



GROW YOUR BUSINESS WITH NATSO!

Allied Membership Classifications and Benefits

CHAIRMAN'S CIRCLE*

Achieve recognition as a premier industry supplier

- FREE full-page ad in NATSO *Truckers News* magazine
- FREE listing of your company logo in NATSO Chairman's Circle recognition advertisements throughout the year in NATSO *Truckers News* magazine
- Four invitations to two NATSO Board of Directors receptions, dinners and meetings for networking
- Special recognition at the annual NATSO Day on Capitol Hill Conference and acknowledgment in pre-promotional material and the conference program
- Your company profile in NATSO's online Buyer's Guide
- One complimentary copy of NATSO's latest market research about the truckstop and travel plaza industry, when available
- Membership for five of your top executives in the Chairman's Circle Executive Club at The NATSO Show
- Special recognition at The NATSO Show, including your logo published in a full-page Allied Member advertisement in the Official Show Guide and icon recognition by your booth and profile therein

PREFERRED PARTNER**

Obtain status as a preferred industry supplier

- FREE half-page, full-color Preferred Partner group advertisement in *Stop Watch*
- COMPLIMENTARY registrations for NATSO's highly regarded annual Day on Capitol Hill Conference in Washington, D.C.
- Discounted fees for one-time rental access to NATSO's list of owner-operator and small-trucking-company fleet drivers, as available

STRATEGIC PARTNER

Boost sales and develop new relationships

- FREE company listing in *Stop Watch* magazine announcing your new membership
- COMPLIMENTARY subscriptions to *Stop Watch*, NATSO's official bimonthly magazine for members
- COMPLIMENTARY subscriptions to NATSO's electronic News Weekly
- Discounted booth space at The NATSO Show
- Opportunities to advertise in *Stop Watch* magazine at discounted pricing
- Listing in NATSO's online Buyer's Guide, reaching a broad industry audience
- Opportunities to participate in NATSO's acclaimed members' only Day on Capitol Hill Conference
- Opportunities to advertise in NATSO's electronic News Weekly
- Access to NATSO's 1,000+ truckstop and travel plaza member locations from NATSO's members' only, password-protected section of its Web site, www.natso.com
- FREE NATSO membership mailing list to reach potential customers - one time annual use only
- Opportunities to advertise in the NATSO Check-Link® Web page to reach owner-operator and small-trucking-company fleet owners and drivers
- Opportunities to reach NATSO's truckstop and travel plaza owners and managers by including your product literature in NATSO's membership mailings
- Use of the NATSO logo for displaying affiliation with the premier association representing the truckstop and travel plaza industry

*This membership also includes the Preferred Partner and Strategic Partner Benefits, less the *Stop Watch* ad placement for Preferred Partners.

**This membership also includes the Strategic Partner Benefits.

Allied Membership is open to any individual, firm, partnership, association or corporation that supplies a service or product used in the operation or promotion of a travel plaza or truckstop.

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Membership Directory Listing

Referred By: _____

(Please print clearly or type)

Company Name: _____

Company Representative: _____ Title: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web-site: _____

Note: Pursuant to the Federal Omnibus Budget Reconciliation Act of 1993, 53.45 percent of your dues are not tax deductible, as they are used for lobbying purposes. Additionally, 5 percent of membership dues goes toward the production of six issues of Stop Watch per year. Contributions to The NATSO Foundation are deductible as charitable contributions. Acceptance of this application is at the discretion of the NATSO Board of Directors and their appointed agents and that membership will not be final until confirmed in writing by NATSO.

ANNUAL MEMBERSHIP DUES

Please select from the following NATSO Allied Memberships:

Chairman's Circle \$14,000 (\$32,000 value)

Preferred Partner \$ 6,000 (\$11,000 value)

Strategic Partner \$ 1,300 (\$ 4,000 value)

Total amount enclosed \$ _____

Check enclosed (Please make payable to NATSO, Inc.)

Credit card: ___ MasterCard ___ Visa ___ Discover ___ American Express

Card number: _____ Exp Date: _____

Address credit card bill is mailed to:

_____ City: _____ State: _____ Zip: _____

Mail to: NATSO, Inc. (Lockbox)
Pamela Hayes
P.O. Box 758739
Baltimore, MD 21275-8739

Fax to: (703) 684-4525

Statement of Ethical Conduct:

By completing this application for membership in NATSO, we certify that we will maintain high standards of honesty, integrity and personal and professional conduct. Our signature on this application certifies that we understand and agree to the NATSO Bylaws. Any member found by the Board of Directors, after opportunity for hearing, to have violated, or acted in disregard of, an obligation of membership shall be subject to such disciplinary action, including expulsion from membership, as the Board may deem appropriate in the circumstances.