

**DATCON '21**  
Austin TX

**EXCEED**



## **Sponsorship Package Prospectus**

AT&T Conference Center, Austin TX | October 4-6, 2021

**Hundreds of thousands of 3PLs, freight brokers, motor carriers and shippers rely on DAT every day to move freight and provide key decision-making insights.**

## **What is DATCON21?**

Every year, DAT's most engaged users gather for transportation's premier event of industry professionals. The two-day conference features inspiring keynote addresses, high-profile sessions with industry experts, hands-on product training, and a wealth of networking opportunities. DATCON attendance has grown every year since the first user conference in 2016, and for the first time, DATCON21 attendees will include carrier customers.

## **Bigger and Better Than Ever**

This year, we're exceeding the expectations by bringing all three components of the transportation industry together. DATCON21 is now open to brokers, shippers, and by invitation only, a premium list of carriers. Sponsors will have the opportunity to connect with industry experts to network, build relationships and expand their partnerships.

## **Sponsorship ROI**

DATCON21 provides sponsors the opportunity to gain visibility and talk directly to key decision-makers from hundreds of transportation companies.

- Company logo on the conference website with a link to your site
- Company logo with company description in the DATCON21 mobile app
- Company logo on the conference screensavers displayed between sessions
- Company logo on conference signage and more

## **Past Attendees**

More than 139 companies—large and small—were represented at DATCON19, including:

- Allen Lund Company
- Arrive Logistics
- Bay & Bay Transportation
- BNSF Logistics
- Circle Logistics
- Coca-Cola North America
- Constellation Brands
- Convoy
- C.R. England
- Express Logistics
- FedEx Logistics
- GlobalTranz
- Hybrid Transit Systems
- KLLM Logistics Services
- Knight-Swift Logistics
- Landstar
- Mystic Logistics
- Nationwide Logistics
- New Prime Inc.
- Redwood Logistics
- Shipwell
- Sunline Commercial Carriers
- Uber Freight
- United Transportation Services
- U.S. Logistics
- Werner Enterprises

“**Every year you could come to this and learn something new. I've been in the business 10 years and I learned something new.**

**Matt Harrington,  
Director of Truckload  
Operations FreightPros,  
Austin, TX**

		Presenting \$55,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500
<b>Onsite</b>	Kiosk	✓	✓	✓	✓	✓
	Registration tickets	6	4	3	2	1
	Staff tickets	3	3	2	2	2
	Recognition at opening	✓	✓	✓	✓	
	Video commercial	:60	:30	:15		
	Signage	✓	✓			
<b>Digital</b>	Logo & link on website	✓	✓	✓	✓	No link
	Email blast - pre show	2	1	1		
	Email blast - post show	2	1	1		
	Social Media	3	2	1	1	1
<b>Speaking</b>	45 min session	✓				
	Introduce Keynote	✓				
	Panel spot	✓	✓			
<b>Add Ons</b>	Opening reception	✓				
	Breakfast		✓			
	Registration list	✓				

# DATCON21 Sponsorship Form

**Company Name:** \_\_\_\_\_

(As you would like it to appear in promotional materials)

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Job Title:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Company Web:** \_\_\_\_\_

You understand that this application will become a binding contract upon acceptance by DAT, and incorporated into this contract are the attached terms and conditions. An invoice will be sent to you with payment due 30 days from receipt of signed contract.

**Authorized Signature:** \_\_\_\_\_

**Level of sponsorship:**  Presenting \$55,000  Platinum \$25,000  Gold \$15,000  Silver \$10,000  Bronze \$7,500

**Email completed form to [datcon@dat.com](mailto:datcon@dat.com) no later than August 30, 2021**

For more information email the events team: [datcon@dat.com](mailto:datcon@dat.com)  
DATCON21 details at [www.dat.com/datcon](http://www.dat.com/datcon)

# Rules & Regulations

## Payment

DATCON sponsorship is binding upon submission of the registration form and payment of the sponsorship fee. Such payment shall be made within thirty (30) days of receipt of invoice from DAT.

## Force Majeuer

In the event that fire, strike, extreme weather, act of God, or other circumstances beyond the control of DAT causes the conference to be canceled, a full refund of sponsorship fees will be made to Sponsor.

## Conference Access

DAT's DATCON21 is not a public conference. DAT will have sole control of all persons admitted to the conference spaces, including attendees and sponsors. DAT makes every effort to attract the maximum number of attendees to its conference, but does not guarantee specific volumes or levels of attendance. Visibility to Sponsor events, website links, mobile app, and conference screensavers is not the responsibility of DAT.

## Sales & Marketing

All demonstrations, sales activities, and distribution of promotion materials must be limited to those outlined and purchased through your paid sponsorship.

## Conference Participation

As Sponsor attendees, you are encouraged to attend the meals and general sessions as observers only. We respectfully request that Sponsors with competing products not attend certain information sessions as determined by DAT.

## Liability

DAT shall not be liable for any special, indirect, incidental, consequential, exemplary, extra-contractual, or punitive damages of any kind whatsoever, including, without limitation, lost profits, which may or does result from participation in the DAT DATCON21 sponsorship program. DAT, its employees, its members, their service contractors, agents and building and grounds officials are not responsible for the safety of Sponsor or its employees and representatives; or for the loss or damage to the property of Sponsor from theft, fire, accident, vandalism or other causes.

## Indemnification

Sponsor agrees to indemnify, hold harmless and defend DAT, its officers, directors, employees, agents or assigns, from and against all liability, loss, cost or expense, including reasonable attorney fees arising of any nature resulting from, or arising out of or in any way connected with Sponsor's participation in DAT's conference. Indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement or unfair competition. Sponsor, on signing the contract, expressly releases DAT, their officers, and employees from any and all claims for loss, damage or injury. Sponsor also agrees to indemnify, hold harmless and defend the AT&T Executive Education and Conference Center and their respective officers, directors, agents and employees from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including reasonable attorney fees), arising out of, caused by or resulting from, in whole or in part, any act, omission, negligence, fault or violation of law or ordinance, associated with the use or occupancy of the facility.

## Independent Contractor

As a DATCON21 Sponsor, you shall act as an independent contractor to DAT. Sponsor's relationship with DAT shall not be construed as an employer-employee relationship, joint venture, agency or partnership.

## Amendments

DAT reserves the right to revise, delete or otherwise amend these conference rules at any time upon prior notice.

## Governing Law

These Rule & Regulations and any updates hereto represent the entire agreement between Sponsor and DAT with respect to the subject matter hereof, supersede any and all prior and contemporaneous written and oral representations, understandings, and agreements between us, and will be governed by and construed in accordance with the laws of the State of Delaware. The waiver or failure of DAT to exercise in any respect any right provided hereunder shall not be deemed a waiver of such right in the future or a waiver of any other rights established under these Rules & Regulations.