a table of 10



## SOCIAL

### 40Below Meeting & Happy Hour

**Call for pricing**

Show your support for the next generation of moving and storage leaders. 40Below members and conference attendees are invited to attend the happy hour for cocktails and networking.

### Late Night Hospitality (MONDAY NIGHT SOLD)

**\$5,000 for Premier sponsor**

Keep the evening going by sponsoring late night drinks on Monday or Tuesday night in a hospitality suite in the host hotel.

### Tuesday Lunch

**\$10,000**

Provide attendees with lunch in the MSC exhibit hall on Tuesday.

### Wednesday Breakfast

**\$10,000**

Provide attendees with breakfast in the MSC exhibit hall on Wednesday.

### MSC Live! Social Media Package

**\$7,500**

Drive traffic directly to your booth with our live social media marketing. We'll send a representative to your booth for a live interaction with a subject matter expert from your company. Content could highlight a booth tour, product launch, or an event you're sponsoring at MSC Annual. The video will be shared on ATA's and MSC's social media channels for maximum exposure.

### Refreshment Breaks (5)

**\$1,500 each or \$7,000 for all 5**

Provide attendees with the fuel they need to be energized throughout their meeting schedule!







## BRANDING

*Maximize your brand exposure onsite and beyond with branding opportunities at the event.*

### Badge Lanyards (SOLD)

**\$5,000**

Worn throughout the conference by all attendees, your brand will be seen prominently during the event. Imprinted with your company's logo, the lanyards are distributed to attendees at registration.

### Branded Notepads with Pens

**\$5,000**

Provide attendees with branded notepads and pens for all their conference notes.

### Directional Meter Board

**\$500 per board**

Display your marketing message or product information on these freestanding signs placed in high-traffic areas.

### Hotel Key Cards (SOLD)

**Stay tuned**

Unlock great exposure for your company. The branded hotel key cards will be in the hands of everyone attending the meeting and staying at the official hotel.

### Hotel TV Channel

**Stay tuned**

When attendees turn on the TV in their hotel room, there will be a channel dedicated to your messaging. Design a commercial advertisement to promote your products or services. Your video will be played each time the guest turns on their television. This is a great way to catch people while they are preparing for or unwinding from their day.

### Mobile App

**\$5,000**

Be the exclusive sponsor of the mobile app, which is used by attendees to determine their meeting schedule and keep abreast of important meeting news and events. Your logo will be prominently displayed on the app's opening screen.

## BRANDING

### Photo Booth during Tuesday Evening Dinner (SOLD)

**\$2,500**

Provide attendees with a picture to remember their experience at the event. The printed photos will have your company brand included.

### Registration Sponsor (SOLD)

**\$4,000**

Extend your branding to all attendees as they register for the meeting. Every attendee will first check in at the registration area and your company logo will be featured prominently. Your logo will also be featured on:

- Every email promoting the meeting
- ALL directional signage on-site leading to registration
- Meeting registration form

### Sanitizer Bottles – 3 oz. (SOLD)

**\$3,000**

Your brand name in the hands of every attendee at the conference! Personal-sized hand sanitizers featuring your company logo will help promote health and your brand. The bottles will be distributed at registration.

## Giving Back

### **40Below Build a Bike Project: \$250**

Sponsor this activity for the 40Below group to build bikes for the local Boys and Girls Club. Your logo will be on signage at the event and your company will be recognized when the bikes are presented to students during the MSC Evening Celebrating the Stars.

**MSI Auction:** The MSI Auction is back by popular demand! Have an item to donate? Please contact Naomi Burstein at [nburstein@trucking.org](mailto:nburstein@trucking.org). All proceeds will benefit the Moving & Storage Institute.

For more information please contact our exhibits and sponsorships team:

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Sponsorships: [atasponsorships@trucking.org](mailto:atasponsorships@trucking.org)