

www.natsoconnect.com

Join us virtually
as a sponsor
for a summer of
connections!

NATSO *connections*



A YEAR OF NATSO CONNECTIONS

Time for truckstop and
travel center owners and
operators and their vendors
to learn from each other.

While NATSO CONNECTIONS will look much different than what we do in person, it will keep what makes NATSO Connect great—time for truckstop and travel center owners and operators and **their vendors** (that's you!) to learn from each other.



JOIN US VIRTUALLY AS A SPONSOR FOR A SUMMER OF CONNECTIONS:



NATSO Great Ideas

Two sponsors can join us for the Great Ideas! for Independent Operators Workshop.

Date: Thursday, June 17, 1:00 p.m.–2:30 p.m. eastern

What to expect: Guided peer-to-peer discussions in Zoom breakout rooms.



NATSO Foundation 5k Fun Run/Walk Fundraiser

The NATSO Foundation's Fun Run is a community-building 5K run or walk that celebrates physical and mental well-being through exercise and provides a great opportunity to move your body while also supporting the important work of the NATSO Foundation.

Date: June 13–19

What to expect: Complete a 5k walk or run the week of June 11–18 and support by sending a photo of your participation to the NATSO Foundation.



NATSO Live

In July, sponsors and NATSO One-on-One participants can join the leaders in the industry to hear and discuss the most important issues and trends affecting the truckstop and travel center industry this year.

Dates: Daily, July 12–16, 3:00 p.m.–4:00 p.m. eastern

What to expect: Pre-recorded keynote sessions on major trends that uniquely impact the truckstop and travel center industry, followed by small Zoom breakout rooms discussions.



NATSO One-on-One

In August/September, meet one-on-one with three pre-assigned leaders in the truckstop and travel centers industry.

Dates: Throughout August/September

What to expect: Time to meet virtually with truckstop and travel center leaders one-on-one meetings to introduce your company to new customers and grow relationships with existing customers.



NATSO has been representing travel plaza and truckstop owners and operators for over 50 years. NATSO represents more than 2,000 travel plazas and truckstops nationwide, owned by over 220 corporate entities. Visit www.natso.com.com/NATSOConnections for more information.

Have questions?

Contact Pamela Hayes at (615) 473-1429 or phayes@natso.com and she will design a package that advances your unique goals and aims.



Sponsorship Opportunities

3 banner ads
as part of this
sponsorship!

Title Sponsor \$10,000

Would you like your company logo and branding message to be included on all materials and have the opportunity to moderate a breakout session? NATSO will add the Title Sponsor logo as the premier placement sponsor and add your company name onto one of the virtual breakout rooms where you can choose to be the moderator. NATSO will provide a Biz Brief banner week during one of the weeks leading up to each event (June, July, August)—3 banner ads as part of this sponsorship. Would you like to add Poll Questions to the event? What is important to you? Let's discuss what Title Sponsorship recognition you would like.

The sponsorship includes:

- one registration for the June Great Ideas event
- two registrations for the July & August/September events
- participation in the One-in-One Appointments.

Maximum of TWO Title Sponsorships available.

Keynote Speaker Sponsor \$5,000 per speaker

NATSO will create several opportunities on the landing page, on marketing materials, and on the NATSO website featuring your brand and weblink. A representative from your organization will be given five minutes during the opening of the sponsored session to introduce yourself and your company's products and services. You will also be given the option to introduce the keynote speaker.

The sponsorship includes:

- participation in the One-in-One Appointments

Maximum of FIVE keynote speaker sponsorships available.





Virtual Focus Group

\$5,000 (5-8 participants)

30 minutes in length

Many companies are seeking value beyond generating leads or sales when it comes to learning more about the value of their product or service.

One of the most coveted opportunities is to host a virtual focus group with potential customers. You will have an opportunity to get real-time feedback on your products. You will also have a chance to engage with a potential customer that you would not normally have. And, equally important, the customer learns about a new product or service they were not aware of previously. Everybody wins.

The sponsorship includes:

- participation in the One-in-One Appointments

Maximum of two Virtual Focus Groups available.

Entertainment Break

\$5,000 15 minutes in length

How would you like to entertain the attendees of an educational session? You can choose to send product samples ahead of the event or provide a comedian, musical entertainment, or other ideas to be considered. As the host of an entertainment break, your branding will be displayed and you can choose to deliver a message about the product mailed or introduce the entertainment. (The sponsorship does not include the expense of the entertainment. The sponsor is responsible for the entertainment chosen.)

The sponsorship includes:

- one registration for the July and August events
- participation in the One-in-One Appointments

Maximum of THREE Entertainment Breaks available

Printed Programs

\$5,000 + the cost of design, print, mail

Many do not expect to see a printed program for events. Let's bring that opportunity to deliver your brand message by sponsoring a printed piece back to the table! We will collaborate on the look and design (paid for by the sponsor) and surprise the participants by delivering the program to their home or office ahead of the virtual event. You have the opportunity to create an unexpected message that is kept by the recipient for months to come.

The sponsorship includes:

- one registration for the July and August events
- Includes participation in the One-in-One Appointments

Maximum of ONE sponsorship available

Great Ideas Sponsorship

\$5,000

The Great Ideas session is designed with independent operators in mind. You will have exclusive access to this elite group of owners and executives and learn more about the issues, challenges, success stories, and opportunities they share during the 60-minute session. As one of two sponsors, you will be given the opportunity to present your company's products and services before the breakout session begins. You will also be added to a breakout and participate in the learning. Event to be held June 17 at 1:00 p.m. eastern.

The sponsorship includes:

- registration for two people per sponsoring company
- participation in the One-in-One Appointments

Maximum of TWO Great Ideas Sponsorships available. (Limited to two people per sponsor)

Have questions?

Contact Pamela Hayes at (615) 473-1429 or phayes@natso.com and she will design a package that advances your unique goals and aims.

Branded Waiting Rooms

\$5,000 per breakout room

NATSO will create several opportunities on the landing page or each breakout room to recognize sponsors. Your branded logo and message can be the first thing the attendees will see as we begin the virtual production. Would you like to be recognized as we break into small groups—you have the chance to introduce yourself, your product, and if you choose, send a product sample following the event.

The sponsorship includes:

- one registration for the July and August events
- participation in the One-in-One Appointments

Maximum of THREE Sponsorships available

Social Responsibility Sponsor

\$2,500

In this time of widespread challenges, as a virtual event participant, you may choose to donate to the NATSO Foundation. The NATSO Foundation supports industry scholarships, human trafficking awareness, AMBER Alerts, industry education, industry publications, data research, and so much more. Your contribution and gift to the NATSO Foundation are very much appreciated. As part of the NATSO CONNECTIONS sponsorships, your company logo will be added to the NATSO website, registration page, and on all marketing materials sent to participants. You can also choose to provide a website link.

NATSO recommends sending a sample before the live event to allow the travel plaza attendee to experience your product and have a better connection once the event takes place.



**Includes
the box and
postage!**

Swag Bags

\$3,000 per item included in the bag

NATSO plans to mail a swag bag to all participants post-event. Your product may be included as one of the surprise gifts to continue the connection after the virtual event is over. All items will need to be delivered to a provided address by a certain date and ready for shipping (if fragile, you must provide wrap to secure the item's fragility). No more than six items will be included in each box.

The sponsorship includes: the box and postage!

This sponsorship level may not appear on all virtual marketing.

Maximum of SIX sponsorships available

Intimate Networking Breakout Reception

\$500 per ticket

Join a group of no more than 25 people in each room for 45 minutes in a rare opportunity to ask questions and get to know the priorities, challenges, successes, and strategic plans for the travel plaza industry leaders. Come prepared with your most pressing questions and be ready to listen and learn.

You will choose your top 3 priorities and be assigned one of your three choices.



Support
the NATSO
Foundation with
Sponsorship

Sponsor the 5k Fun Run/Walk Fundraiser

The NATSO Foundation's Fun Run is a community-building 5K run or walk that celebrates physical and mental well-being through exercise and provides a great opportunity to move your body while also supporting the important work of the NATSO Foundation.

JUNE 13–19, 2021

The event:

Participants will complete a 5k walk or run the week of June 13–19, 2021 and send a photo of their participation to the NATSO Foundation.

Sponsors receive their logo on the race t-shirt, logo recognition on the website and marketing materials and more.

What do the funds from the fun run support?

Funds will support the NATSO Foundation's work. The NATSO Foundation is the research, education and public outreach subsidiary of NATSO Inc. The foundation is responsible for providing education and research for the truckstop and travel plaza industry. The NATSO Foundation supports and provides ongoing education, training manuals, produces the Stop Watch quarterly magazine, NATSO daily electronic newsletter Biz Brief, conference education, scholarships, Anti-Human Trafficking awareness tools, partners with the National Center for Missing & Exploited Children to offer AMBER Alerts, to name a few of the programs offered.

Sponsorships are available for \$10,000.



For more information:

For more information on participating as a NATSO Foundation sponsor, contact Pamela Hayes at (615) 473-1429 or phayes@natso.com.



NATSO CONNECTIONs One-on-One Appointments

NATSO is once again providing new ways to connect vendors and truckstop and travel center operators. In August and September, vendors can meet virtually one-on-one with truckstop and travel centers industry leaders to introduce their company to potential customers and build relationships with existing customers. NATSO will work with each participating vendor to make sure they meet with right potential customers to grow their business. Each One-on-One Appointment participant company will have three appointments.

One-on-One Appointment participants that register by June 30, 2021 will also receive complimentary registration to July's NATSO Live sessions.

How to participate:

To sign up to participate, contact Pamela Hayes at (615) 473-1429 or phayes@natso.com.

Cost to participate:

\$2,000 – NATSO Strategic Members

\$1,000 – Chairman Circle & Preferred

Dates:

Appointments will be made in August and September.

How it works:

Each participating vendor will have a Zoom room where representatives will host their meetings with participating truckstops and travel center. Vendors will have three meetings for 15 minutes each, allowing time to introduce their company to potential customers, and to build relationships with existing partners. Appointments will be scheduled in August and September

Ad space
must be
reserved
by July 16!

Promote Your Brand in *Stop Watch* Magazine

NATSO is the official NATSO member magazine distributed quarterly to truckstop and travel plaza owners and operators. Stop Watch is the only magazine written directly for truckstop and travel plaza owners and operators. Boasting bold and enticing graphics that complement the substance of the articles, the magazine is not only a must-read for members, it's a fun read for them. The magazine is a direct route to the people who determine which goods and services will be offered at more than 2,000 different locations across the country.

www.natsoconnect.com



The NATSO CONNECTIONS guide will be included in the Fall issue.

Dates

Ad space must be reserved by July 16.

Cost to participate

Ad space ranges from \$2,000 to \$4,000 based on size and placement in the magazine.

How to participate:

To sign up to participate, contact Amy Toner at (703) 739-8570 or atoner@natso.com.

