

# Trucking Social Media

Your **Invitation** to:

**2<sup>nd</sup> Annual Truck Driver Social Media Convention**

**“United We Stand, The Circle Of Trust”**

Presented by

**Allen & Donna Smith of:**

***Truth About Trucking, LLC & [www.askthetrucker.com](http://www.askthetrucker.com)***

**Truth About Trucking's** on-going mission since 2006, has been to educate, inform, and explain in clear terms, the numerous challenges, potential obstacles and regulatory changes within the trucking industry, that affect all of us on a daily basis.

Allen and Donna have tirelessly dedicated themselves to one goal:

***To raise the day-to-day standards of how the trucking industry functions as a whole; and to help ensure the ethical and moral treatment of the drivers within this community.***

Allen and Donna bring to the table, decades of real-world experience to their efforts; utilizing many of today's Social Media platforms and tools such as up-to-the-minute blog posts and their very popular internet radio show, [Truth About Trucking “LIVE”](#), to make available to professional drivers and industry leaders insightful observations, actionable content, and quality research.

## **Last Year Was Just The Beginning...**

In 2011, *Truth About Trucking* hosted their very first ***Truck Driver Social Media Convention*** whose theme was:

### **“Uniting Professional Drivers and Those Who Support Them”**

Held at the Gold Strike Hotel in Tunica, MS, this 15 hour, ground breaking event served to:

- Unite and honor professional truck drivers, as well as industry leaders, companies, organizations, and the people who support them.
- Create a Public Awareness to the issues that the professional driver faces daily
- Provide a content-rich, participation fueled forum where such topics as:
  - Trucking employment law
  - DOT Federal Regulations
  - The “DO’s & DON’Ts” when seeking employment as a professional driver
  - How to be successful as an owner operator during challenging times
  - The Power of Social Media, (how to share your messages across the Internet).
- Created a platform where industry leaders and company representatives joined forces to discuss and brainstorm possible solutions to a variety of trucking industry issues, as well as address some of the personal dilemmas faced by professional drivers, both seasoned and for those just starting out.

## **Beyond Just Information...**

The 2011 ***Truck Driver Social Media Convention*** was a place where people *interacted* with people - friendships were formed; work-related, networking relationships were born; insights were shared; and new perspectives gained. Those in attendance truly felt they were part of a larger whole, who shared their concerns, dreams, and quest for answers that made sense.

## **The Power of Social Media...**

Was expounded as those attending realized how trust and transparency builds relationships and businesses, as well as the ability to spread a passionate message out to hundreds of thousands of targeted listeners, including the media and general public.

Forward Into 2012...

## **"United We Stand, The Circle Of Trust"**

### **2nd Annual Truck Driver Convention**

**October 27th and 28<sup>th</sup>**

**Harrah's Hotel and Convention Center - Kansas City, Mo**

#### **Our Goal:**

This event will be a unique opportunity to unite attendees, (professional drivers, company representatives, aspiring drivers and the general public) in order to:

- Encourage understanding and the desire to build relationships through honesty, trust and transparency.
- Create a "Community of Trust" for quality information, products and services.

#### **Topics to be covered this year, but not limited to, will include:**

- Truckers Against Trafficking- Creating Awareness through Social Media
- Trucking Employment Law
- Truck Driver Health and Regulations
- Understanding Federal Regulations
- CDL Training, Driver Retention, and the Truck Driver Shortage
- Social Media - Reaching Multitudes with your Message

***Truth About Trucking, LLC* stands for the passion of our beliefs.** Earning your trust over the past 6 years has been our privilege. We strive each day to earn, respect, and maintain the highest levels of that trust with our commitment to you, the trucking industry, and to the many important causes within it.

The **Annual Truck Driver Convention** has attracted several of those within our industry who are also committed to many of the causes that affect our industry today:

- ❖ Fight Against Human Trafficking
- ❖ Jason's Law for more safe truck parking
- ❖ Cleaner air( including the need for alternative idling solutions)
- ❖ Safety and awareness for women entering trucking
- ❖ The need for a healthier lifestyle
- ❖ Safety on the road
- ❖ The trials of running legal ... and much more!

## **COME JOIN US!**

If you would like to be a part of the ONLY [Trucking Social Media](#) event in the country, sharing your genuine concerns, products, services, & YOUR voice, please join us on October 27<sup>th</sup> and 28<sup>th</sup> in Kansas City, Missouri as we once again unite in order to Share, Honor, Recognize, Inform, Network and Become a part of:

### **“Raising the Standards of the Trucking Industry” in the “Circle of Trust”**

- Watch the [Highlight video](#) of the First Annual Truck Driver Social Media Convention
- To [order the Full 2 hour highlight video](#) of the 15 hour event
- To sign up for most recent [convention updates](#)

If you would like more information about attending or sponsoring the event, please call  
**352-465-7476**

Or email us at [info@truckingsocialmedia.com](mailto:info@truckingsocialmedia.com)

List of: [2011 Sponsors](#)

[Sponsorship for 2012 Truck Driver Social Media Convention](#)

[Sponsorship Pledge Form/Agreement](#)

## Sponsorships:



\$10,000.00  
Exclusive to 1 Sponsor

### Platinum Sponsor will receive:

- A 350X250 Logo Ad placed on the AskTheTrucker.com Sponsor Page
- TOP BANNER AD- 720 x 90 Linked Company name listed as Platinum Sponsor on Truck Driver Social Media Website
- Banner Ad placed on the AskTheTrucker and Trucking Social Media Sponsor page
- Centerfold in the Convention Brochure with write up of your company or organization

[Preview 2011 Full Page Ad](#)

### Additional Benefits:

#### **Platinum Sponsors will also receive:**

Signage at Friday Evening Receptions, Entrance to Ballroom, and in Meeting Room

- A 22"X28" Easel sign, displayed at the front entrance of the Convention's entryway
- Verbal acknowledgment of your company during the "Welcome" speech
- Sponsorship announcements on Blog Talk Radio show, [Truth About Trucking "LIVE"](#)
- 6' Sponsorship table set up with print/company materials provided by sponsor
- Company display signs on attendee tables
- An AskTheTrucker blog post about your company
- Linked In Facebook and Twitter recognition as sponsor
- Four complimentary attendance tickets





\$7,500.00

Exclusive to 2 Sponsors

Gold Sponsors will receive:

Linked Rotating Banner ad placed on top of Truck Driver Social Media Webpage

- Banner Ad placed on the AskTheTrucker and Trucking Social Media Sponsor page
- Full Page Ad in the Convention Brochure with write up of your company or organization
- Verbal acknowledgment of your company during "Welcome" speech

[Preview 2011 Gold Sponsor Ads](#)

Additional Benefits:

**Gold Sponsors will also receive:**

- Signage during Buffet and Early Morning Receptions
- A 22"X28" Easel sign to be displayed during buffet
- Company signage placed in convention meeting room
- Sponsorship announcements on Blog Talk Radio show, Truth About Trucking "LIVE"
- 6' Sponsorship table set up with print/company materials provided by sponsor
- Linked In Facebook and Twitter recognition as sponsor
- 3 complimentary attendance tickets





\$5,000.00

**Exclusive to 10 Sponsors**

Silver Sponsors will receive:

- Banner Ad placed on the AskTheTrucker and Trucking Social Media Sponsor page
- Verbal acknowledgment of your company during "Welcome" speech
- Signage placed in the convention meeting room
- 1/2 Page Ad in the Convention Brochure with page text description of your business
- Sponsorship announcements on Blog Talk Radio show, Truth About Trucking "LIVE"

[Preview 2011 Silver Sponsor Brochure Ads](#)

Additional Benefits:

**Silver Sponsors will also receive:**

- 6' Sponsorship table set up with print/company materials provided by you and/or your company
  - Linked In Facebook and Twitter recognition as sponsor
  - 2 complimentary attendance tickets
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\$1,000.00

Exclusive to 50 Sponsors

Bronze Sponsors will receive:

- Banner Ad placed on the AskTheTrucker and Trucking Social Media Sponsor page
- Sponsorship announcements on Blog Talk Radio show, Truth About Trucking "LIVE"
- Signage Recognition in Convention Meeting Room for Bronze Sponsors
- Company contact/website information included in Convention Brochure
- LinkedIn Facebook and Twitter recognition as sponsor

[Preview 2011 Bronze Sponsor Text Ads](#)

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# Supporting Sponsor

*"Honorable Mention"*

**\$150.00**

*"Unlimited"*

Supporting Sponsors will receive:

- Text link of company website on Trucking Social Media Sponsor page
- Company contact/website information included in Convention Brochure

[Preview 2011 Brochure Page](#)

We look forward to seeing you at the 2<sup>nd</sup> Annual Truck Driver Social Media Convention and appreciate your support.

Allen & Donna Smith