



# INDUSTRY SUPPLIER OPPORTUNITIES

One size doesn't fit all at NATSO. We work with each supplier to tailor benefits aligned to their goals.



**Need to cut through the noise** and reach actual people at independent locations, regional or national chains?



**Interested in raising brand awareness** among executives representing 18,000 truckstops, repair shops, truck washes, convenience stores and gas stations?



**Eager to gain insight** into the highly unique dynamics of this multi-billion industry?

**NATSO has options.**

Check out our individual offerings and our cost-effective bundles, or call us to request ideas designed specifically for you.



**Have questions?** Contact Pamela Hayes at (703) 739-8565 or [phayes@natso.com](mailto:phayes@natso.com) and she will design a package that advances your unique goals and aims.

# Individual Offerings

Benefit	Price
Digital Advertising*	Newsletter—\$500 for members and \$1,000 for non-members per week Website—\$700 for the month
Stop Watch Magazine Print Advertising*	Four issues a year. Rack rate: \$3,850 for full page ad, \$2,850 for half page <i>2020 spaces are extremely limited. Contact <a href="mailto:atoner@natso.com">atoner@natso.com</a>.</i>
Webinars/Product Demos	Custom
Virtual Focus Groups with Customers	Custom
Hosted Virtual Demos/ Sales Presentations	\$1,000 per customer attending (includes an incentive payment to participants who join)
Annual Convention Attendance*	Attendee only; \$1100 <i>Sales for 2021 event are not yet open.</i>
Annual Convention Booth*	\$3,000 members and \$3,800 for non-members <i>Sales for 2021 event are not yet open.</i>
Event Sponsorships	\$2,500–\$40,000
Podcast Sponsorship	\$1,000 for two months, which includes four, bi-weekly podcasts
HR, Shop Repair or Operations Share Group Sponsorships	\$5,000 branding sponsorship; \$10,000 exclusive sponsor
Revenue or Equity Share Marketing Programs**	Custom
Basic NATSO Membership***	\$1,500
Buyers Guide Listing*	Requires membership
Escorted Meet and Greets/ Industry Visit Ride Alongs	\$1,000 per day plus expenses
Custom Industry Tours	Custom
Private Briefings on the Industry, Trends and Pain Points and/or Procurement Processes	\$5,000 plus expenses
Tailored Travel Plaza Industry Overview Reports	\$3,000–\$6,000

\*Chairman's Circle, Preferred and Strategic Member Bundles include discounts on these items.

\*\*For start-ups with limited capital and/or companies with solutions urgently needed by travel plazas, NATSO's for-profit arm can create innovative partnerships to connect you with the industry.

\*\*\*For basic membership benefits, review our Strategic Member bundle below.



# Chairman's Circle Bundle

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## Elite Brand Promotion

- + Personal note from NATSO's CEO to each NATSO director profiling your company and contact person
- + A press release, and announcement, in StopWatch introducing your company to NATSO members
- + Opportunities to position your staff as go-to experts through podcasts, blogs, and speaking roles
- + One week banner ad in the Biz Brief daily e-newsletter
- + Year-round logo placement in Chairman's Circle listings on NATSO.com, in board meeting materials, StopWatch and more
- + Inclusion of your company, product categories and sales contact info in our online buyer's guide
- + Recognition as a Chairman's Circle member at all annual events and pre-event promotions
- + Use of our 220 corporate member mailing list and one-time use of 1,500 prospect list
- + Opportunities to include your product literature in membership mailings

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## "White Glove" Introductions and Networking So You Can Cut through the "Noise" to Reach Prospects

- + Personal, targeted introductions to independent operators and chain executives
- + First option on limited, escorted "meet and greets" when our industry experts visit independent truckstop operators; these are complimentary for Chairman's Circle
- + Invitations for four people to network with industry leaders at NATSO Board of Directors and Government Affairs Committee "IRL" meetings and social events
- + Eligibility to run for NATSO's board or serve on committees with your prospective customers
- + Priority placement in virtual idea-sharing groups with independent operators

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## Industry Intel to Help You Navigate the Industry Like an Insider

- + Custom virtual briefing by NATSO experts for your team on industry dynamics, emerging trends and operations
- + Monthly, small group *Executive Exchange* virtual discussions with the NATSO CEO and industry VIPs
- + Subscriptions to StopWatch, NATSO's quarterly magazine, and Biz Brief, our daily e-newsletter
- + Concierge-level access to NATSO's experts to answer your industry questions
- + Access to members-only content and analysis on the natso.com website

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## Insider Opportunities and Member Discounts

- + Advance opportunities to select sponsorships and booth space
- + Discounted advertising in Stop Watch and Biz Brief
- + Use of the NATSO logo for displaying affiliation with the industry's premier association



**\$15,000 per calendar year, prorated for companies that join mid-year.**





# Preferred Bundle

## Brand Promotion

- + Announcement in Stop Watch introducing your company as our newest Preferred member
- + Opportunities to position your staff as the go-to experts through podcasts, blogs, articles and speaking roles
- + One week banner ad in the Biz Brief daily e-newsletter
- + Year-round logo inclusion in Preferred member listings on NATSO's website, Stop Watch and more
- + Inclusion of your company, product categories and sales contact info in our online buyer's guide
- + Use of our 220 corporate member mailing list and one-time use of 1,500 prospect list

## Targeted Networking So You Can Cut through the "Noise" to Reach Prospects

- + Personal, targeted introductions to independent operators and chain executives
- + Invitations for two people to network with industry leaders at NATSO Board of Directors and Government Affairs Committee "IRL" meetings
- + Status as a NATSO member, which entitles you to run for NATSO's board or serve on committees alongside your prospective customers
- + Eligibility to participate on a space-available basis in virtual idea-sharing groups with independent travel center operators

## Industry Intel to Help You Navigate the Industry Like an Insider

- + Custom virtual briefing by NATSO experts for your team on industry dynamics, emerging trends and operations
- + Monthly, small group *Executive Exchange* virtual discussions with the NATSO CEO and industry VIPs
- + Subscriptions to Stop Watch, NATSO's quarterly magazine, and Biz Brief, our daily e-newsletter
- + Concierge-level access to NATSO experts to answer your industry questions and share strategic insights
- + Access to members-only content and analysis on [www.natso.com](http://www.natso.com)

## Insider Opportunities and Member Discounts

- + Members-only discounts on advertising in Stop Watch magazine, [www.natso.com](http://www.natso.com) and in NATSO's electronic Biz Brief
- + Use of the NATSO logo for displaying affiliation with the industry's premier association



**\$6,000 per calendar year, prorated for companies that join mid-year.**



# Strategic Member Bundle

## Brand Promotion and Business Leads

- + Inclusion of your company, product categories and sales contact info in NATSO's online Buyer's Guide
- + Use of our 220 corporate member mailing list and one-time use of 1,500 prospect list
- + Supporting the success of an industry that promotes your product or service

## Targeted Networking So You Can Cut through the "Noise" to Reach Prospects

- + Status as a NATSO member, which entitles you to run for NATSO's board and/or serve on committees alongside your prospective customers
- + Eligibility to participate on a space-available basis in virtual idea-sharing groups with independent travel center operators

## Industry Intel to Help You Navigate the Industry Like an Insider

- + Complimentary subscriptions to Stop Watch, NATSO's official quarterly magazine for members and the Biz Brief daily e-newsletter
- + Concierge-style access to NATSO's team of experts to answer your industry questions
- + Access to members-only content and analysis on [www.natso.com](http://www.natso.com)

## Insider Opportunities and Member Discounts

- + Members-only discounts on booth space
- + Members-only discounts on advertising in Stop Watch magazine, [www.natso.com](http://www.natso.com) and NATSO's electronic Biz Brief
- + Opportunity to choose sponsorships and branding opportunities before information is made available to prospective members
- + Use of the NATSO logo for displaying affiliation with the industry's premier association



**\$1,500 per calendar year, prorated for companies that join mid-year.**

# Campaigns for Economically and Environmentally Sustainable Travel Centers

**Mission:** NATSO and the NATSO Foundation's Campaigns for Economically and Environmentally Sustainable Travel Centers channels private sector funds into year-round activities that support travel centers' economic viability while helping advance the nation toward a sustainable future.

## **Sponsor Recognition:**

Donors at/above the **\$35k** level will be:

- + Listed as Sustainability Campaign Founders.
- + Recognized on the Sustainability Campaign pages of the NATSO website.
- + Invited to speak and/or deliver an introduction in a campaign event.

Donors at/above the **\$15k** level will be recognized as Sustainability Campaign Sponsors.

- + Invited to in-person NATSO Board of Directors meetings as observers.

## **All donors receive:**

- + Year-Round Sponsor recognition on the EV Charging Funding pages of the NATSO website.
- + Sponsor recognition in all 2022 Webinars hosted by the Sustainability Campaign.
- + July 2022 Sponsor recognition in electronic newsletter.
- + Supplier donors receive special recognition by their listing in the NATSO Supplier Directory(ies).

## **NATSO Foundation Campaign Focus: Educate**

**The NATSO Foundation's campaign will focus on the education and insight** highway fuel retailers need to be environmentally and economically sustainable. The campaign looks forward to working with our sponsor partners to develop activities in the following areas.

## **2022 Focal Areas for Education and Insight:**

- + **Electric vehicles charging**, focusing on grants opportunities and equipment infrastructure.
- + **Hydrogen**, providing insight on outlook.
- + **Energy Efficiency**, provide resources, tools and insight on opportunities in energy efficiency.
- + **Biodiesel**, focusing on equipment infrastructure, supply and state/local incentives.

## **NATSO's Sustainability Campaign Focus: Advocacy and Public Affairs**

**NATSO's Sustainability Campaign will advocate** for government policies that are conducive to travel center investment in practices that are economically viable and environmentally sustainable.

## **2022 Activities:**

- + Support coalitions and partnership that advocate for a level-playing field for highway fuel retailers to provide EV charging stations to professional drivers and the traveling public.
- + Equip NATSO members with the tools to advocate at the state level for policy and market reforms that align EV charging markets and incentives with fuel retailers' business model.



Visit [www.natso.com/sustainabilitycampaign](http://www.natso.com/sustainabilitycampaign) for more information.



# NATSO in Numbers

## About NATSO

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.

## About the Truckstop and Travel Center Industry

- + The typical travel center or truckstop employs between **75-95 individuals** with some employing upwards of 125 per location and is often the largest taxpayer in the community.
- + The Interstate travel center and truckstop industry sells approximately **85 percent** of all diesel fuel sold at retail in the United States.
- + Full-service truck stops on average sell **1 million gallons of diesel fuel per month** as well as hundreds of thousands of gallons of gasoline per month.
- + Nationally, travel centers and truckstops directly contribute more than **\$22.5 billion in state and local tax revenue**.
- + Over **90 percent of the country's commercial truck parking capacity** is located at privately-run truckstops.

## Make an Impact with NATSO



### On NATSO's Website

**11,500**  
Pageviews

**7,100**  
Sessions

**5,600**  
Users



### The Truck Stops Here, NATSO's Podcast

**500**

Listens per episode



### Biz Brief, NATSO's Daily Newsletter

**2,544**  
Recipients

**14%**  
Open Rate



### Stop Watch, NATSO's Magazine

**2,598**  
Recipients

