

# Trucking LIVE

## 2017 Program Sponsorship

Trucking LIVE  
Pegasus TransTech Client Conference  
Hilton St. Petersburg Bayfront Hotel  
St. Petersburg, Florida  
April 19 – 20, 2017

# About Trucking LIVE

## What is Trucking LIVE?

Trucking LIVE, the Pegasus TransTech 2017 Client Conference, is bringing together thought leaders and influencers to tackle the transportation and trucking industry's most pressing issues. The event features engaging and informative presentations from clients, partners, and staff, who represent some of the industry's best practitioners. An immersive digital experience with a focus on technology and substantive issues, Trucking LIVE includes a provocative debate you won't find anywhere else in the industry.

## About Pegasus TransTech

Pegasus TransTech is a leading mobile, telematics, and business automation provider to the transportation industry in the United States and Canada. Through its Transflo portfolio, the company delivers real-time communications to thousands of fleets, brokers, and commercial vehicle drivers who represent nearly \$40 billion in transported goods each year. The company's mobile and cloud-based technologies digitize over 400 million shipping documents annually. Organizations throughout the company's client and partner network, including the majority of Transport Topics Top 100 For Hire Carriers, look to Pegasus TransTech to increase efficiency, improve cash flow, and reduce costs. Headquartered in Tampa, Florida, USA, Pegasus TransTech is setting the pace of innovation in transportation software. For more information, visit [www.transflo.com](http://www.transflo.com).

## Trucking LIVE Program Overview\*



### Wednesday April 19

7:30am	-	8:45am	Breakfast
9:00am	-	10:30am	General Session and LIVE Awards
10:30am	-	10:45am	Break
10:45am	-	12:15pm	General Session
12:15pm	-	1:30pm	Lunch
1:30pm	-	2:30pm	Transflo Product Roadmap
2:30pm	-	4:00pm	Tech Pavilion / Networking Break
4:00pm	-	5:00pm	Educational Sessions
7:00pm	-	9:00pm	Dali Museum Opening Reception



### Thursday April 20

7:30am	-	8:45am	Breakfast
9:00am	-	10:30am	General Session
10:30am	-	12:00pm	Tech Pavilion / Networking Break
12:00pm	-	1:15pm	Lunch
1:15pm	-	2:15pm	Educational Sessions
2:20pm	-	3:20pm	Educational Sessions
3:20pm	-	3:30pm	Break
3:30pm	-	5:00pm	General Session and Keynote
5:30pm	-	7:00pm	Closing Reception

*\*Program overview is subject to change.*

# Sponsor Overview

## Why Participate as a Sponsor?

Looking for new, higher-value events to sponsor? We have the alternative you've been waiting for. With an attractive selection of available sponsorships, we will put you in front of an exclusive audience of decision makers at price points that offer great value. Sponsorship packages and the discounted add-ons that go with them are uniquely designed to give you greater influence and to allow your employees to demonstrate thought leadership to attendees. Unlike most events that go for quantity over quality, Trucking LIVE aims to have no more than 300 attendees. This ensures you don't get lost in the shuffle and that you have more meaningful interactions as a sponsor. You get premium brand awareness and visibility, quality leads, and an ROI you can take to the bank.

## Sponsors are also attendees!

Sponsors have an all-access ticket to the entire show. You'll learn how technology is reinventing business processes and how leading companies are using software and mobile solutions to get ahead of the pack. When you're not talking to prospects or showing attendees how your company is a leader, you'll be taking in keynote speeches and industry commentary or immersing yourself in the latest Transflo product innovation. Trucking LIVE presents networking opportunities you may not find anywhere else and is an experience you won't want to miss. So, join the conversation LIVE!

## Design Your Own Sponsorship!

You can custom design a sponsorship by combining a package with add-ons that meet your needs. If you have an idea that is not listed in the program sponsorships, let us know! The Trucking LIVE team is always open to new ideas.

Contact us at [sjones@transflo.com](mailto:sjones@transflo.com).

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## Sample of Recent Attendees



# Sponsorship Packages

	Platinum	Gold	Silver
<b>Go Digital Throughout the Event Program</b>			
Sponsor listing in conference mobile app	●	●	●
Highlighted sponsor information in conference mobile app	●	●	
Banner ad on conference mobile app	●		
<b>Promote Your Brand Before and After Event</b>			
Company logo included in post-event thank you email	●	●	●
Company logo on conference website	●	●	●
Company logo with hyperlink on conference website	●	●	
Company name mentioned in conference press release	●	●	
Company logo included in pre-arrival email to all attendees	●	●	
One email message from you to all attendees before or after event	●		
Post-event joint webinar during 2017	●		
<b>Achieve Awareness and Mind Share Onsite</b>			
Recognition and logo placement on sponsor signage onsite	●	●	●
Premier placement and sizing on sponsor signage onsite	●	●	
Recognition on sponsor page of program guide	●	●	●
Premier placement and sizing on sponsor page of program guide	●	●	
Logo recognition during opening general session	●	●	●
Verbal recognition during opening general session	●		
Reserved seating for each complimentary registration	●		
Company description in program guide	100 words	50 words	
Color advertisement in program guide	Full page	Half page	
<b>Maximize Space and Attendance</b>			
Exhibitor Space	●	●	●
Complimentary registrations	3	2	1
Discount pricing on additional registrations (up to 3 additional)	50%	40%	20%
<b>Price</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

# Additional Sponsorships\*

	Add-on Price	Standalone Price
<b>Demonstrate Thought Leadership</b>		
General session presentation (15 minutes) with 2 reserved seats	\$10,000 Platinum \$14,000 Gold \$18,000 Silver	\$20,000
General session sponsor / thought leadership speech (5 minutes)	\$6,000	\$8,000
General session panel placement or interview (based on final agenda)	\$6,000	\$8,000
General session video (2 minute video you create)	\$3,000	\$6,000
Breakout session led by your company	\$3,000	\$6,000
<del>Sponsored video recap at end of general session</del>	<del>\$2,000</del>	<del>\$5,000</del>
	<b>No longer available</b>	
Chair drop in general session	\$2,000	\$5,000
Sponsored breakout session (logo plus introduction)	\$2,000	\$5,000
<b>Capture Recognition During the Event</b>		
Opening reception	\$7,000	\$10,000
Closing reception	\$7,000	\$10,000
Wednesday or Thursday breakfast	\$2,000	\$5,000
Wednesday or Thursday lunch	\$2,000	\$5,000
Wednesday or Thursday networking break / exhibitor space	\$2,000	\$5,000
<b>Maintain Visibility Throughout the Event</b>		
Lanyards worn by attendees through the conference (co-branded)	\$2,000	\$5,000
Event Wi-fi sponsorship	\$2,000	\$5,000
<b>Extend Engagement with Event Audience</b>		
Post-event joint webinar during 2017	\$2,000	\$5,000
One email from you sent to all attendees before or after event	\$2,000	\$5,000
<b>Add Something Extra</b>		
<del>Hotel room drop</del>	<del>\$2,500</del>	<del>\$5,000</del>
	<b>No longer available</b>	
Registration packet insert	\$1,500	\$3,000

\*Demonstrate your leadership and extend your reach by customizing your sponsorship package. For platinum, gold, and silver sponsors, we have provided discounted add-ons. Sponsors who have not chosen a package may select from the opportunities at the standalone price rate. Platinum, gold, and silver sponsors receive complimentary registration and discounted pricing on additional registrations (see Sponsorship Packages). Sponsors who have not chosen a package register at industry partner rates:

**\$899.00 Early Bird (through March 17, 2017)**

**\$1,199.00 Regular Price**

# Sponsorship Agreement Form

Please email completed agreement form to: [sjones@transflo.com](mailto:sjones@transflo.com). Requests will be considered in the order they are received. Upon receipt and acceptance of this Sponsorship Agreement, an invoice for check payment in the amount due will be generated and sent to the sponsor contact listed below. Checks should be made payable to Pegasus TransTech.

## Sponsorship Packages

**Platinum Sponsorship**  
**\$15,000**

**Gold Sponsorship**  
**\$10,000**

**Silver Sponsorship**  
**\$5,000**

## Additional Sponsorship Opportunities

	Add-on	Standalone
General session presentation (15 minutes) with 2 reserved seats	<input type="checkbox"/> \$10,000 (Platinum) <input type="checkbox"/> \$14,000 (Gold) <input type="checkbox"/> \$18,000 (Silver)	<input type="checkbox"/> \$20,000
General session sponsor / though leadership speech (5 minutes)	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
General session panel placement or interview (based on final agenda)	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
General session video (2 minute video you create)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$6,000
Breakout session led by your company	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$6,000
<del>Sponsored video recap at end of general session</del> <span style="border: 1px solid red; padding: 2px;">No longer available</span>	<del><input type="checkbox"/> \$2,000</del>	<del><input type="checkbox"/> \$5,000</del>
Chair drop at general session	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Sponsored breakout session (logo plus introduction)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Opening reception	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$10,000
Closing reception	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$10,000
Wednesday or Thursday breakfast	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Wednesday or Thursday lunch	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Wednesday or Thursday networking break / exhibitor space	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Lanyards worn by attendees throughout the conference (co-branded)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Event Wi-fi sponsorship	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
Post-event joint webinar during 2017	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
One email message from you sent to all attendees before or after event	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,000
<del>Hotel room drop</del> <span style="border: 1px solid red; padding: 2px;">No longer available</span>	<del><input type="checkbox"/> \$2,500</del>	<del><input type="checkbox"/> \$5,000</del>
Registration packet insert	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000

**Total Amount:** \$ \_\_\_\_\_

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Upon execution of this Sponsorship Agreement (which includes the Exhibitor Terms and Conditions attached hereto as Exhibit A), *(insert company name)* \_\_\_\_\_ accepts, and agrees to, the terms and conditions contained in this Agreement (including the Sponsor Terms and Conditions attached hereto as Exhibit A). The parties hereto have executed this Sponsorship Agreement as of the last date below.

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

.....  
Pegasus Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Sponsor Terms and Conditions

## (Exhibit A to the Sponsorship Agreement)

Pegasus TransTech, LLC and its authorized agents and representatives acting within the scope of their authority ("Pegasus TransTech") are hosting Trucking LIVE (the "Conference") from April 19, 2017 through April 20, 2017 at the Hilton St. Petersburg Bayfront Hotel in St. Petersburg, Florida. Sponsor, as used in these Terms and Conditions, means any person or company exhibiting at the Conference ("Sponsor"). Sponsor's signed Sponsorship Agreement, to which these Terms and Conditions are attached, constitutes Sponsor's acceptance of and compliance with the following provisions. The Sponsorship Agreement, together with these Terms and Conditions, are hereby referred to as this "Agreement".

### Codes and Agreements

Sponsor hereby agrees to be bound by this Agreement, the Rules and Regulations of the Conference and all amendments hereto and thereto. Sponsor further agrees to adhere to and be bound by: (a) all applicable fire, safety, utility and building codes and regulations; (b) any rules or regulations of the facility where the Conference is held; and (c) the terms of all leases and agreements between Pegasus TransTech and any other party relating to the Conference.

### Payment

The cost of each exhibit, event, add-on and package is as indicated in the attached 2017 Program Sponsorship. Prior to March 3, 2017, payment is required within 30 days of receipt of Sponsorship Agreement. For all Sponsorship Agreements received after March 3, 2017, full payment must accompany this Agreement.

### Company Logo

For Platinum, Gold, and Silver sponsors, a high-resolution graphic data copy of Sponsor's company logo should be emailed to Pegasus TransTech at marketing@transflo.com for inclusion in our sponsor-recognition listing in the conference guide. Logos may be in one of the following formats: Adobe Illustrator CS4 (or earlier), AI file or vector EPS.

### Sponsor Personnel

All Sponsor personnel must be registered attendees. Pegasus TransTech does not offer partial registrations.

### Hotel Reservations

Sponsor must register for Trucking LIVE prior to making hotel reservations in order to secure the group-room rate. Pegasus TransTech sets aside a block of rooms for conference attendees at the Hilton St. Petersburg Bayfront Hotel at the special-room rate of \$199.00 per night, plus applicable taxes. These group rates are valid April 18 – 20, 2017, based on availability. The cut-off date to make reservations is March 17, 2017 after which reservations will be accepted on a space- and rate-available basis. Upon completion of Sponsor's conference registration, contact the hotel at (800) 445-8667 and mention Trucking LIVE, the Pegasus TransTech 2017 Client Conference. The hotel cannot guarantee the group rate once the room block is sold out.

### Non-Exhibiting Suppliers

Non-exhibiting suppliers are prohibited from selling products and services or distributing items in the aisle, food and/or seating areas of the exhibit floor. Any non-exhibiting supplier selling products or services or distributing items in these areas will be escorted from the exhibit floor by security, their name badge will be forfeited for the duration of the conference, and the incident shall be reported to Pegasus TransTech for further action. Any Sponsor observing such activity should communicate these infractions to Pegasus TransTech staff immediately.

### Equipment

All equipment shall be provided by Sponsor at Sponsor's own expense. Sponsor shall make arrangements for shipment, delivery, receipt and storage of materials.

### Installation and Dismantling

All exhibits must be erected and ready for viewing by the earlier of (a) two hours prior to the date and hour announced as the opening of the Conference or (b) the official inspection time announced by Pegasus TransTech. Sponsor will pay promptly, and in any case not later than 30 days, any invoices for labor Pegasus TransTech engages on behalf of Sponsor with Sponsor's prior consent. Goods received by Sponsor after the Conference opening must be delivered to the official decorator or exhibit hall manager, who shall be designated by Pegasus TransTech, and set up during times when the Conference hall is closed. Exhibit materials and displays may not, without approval by Pegasus TransTech, be removed from the Conference hall until the Conference hall has been officially closed. The deadline for clearance of materials from the Conference hall will be indicated in the official Sponsor's service manual provided by Pegasus TransTech and will be enforced. It is Sponsor's responsibility to have Sponsor's display dismantled, packed, identified and cleared for shipment by such time.

### Default Occupancy

Failure to occupy space contracted for shall not relieve Sponsor from the obligation of paying for such space at the full rental price, and Pegasus TransTech shall have the right to use such space as it sees fit to eliminate blank space in the Conference hall, provided such exhibit space is not set-up and occupied two hours before the official Conference opening.

### Liability

The relationship between Pegasus TransTech and Sponsor shall be that of independent contracting parties and this Agreement shall not be construed as creating a partnership, employer-employee relationship, joint venture or agency between Pegasus TransTech and Sponsor. Pegasus TransTech, its employees, members, service contractors, and agents are not responsible for the safety of the Sponsor from theft, fire, contractors, accident, vandalism or other causes. Any protection to persons or property provided by Pegasus TransTech including but not limited to provision of security watchmen and other precautions that Pegasus TransTech may take to protect property during installation, exhibition periods and removal, shall be deemed purely gratuitous and shall not give rise to any duty by Pegasus TransTech or any liability on its part. Pegasus TransTech shall not be liable for non-delivery of space, if such non-delivery is due to any one of the following causes: destruction or damage by fire or act of God; acts of a public enemy; strikes; war or war-like conditions; civil commotion; terrorist attacks; the authority of the law; or any causes beyond Pegasus TransTech's control ("Force Majeure Event"). Pegasus TransTech will, however, in the event it is not able to complete Pegasus TransTech's duties due to a Force Majeure Event, reimburse Sponsors for any exhibit rental fees to be determined at Pegasus TransTech's sole discretion.

### Release

Sponsor hereby expressly waives and releases any and all claims, now known or hereafter known in any jurisdiction throughout the world, against Pegasus TransTech, and its officers, directors, employees, agents, affiliates, successors and assigns (collectively, "Releasees") arising out of or attributable to Sponsor's participation in the Conference, whether arising out of the negligence of Pegasus TransTech or any Releasees. Sponsor covenants not to make or bring any such claim against Pegasus TransTech or any other Releasees, and forever releases and discharges Pegasus TransTech and all other Releasees from liability under such claims.

### Permission to Use Materials

Sponsors grant Pegasus TransTech and its employees, agents, contractors or representatives permission to use, reproduce, combine with other works, and publish worldwide in all media, Sponsor's logo(s), trademarks, product names and descriptions, photography and video footage taken by Pegasus TransTech at Event, and any materials Sponsor provides for the purpose or as a result of participation in Event, including, without limitation, posting on websites, or publishing in other print or electronic media, brochures, newsletters, advertisements, and magazines. Pegasus TransTech may edit materials only as necessary to conform them to a given media, e.g., changing the size of an image, but will not modify Sponsor's trademarks or logos in any other way without Sponsor's prior written consent.

### Insurance

All property of the Sponsor will remain under Sponsor's custody and control during transit to and from and within the confines of the Conference hall. Sponsor must maintain minimum insurance coverage for the following types of coverage: general liability insurance with limits not less than \$2,000,000 per occurrence, covering liability for personal injury, property damage, liquor liability, and automotive liability, as well as workers' compensation insurance per applicable laws and employers' liability insurance. Upon written request, Sponsor shall make evidence of coverage available to Pegasus TransTech.

### Taxes and Licenses

Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state or national law applicable to Sponsor's activity at the Conference, including licenses to use music or other intellectual property. Sponsor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, use fees, or other charges that may become due to any governmental authority concerning Sponsor's activities relating to the Conference.

### Indemnification

Sponsor agrees to indemnify, hold harmless and defend Pegasus TransTech, Pegasus TransTech's officers, directors, employees, agents or assigns from and against, and pay, any and all liability, loss, cost, damages or expenses of whatever kind, including reasonable attorney fees, arising out of or relating to the activities of the Sponsor, including any claim that any of the materials provided

by Sponsor or Pegasus TransTech infringe or misappropriate any intellectual property rights of a third party.

### Cancellation of Conference

In the event that the Conference is postponed due to a Force Majeure Event, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement.

### Cancellation of Exhibit Space

Exhibit space may be canceled by the Sponsor up to February 27, 2017 (60 days prior to the Conference start date). All cancellations must be in writing and an original document must be delivered to Pegasus TransTech by 5pm EST on February 27, 2017. A refund of all payments, less a \$500 service fee, will be made. No refund will be made if cancellation is excused after 5pm EST on February 27, 2017. In the event of cancellation by Sponsor after February 27, 2017, Pegasus TransTech shall have the right to rent the space to anyone else, without obligation to return the amount already paid, and the right to retain such amount as liquidated damages.

### Conference Hall Access

Pegasus TransTech's Conference is not a public show. Pegasus TransTech will have sole control over the admission of the Conference area of all persons including Sponsor personnel and/or registrants. All persons visiting the Conference area will be admitted according to authorized representatives of Pegasus TransTech. Pegasus TransTech makes every effort to attract the maximum number of attendees to the Conference, but does not guarantee specific volumes or levels of attendance. Traffic by a specific exhibit is a function of the particular exhibit and not a responsibility of Pegasus TransTech.

### Use of Space

All demonstrations, sales activities, and distribution of circulars and promotion materials must be confined to the limits of the Conference. Sponsor shall not assign, sublet or share the space assigned, nor display articles or materials not manufactured or sold normally by Sponsor without prior written consent of Pegasus TransTech.

### Reserved Rights

As between Sponsor and Pegasus TransTech, Pegasus TransTech reserves the sole and exclusive rights to sell or serve on, in, or about the Conference any alcoholic beverages, soft drinks, food, souvenirs, or other merchandise, and no food or beverage, samples or otherwise, may be served or distributed by Sponsor without the prior written consent of Pegasus TransTech. Pegasus TransTech likewise reserves the right to eject any objectionable person from the Conference hall that has not received Pegasus TransTech's consent. Any such person so ejected shall be deemed to have waived any right and all claims for damages, reimbursement, or reinstatement, against Pegasus TransTech and its respective agents and employees.

### Governing Law

This Agreement and performance hereunder shall be governed and construed in accordance with the substantive laws of the State of Florida without giving effect to any choice or conflict of law provision or rule.

### Confidentiality

All information provided by Pegasus TransTech at and in relation to the Conference is confidential and proprietary information ("Confidential Information"). Sponsor shall not disclose Confidential Information other than to its employees, officers, agents, independent contractors, service providers, attorneys, accountants and financial advisors who reasonably need access to such information for the purpose of Sponsor's participation in the Conference. Sponsor shall protect Confidential Information from unauthorized use or disclosure using a reasonable degree of care.

### Entire Agreement

These Terms and Conditions, together with the Sponsorship Agreement, constitute the sole and entire agreement of the parties with respect to the subject matter contained herein and supersede all prior and contemporaneous understandings, agreements, representations and warranties, both written and oral, with respect to such subject matter. If any term or provision of this Agreement is invalid, illegal or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision or invalidate or render unenforceable such term or provision in any other jurisdiction. This Agreement are binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.