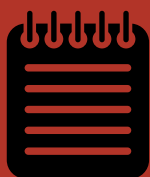




ANNUAL SPONSORSHIP OPPORTUNITIES

Strengthen relationships with transportation decision-makers, generate business leads, and build your brand – online, in print, and in person.



CONTENTS

Demographics	page 2
On Line	page 3
In Print.....	page 4
In Person.....	page 5
Exclusive sponsor options.....	page 6

SECURE YOUR SPONSORSHIP:

952-442-8850, ext. 208

Brian2008@NASSTRAC.org

www.NASSTRAC.org

Sign up online! Read the kit, then click: <https://www.regonline.com/NASS2011Sponsorship>

Who is involved in NASSTRAC?

As a leader in education, an advocate in Washington, and a conduit between transportation decision-makers and providers, NASSTRAC will connect you to loyal members and industry followers.

The titles:

NASSTRAC attracts decision-makers with direct purchasing power or influence who hold these titles:

Executive VP of Supply Chain or Logistics

VP of Supply Chain or Logistics

Senior Director of Transportation or Logistics

Manager of Transportation or Logistics

Traffic Manager or Coordinator

The industries:

NASSTRAC attracts transportation decision-makers from broad market segments ranging from durable goods, food and beverage to health and personal care, pharmaceuticals, chemicals and technology.

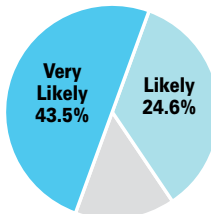
Manufacturing

Retail

Wholesale/Distribution

Well-targeted buying power

2010 NASSTRAC Logistics Conference & Expo participants answered this question: "How likely are you to purchase services or products from providers that you met here?"



2010 Sponsors:



A peek at active companies:

Abbott Laboratories	Johnson & Johnson
Advance Stores Company, Inc.	Lenovo
Air Techniques, Inc.	Leviton Manufacturing Company
American Greetings Corporation	LifeWay Christian Resources
American Gypsum	Lipo Chemicals
Anixter International Inc.	L'Oreal USA
Arch Chemicals	Lowes Companies, Inc.
BASF Corporation	Lutron Electronics
Bausch & Lomb	LyondellBasell
Bavaria Corporation	Mack Trucks, Inc.
Berwick Offray	MASCO Corporation
Best Buy Company	MEDA Pharmaceuticals
Big Lots Store, Inc.	Mizuno USA
Boston Scientific Corporation	National Envelope Corporation
BrassCraft Manufacturing	Nestle
Brown Shoe	NCH Corporation
Casio Inc.	Owens Corning
ClosetMaid	Paragon Films, Inc.
Coach, Inc.	Pepboys Auto
Colomer USA	PepsiCo
ConAgra Foods	PetSmart
CVC/Caremark	Pilot Pen Corporation of America
Darden Restaurants	Revlon Consumer Products Corp.
Delta Faucet Company	Schering-Plough Corporation
Energizer	Sensient Flavors
Essilor of America	Shaw Industries
Famous Footwear	Spencer Turbine
Gardner Gibson	Taminco Methylamines, Inc.
Hallmark Cards	Target Corporation
Herbalife, Inc.	Tiffany & Company
HD Supply	Trane
International Specialty Products	Tyco International
ITT Corporation	USG Corporation
Jacobson Companies	

A sample of previous exhibitors:

A. Duie Pyle	Innovative Scheduling, Inc.
AAA Cooper Transportation	K & R Sales
ABF Freight System, Inc.	LQ Magazine
Access America Transport	New England Motor Freight
AFN, LLC	North American Logistics Services
American Fast Freight	Oak Harbor Freight Lines
American Logistics Aid Network	Old Dominion Freight Line, Inc.
Apex Xpress, Inc.	Pacific Alaska Freightways
Argix Direct	Pitt Ohio Express
Averitt Express	SECO, Inc.
BearWare Inc.	The Shevell Group/NEMF
CT Logistics	Southeastern Freight Lines
Datatrac Corp.	Traffic Club of Chicago
Dayton Freight Lines	Transaver Transportation Consultants
The Dependable Companies	Transport Security, Inc.- ENFORCER®
DirectLink Courier, Inc.	Transport Topics
Dunham Express	Transportation Security Administration
Estes Express Lines	U.S. Bank
Express-1	Werner Enterprises
Fetch Logistics, Inc.	World Trade 100
Forward Air Solutions, Inc.	
FreightClaimAudit.com	

ONLINE 	DIAMOND	GOLD	SILVER	BRONZE	EXPO ONLY
Conference E-Mail Campaign: Get on the minds of attendees with your logo featured on e-communications.	✓	✓	✓	✓	—
Conference Web Site: Your logo rotates 24/7 for all web visitors to see.	✓	✓	✓	✓	—
World Trade 100 Video: Professionally created at NASSTRAC, position your company or perspective on NASSTRAC.org and World Trade 100 channels.	✓	—	—	—	—
e-Link e-Newsletter: Your logo/link featured exclusively, reaching thousands of transportation decision-makers bi-weekly.	6 issues	4 issues	2 issues	—	—
Shipper Yellow Pages: Your logo/link featured in this online resource where shippers regularly visit.	1 year	1 year	1 year	1 year	1 year
Online White Paper: We'll leverage your submitted white paper that addresses a best practice or challenge.	3	2	1	—	—
Webcasts: Your company is featured as a sponsor of a webcast. NASSTRAC will work with you on content and strategy.	1	1	—	—	—
Thought Leadership: Share your expertise, insight, and vision on a topic, featured on NASSTRAC.org and <i>NewsLink</i> .	✓	✓	✓	✓	—
New Member Webcast Orientations: Your logo and verbal recognition featured in all new member virtual orientation	✓	✓	✓	✓	—
Social Media: You'll be promoted through all NASSTRAC social media channels, including on FaceBook, LinkedIn, and Twitter.	✓	✓	✓	✓	✓

IN PRINT



"NewsLink" Newsletter Insert: Pick the issues you want and we'll insert your 8.5x11 pre-printed insert for a powerful impression.

"Transport Today" direct mail piece: Your logo featured in this direct mail campaign, reaching thousands of qualified transportation decision-makers.

National Advertising: Reach hundreds of thousands of readers with your logo featured as a sponsor in all the leading trade publications.*

Conference Brochure: This mailing motivates the industry to participate, and your logo will be front and center-reaching thousands.*

Conference On-Site Booklet: Your logo is featured on the cover with a company profile inside.

* Commitments for diamond, gold, silver sponsorships are needed by Dec. 17, 2010 to meet print deadlines.

DIAMOND

GOLD

SILVER

BRONZE

EXPO ONLY

4X

2X

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Register for the NASSTRAC Conference by Feb. 12 for only \$895 and receive a paid membership for a full year -- plus an autographed copy of **Keynote Randy Larson's** newly released book! See page 7 for details »

Transport Today

nasstrac
Providing Education and Advocacy for Shippers and Carriers since 1952

Manufacturers, Retailers Leverage Carrier Partnerships

What are leading companies doing to bring efficiency to their transportation strategies? For some, they're leveraging the knowledge and expertise of their carrier and 3PL partners.

In tough economic times, shippers are turning to carriers and 3PLs for help and expertise. For example, USG Corp., a leading manufacturer of building materials, recently collaborated to provide its suppliers and customers with service reliability and a predictable pricing model. As part of the program, Janet Farney of USG, also a NASSTRAC member, put fuel costs in check by setting surcharges before coming into contact with carriers to avoid surprises. USG developed new relationships with carriers that would use a lane-specific flat mileage formula. This means that mileage bands, which track distances covered, are used to match carrier fuel risk with specific lane analysis.

USG also implemented two new programs to help carrier partners maintain and deliver high-quality performance. The first, a Carrier Certification Program, awards partners a certification rating recognizing those who meet financial, operational, administrative, and infrastructure standards. The second, a Carrier Forward, ensures carriers perform against metrics most important to USG. Another major achievement, says Farney, has been the sharing of fuel cost data with a major home improvement store customer, allowing savings for both the customer and USG. "This not only cuts lane cost," she says, "but also helps solidify our relationship with the customer. We have current plans and, ideally, many similarly beneficial results."

For more details, visit www.nasstrac.org or call 852-442-8809 x206.

As a NASSTRAC member, gain knowledge, contacts, business partners, and access!

Join NASSTRAC Today! Find education, advocacy, connections and solutions in transportation management. All levels & member types. www.nasstrac.org

Logistics Conference & Expo

April 25-28, 2010 • Orlando, Florida USA

nasstrac

Learn the latest on the economy's impact on operations, service levels, and capacity.

Hear from top executives with trucking, expedited, intermodal, and maritime providers.

Gain practical insights through shipper discussions, case studies, and best practices.

Expand your network with transportation/SCM decision-makers and providers.

- Capacity Shifts
- Carrier Metrics/Concurrence
- Cost Reduction
- Global Logistics
- Intermodal
- Total Landlord Cost Models
- Legislative Updates
- Hours of Service
- Security Requirements (HS-2)
- Infrastructure
- Global Transportation
- Emerging Trends
- Technologies (TMS, WMS, RFID)
- Outsourcing practices

Keynote: "Transportation Security: Asking the Right Questions"
Colonel Randall Larson, USAM (Ret.) and Executive Director for the Commission on the Prevention of Weapons of Mass Destruction

Speakers include:

For details, to register, to exhibit or sponsor, visit www.nasstrac.org or call 852-442-8809 x206

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- Global Transportation
- Emerging Trends
- Technologies (TMS, WMS, RFID)
- Outsourcing practices

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- ALBERT HEIN
- FedEx


GOLD SPONSORS

- SMC
- USMC

SILVER SPONSORS

- PowerTrack

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IN PERSON 	DIAMOND	GOLD	SILVER	BRONZE	EXPO ONLY
10 X 10 Premium Booth: Your “inner tier” space in the 2011 Logistics Expo is your home base for face-to-face business development and serves as a branding billboard during conference sessions.*	✓	✓	✓	✓	Your Choice
10 X 10 Standard Booth: Your Expo presence in the “outer tier” is your space to build relationships—and business! *	—	—	—	—	Your Choice
Room Key: Your logo featured on the room keys of all attendees staying at the Buena Vista Palace—keeping your brand top-of-mind.	✓	✓	—	—	—
Free conference registrations	6	5	4	3	2
New Shipper VIP Guest Passes: Invite your key customers or prospects who have not previously attended the conference and have them come as your guest.	6	5	4	2	2
Paid room nights: at Buena Vista Palace for the 2011 Conference	1	1	1	1	1
<div> <p>* Premium booths (#101-131) are located by the stage and around seating area. See floor plan on page 6.</p> <p>Members take \$300 off all packages!</p> </div>					
Package pricing:	\$12,900	\$9,900	\$7,900	\$5,500	\$3,390 - Premium \$2,990 - Standard

All Expo Packages Include: pipe and drape, access to pre-conference attendee list, 50% discount on additional registrations, listing on Expo Web site, 100-word company profile in conference booklet, listing on conference entrance sign, and Expo game card listing. Need more room? Save 20% on each additional 10x10 space!



If the exhibit space is cancelled, exhibitor shall be liable for 50% of the total amount owed if cancellation occurs on or before February 4, 2011; 100% if cancellation occurs after this date. For year-round sponsorships, no refund is made. Cancellations must be received in writing by NASSTRAC.

OTHER OPPORTUNITIES



World Trade 100 Video - \$2,500

Lanyards - \$2,500

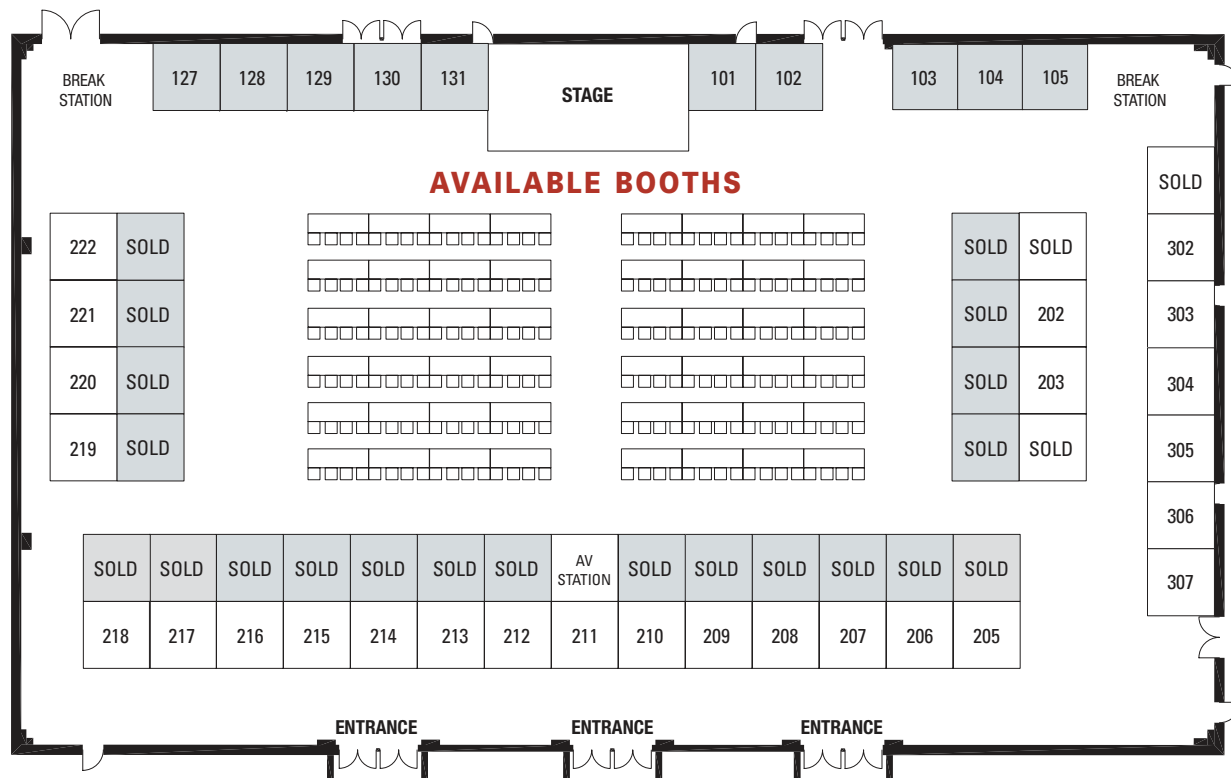
Welcome Banner - \$900

Evening Receptions - custom coordinated

Breakfasts, Lunches, Breaks - custom coordinated



2011 Logistics Conference & Expo - Floor Plan



Premium booths (#101-131) are located by the stage and around seating area.

Sign up online! Read the kit, then click: <https://www.regonline.com/NASS2011Sponsorship>