

HTAA Marketing and Promotional Opportunities

Leave the marketing to us! Let the HTAA promote your product or service directly to your target audience.

Major Annual Conferences, Trade Shows, and Expos

We can give your product or service high profile exposure ALL YEAR LONG with the following schedule of nationwide promotions at the industry's biggest events, OR you can target a specific sub-group of consumers by picking one or a few of the sponsorships listed below:

- Healthy Trucking Summit - February
- TCA Annual Convention – Early March
- (MATS) Mid-America Trucking Show – Late March
- TCA Safety & Security Annual Meeting - May
- The Great West Truck Show - June
- Walcott Truckers Jamboree - July
- (GATS) The Great American Truck Show – August
- ATA Safety & H.R. Annual Convention & Exhibition - September
- ATA Management Conference and Exhibition - October
- NASTC Annual Meeting - November

Choose them ALL or go with the BIG FOUR PACKAGE:

HTAA Healthy Trucking Summit – Atlanta, GA
Every February – Industry's largest gathering of fleets and leaders interested in improved driver Health and Wellness

MATS – Mid-America Trucking Show - Louisville, KY
The world's largest trucking show – Every March

GWTS – Great West Truck Show - Las Vegas, NV
The world's third largest trucking show – Every June

GATS – Great American Trucking Show – Dallas, TX
The world's second largest trucking show – Every August

Special HTAA Events

- Healthy Trucking Summit @ The Omni/CNN Center
- HTAA Health Awareness Walks @ MATS, GWTS, GATS
- HTAA Healthy Trucking Brunches @ MATS and GATS
- HTAA Health, Wellness & Safety Pavilions @ GWTS and GATS
- RAMP Recruitment and Wellness Center @ MATS
- HTAA Country Music Concerts, VIP Meet & Greets, and autograph signings @ MATS, GWTS and GATS



We carry healthy solutions

Promos and Sponsorships available:

Exhibit Booths – Be on hand for the biggest shows in the business where you can meet the most drivers and fleet executives in the HTAA Health, Wellness & Safety Pavilions.

Presentations and Seminars – Exhibitors in the Health, Wellness and Safety Pavilions can directly reach show attendees by performing product demonstrations and giving informative live presentations on the HWS Pavilion stage. Presentations and Demos are promoted via listings in the show program and multi-media outlets.

Hand-Outs and Giveaways – If you can't send someone to these shows, the HTAA can hand out your materials, samples or promotional items – we can even order them for you! There's no easier way to get your message out to your trucking industry target audience.

Door Prizes – You can sponsor a door prize at any event.

Blood Pressure and BMI Screenings – The HTAA is famous for our free blood pressure and BMI screenings – Buy a poster ad or sponsorship and get your message out there!

Welcome Packages – With high profile HTAA Health, Wellness & Safety Pavilions at trucking's biggest shows, your business can make a huge splash with decision-makers by including your marketing materials and/or product samples in the bags attendees receive when they check in to the show(s).

Ask your HTAA representative for quotes on a custom promotional package that includes some or all of these events.

HTAA MARKETING OFFICE
800-800-1198 | HealthyTruck.org