

The multibillion-dollar
Trucking Industry is

BIG

Is your company
effectively selling
to this consumer-rich
target market?

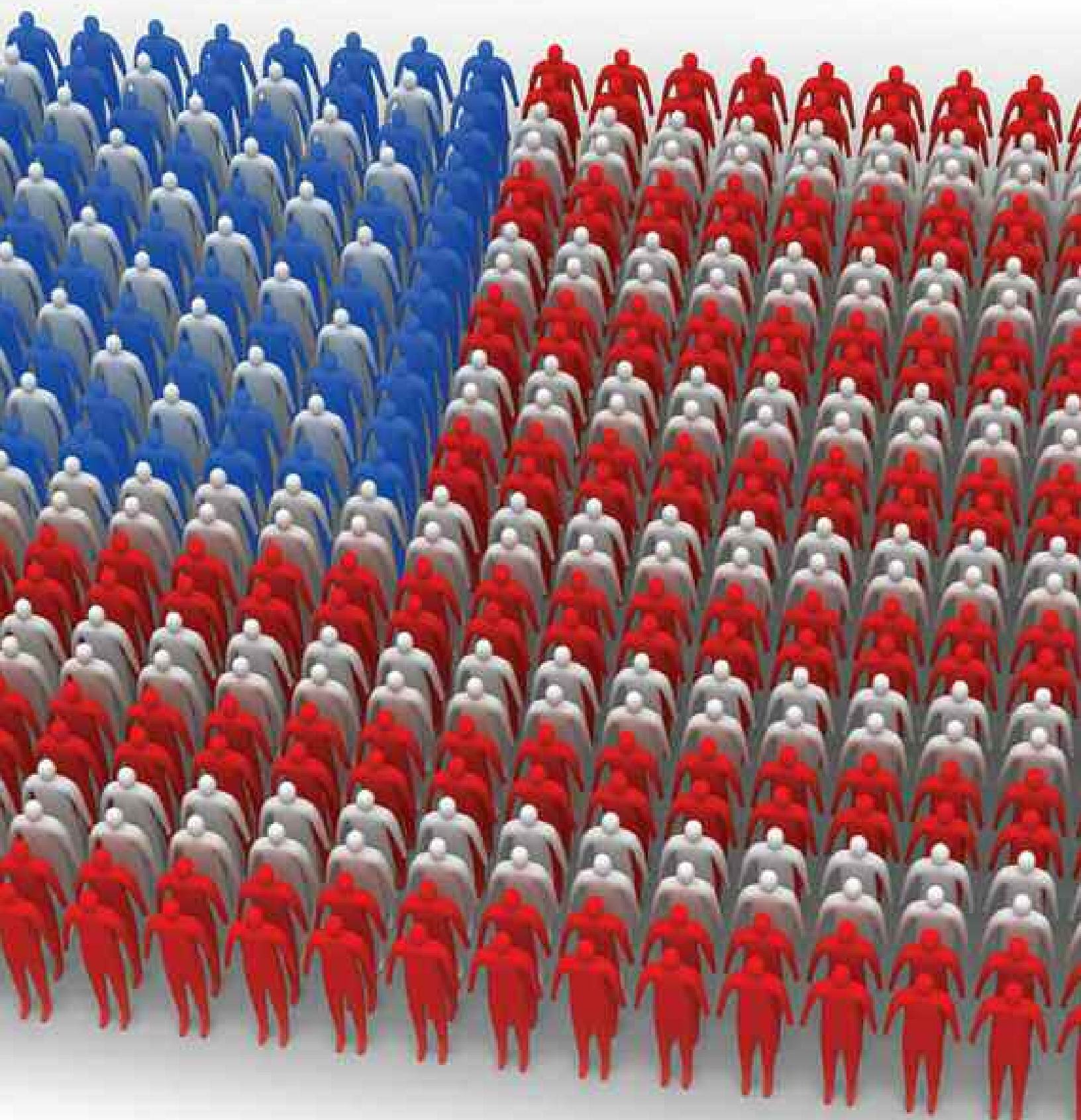


**HEALTHY
TRUCKING**
ASSOCIATION OF AMERICA

We carry healthy solutions

Today's Trucking Industry

a VERY attractive Target Market



1 It is **HUGE**

1 out of every 15 members of the entire U.S. civilian workforce is employed in the trucking industry.



2 It has **BUYING POWER**

Most truck drivers earn more than \$60,000 a year.



3 It is largely **UNTAPPED**

Very few companies effectively reach this market.



4 It is **READY**

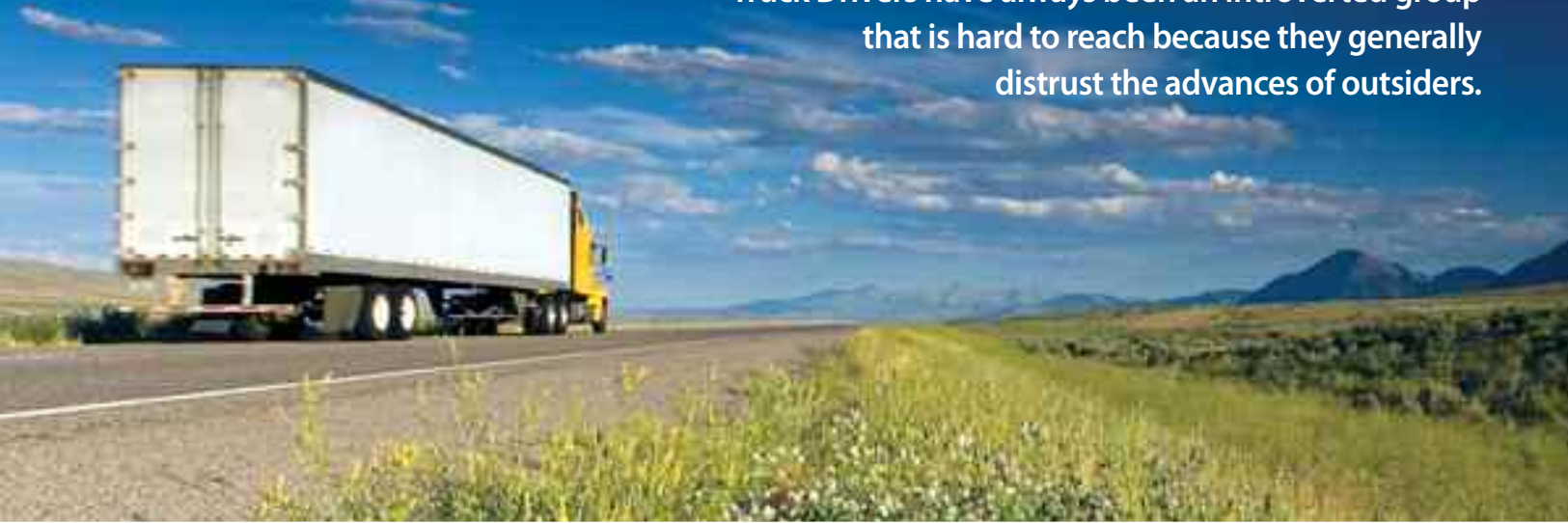
The Trucking Industry is hungry for new products and services.



Challenge = Opportunity

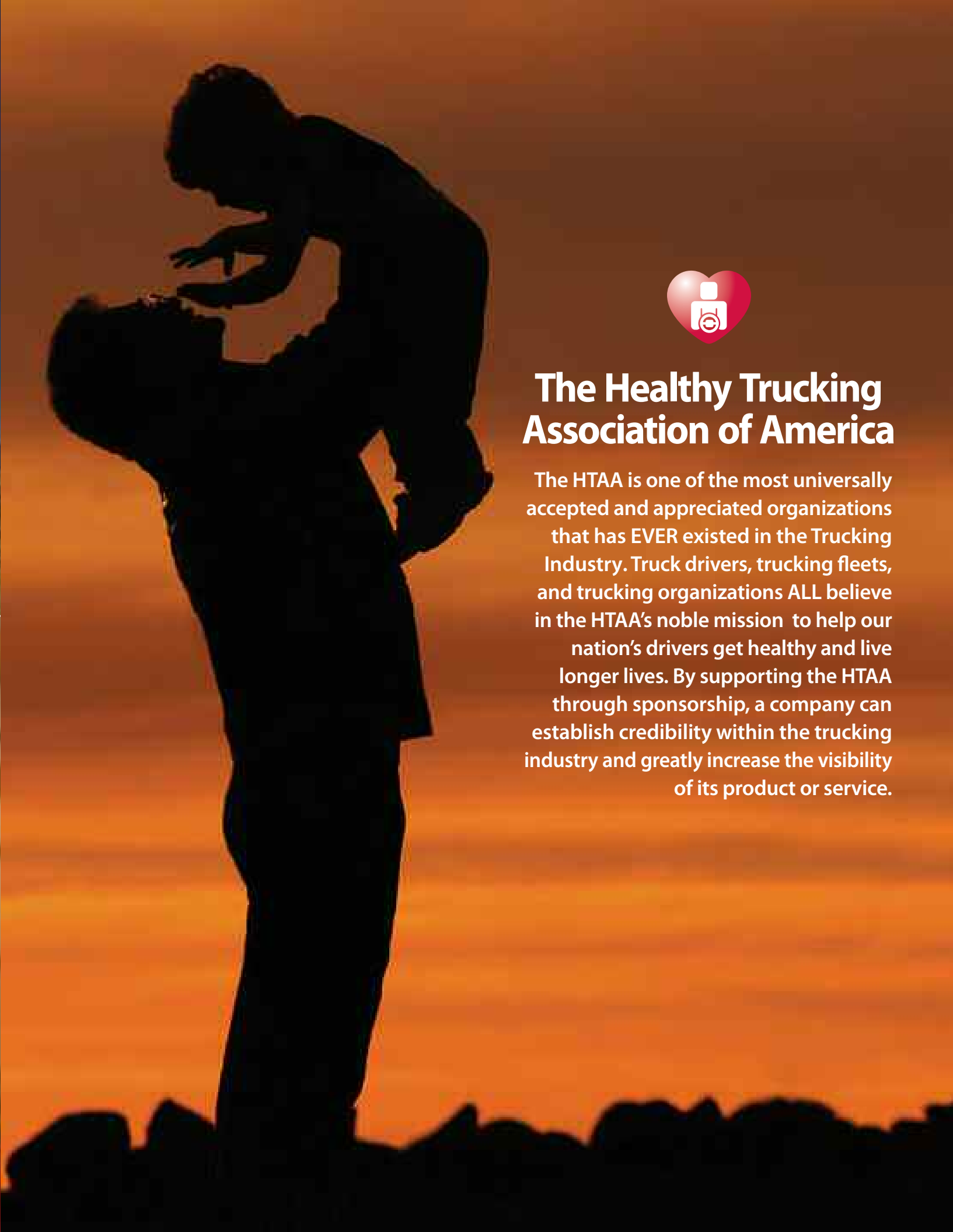
The Challenge:

Truck Drivers have always been an introverted group that is hard to reach because they generally distrust the advances of outsiders.



The Opportunity:

Product and services companies can generate tremendous sales increases if they can overcome this challenge by establishing credibility within the trucking industry.



The Healthy Trucking Association of America

The HTAA is one of the most universally accepted and appreciated organizations that has EVER existed in the Trucking Industry. Truck drivers, trucking fleets, and trucking organizations ALL believe in the HTAA's noble mission to help our nation's drivers get healthy and live longer lives. By supporting the HTAA through sponsorship, a company can establish credibility within the trucking industry and greatly increase the visibility of its product or service.

The HTAA reaches out to the Trucking Industry in so many ways



Regular communication to thousands of HTAA members



Annual Healthy Trucking Summit



Free health screenings

Healthy Trucking Discount Prescription cards



Driver HEALTH magazine



Healthy Trucking Executive Brunches



Inside Trucking Online



Driver, Fleet and Allied memberships



HTAA Website



HTAA exhibits and displays



Healthy Trucking webinars



Health and Wellness Pavilions at major trucking events



HTAA Healthy Trucking Newsletter



HTAA Discounts Program

Get involved

with the



HEALTHY
TRUCKING
ASSOCIATION OF AMERICA

We carry healthy solutions

Sponsorship
Membership
Benevolence

For more information,
please call, log-on or email:

800-800-1198

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