

Congratulations! You are a Gold Sponsor of NASSTRAC in 2012. Your marketing investment in this sponsorship will help you to reach key decision-makers within the NASSTRAC membership as well as the industry at large. The full value of your sponsorship can be found in the NASSTRAC Annual Sponsorship Opportunities kit online: <http://www.nasstrac.org/conference/Exhibition.asp>

## Your Deliverables Checklist:

NASSTRAC needs you to take these important steps to help us to fulfill all of your sponsorship benefits:

- Company logo and listing.** Send a high-rez eps file of your company logo that you want featured through your sponsorship and confirmation of exactly how your company should be listed in all communications. Send to Nancy LaRoche at [NancyL@NASSTRAC.org](mailto:NancyL@NASSTRAC.org)
- White papers (2).** Email up to two files in low-rez .pdf format at any time and we'll post them on NASSTRAC Articles Online. (Note: File size should not be more than 2 MB). All white papers must be submitted for posting by Dec. 31, 2012 and will be up for 12 months. Email files to Carleen Herndon at [CarleenH@NASSTRAC.org](mailto:CarleenH@NASSTRAC.org).
- Webcast (1).** You have one webcast promoted to NASSTRAC members and prospects. It should be educational, not commercial, but can have a direct tie-in to issues important to your company's business. Work with Brian Everett ([BrianE@NASSTRAC.org](mailto:BrianE@NASSTRAC.org)) on the subject and timing, to be executed sometime in 2012. If you do not develop and plan your webcast strategy by Oct. 1, 2012, you risk the possibility of not receiving this value of your sponsorship.
- Thought Leader.** This 250-word column will be featured in *NewsLink* (our member newsletter) and online featuring one of your key executives sharing their expertise. The topic should be educational, not commercial, but can be directly tied to an important business issue relating to shippers. Work with Carleen Herndon on the subject and timing, to be written and featured in 2012 as part of this sponsorship. If you do not provide a column by Nov. 15, 2012, you risk the possibility of not receiving this value of your sponsorship.
- Company profile.** This 75-word description of your company's value will be featured in conference take-home booklet, along with your logo. Make sure to email it to Nancy LaRoche at [NancyL@NASSTRAC.org](mailto:NancyL@NASSTRAC.org) by March 30, 2012, or you risk not being included.
- Newsletter insert (2).** *NewsLink* is published in January, March, May, July, September, and November. Please indicate to Carleen Herndon ([CarleenH@NASSTRAC.org](mailto:CarleenH@NASSTRAC.org)) in writing via email which editions you'd like to be included. Send 450 copies of your one-page, 8 1/2 x 11" insert before the 15th of the month of its distribution.
- Conference registrations (5).** You have five paid registrations as part of your sponsorship. Just register each of those individuals online at <https://www.regonline.com?eventID=989952&rTypeID=514255>. Make sure they are registered by March 7, 2012.
- Booth coordination.** Make sure to coordinate all details of your booth, following instructions that can be found here: <http://nasstrac.org/conference/Exhibition.asp>
- Shipper Guest Passes (5).** Invite your most important shipper customers/prospects to attend – you can have 5 individuals attend. Invite them via this link: <http://www.nasstrac.org/conference/shipperVIP.asp>
- Paid room nights (1).** Make your reservations as you normally would, then email Carleen Herndon at [CarleenH@NASSTRAC.org](mailto:CarleenH@NASSTRAC.org) no later than March 30, 2012, with the name of the individual to receive the one paid room night. They will be credited to your reservation and paid by NASSTRAC. Notification after this date will risk the possibility of you not receiving this sponsorship value.

