



# IAA **McLeod** SOFTWARE® 2023

EXHIBITOR PROSPECTUS

SEPT 17-19 | PHOENIX CONVENTION CENTER | PHOENIX, AZ

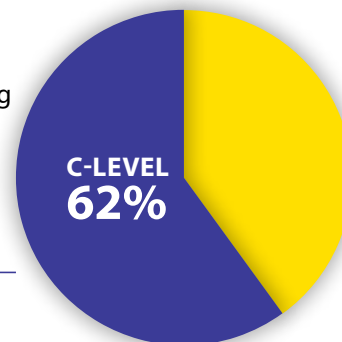


# JOIN US SEPTEMBER 17-19

for an incredible business opportunity to network with  
McLeod Software customers!

## Who attends McLeod Software UC?

Our attendees include C-Level executives, managers, directors, and other technical experts from top for-hire and private over-the-road fleets and brokerages of varying sizes and operational profiles. Come join an expected 1,500+ attendees for an event you will not want to miss!

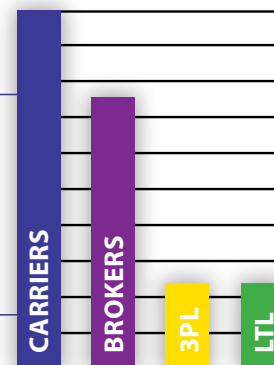


## 1,500+ Attendees

- 350+ Customer Companies
- 75+ Exhibitor Companies

## Attendee Profile

- C-Level — 62%
- Other — 38%



## Company Type Profile

- Carriers — 84%
- Brokers — 63%
- 3PL — 25%
- LTL — 20%

99.4% Customer attendees said they would attend McLeod UC again

12.5 Hours Exhibition  
6 Additional Hours of Networking







*"The value of networking and the firsthand look at new vendors' technology alone covers the cost. All of the McLeod information you gain is a bonus."*

– Travis White, RRR Transportation





# What You Receive as an Exhibitor

Booth assignments will be made based on sponsorship level and on a first-come, first-served basis.

## Early Bird Booth Registration — SAVE \$500

- \$5,500 – Early Bird Fee Per Booth
- \$6,000 – After August 1



## Exhibition Includes

- Exhibit space determined by sponsorship level
- Complimentary UC registrations per sponsorship level (additional registrations \$1,295 each)
- 6' table with black skirting, two side chairs & one wastebasket
- 8' back by 3' side piping and drapes (black)
- Company I.D. sign (11" x 17")
- Wireless Internet Access (casual access only)
- Company recognition on the McLeod UC2023 web page
- Recognition in the UC2023 Program
- UC2023 app provides additional branding and space for company/product/services details
- Preview of attending companies/attendees via app
- Participation in the "What Am I?" exhibitor game for attendees\*
- Your own Booth Prize Drawing\*\* (optional)

To see a current map with booth availability, go to [UserConference.McLeodSoftware.com/UC-Map](http://UserConference.McLeodSoftware.com/UC-Map)

*Note: The exhibit hall is NOT carpeted. Exhibitors must provide flooring for their booth space.*

## "What Am I?" Exhibitor Visitation Game\*

Customer attendees become eligible for a conference grand prize drawing worth hundreds of dollars by visiting each exhibitor booth to inquire about a "clue." Exhibitors are provided a daily clue to repeat to inquiring attendees. **Drawing winners announced during the Tuesday Afternoon Break.**

## Exhibitor Booth Prize Drawing\*\*

Hold your own prize drawing to attract leads and obtain contact information from prospects and customers. **Please check the box for participation when reserving your booth.**

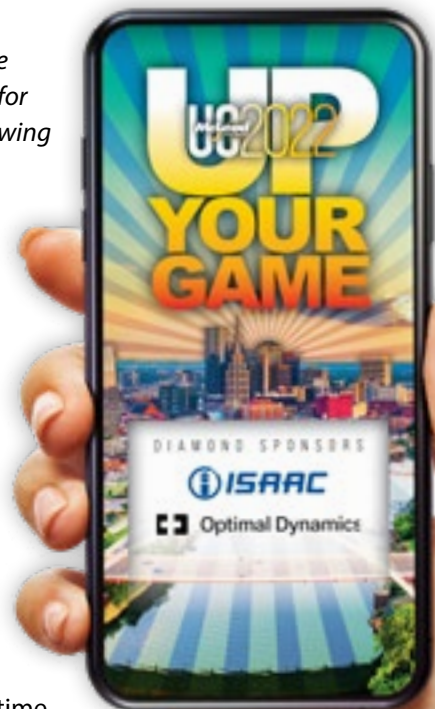
Prizes should be worth \$100 or more. Some examples include gift cards, laptops, tablets, Google Home Mini, Amazon Echo Dot, GoPro camera, Apple watch, your company's services, etc. **Participating exhibitor companies are announced, along with their drawing winner(s), during the Tuesday Afternoon Break.**

## UC2023 App

The UC2023 Conference App, provided by Attendee Hub, provides your company with a listing along with your logo, company name, and product description, as well as links to social media and your website. In addition to basic contact information, you may include a company/product description.

*Note: The conference app will remain live for up to 6 months following the conference.*

By using the app, you can capture qualified leads by sending a private message or meeting request. Start networking days, even weeks, in advance of the conference. Conference app goes live approximately 30 days prior to show time.



## Lead Capture Options *(separate purchase)*

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Enhance your experience while exhibiting at UC2023 with an easy-to-use lead retrieval tool offered by Cvent. Lead retrieval services are provided through the Cvent LeadCapture product. Licensing available for purchase separately.

**How It Works:**

- Scan badges to gather lead information
- Score leads and takes notes
- Export leads to any database on demand

**App License:**

- \$499 – 3-Pack LeadCapture License
- \$249 – Single LeadCapture License
- \$149 – Additional LeadCapture License

*(Steps to purchase provided after receipt of a signed exhibitor contract.)*

## Sponsorship Levels

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Heighten the awareness of your products and services to hundreds of potential customers. Choose from a variety of sponsorship levels and show attendees your support for McLeod Software. Offerings include bundled savings as well as a-la-carte advertising in addition to other event items. **See sponsorship form for more details.**

## Discounted Add-On Sponsorship Opportunities

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Feature your products and services through a-la-carte sponsorship opportunities to extend your reach within the McLeod customer base. Select the options best suited for your needs and budget.



## Trucking Technology & Services Exhibition Schedule

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*(Subject to change)*

**Set Up**

SUNDAY, SEPTEMBER 17 .....8:00 am – 3:30 pm  
(Optional Golf outing 6:30 am - 1:30 pm)

**Exhibition Days and Times**

SUNDAY, SEPTEMBER 17  
6:00 pm – 8:00 pm .....Opening Reception

MONDAY, SEPTEMBER 18  
7:00 am – 9:00 am .....Breakfast &  
General Session  
10:15 am – 11:00 am .....Morning Break  
12:15 pm – 1:45 pm .....General Session Lunch  
3:00 pm – 3:45 pm .....Afternoon Break  
5:30 pm – 7:00 pm .....Happy Hour Plus

TUESDAY, SEPTEMBER 19  
7:00 am – 8:30 am .....Breakfast  
9:30 am – 10:15 am .....Morning Break  
11:15 pm – 12:45 pm .....General Session Lunch  
3:00 pm – 3:45 pm .....Afternoon Break

**Breakdown**

TUESDAY, SEPTEMBER 18  
.....4:00 pm – 8:00 pm

WEDNESDAY, SEPTEMBER 19  
.....8:00 am – 12:00 pm

## The Venue

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**Phoenix Convention Center**

Phoenix, AZ  
100 N. 3rd Street  
Phoenix, AZ 85004 | 602.262.6225

## Questions? Your Contact

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Nora Griffin  
Marketing Director | Partnerships  
Phone: 205.823.5100  
Email: [Exhibit@McLeodSoftware.com](mailto:Exhibit@McLeodSoftware.com)



# **UC2023** SPONSORSHIPS

 SPONSORSHIPS	RUBY \$75,000 <i>Exclusive</i>	DIAMOND \$50,000 <i>Two Available</i>	PLATINUM \$35,000	GOLD \$25,000	SILVER \$12,000	BRONZE \$7,500	EXHIBITOR \$5,500 <i>\$6,000 after Aug 1</i>	KIOSK \$5,500
Exhibitor Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	Kiosk <i>- Includes electrical connection</i>
Complimentary Registrations <i>(additional regs \$1,295 per person)</i>	8	4	4	3	2	2	2	1
Listing in Program	100 Words	75 Words	75 Words	50 Words	50 Words	50 Words	35 Words	35 Words
Listing in UC App & Signage	✓	✓	✓	✓	✓	✓	✓	✓
Recognition at Opening General Session	✓	✓	✓	✓	✓	✓		
Logo/Link from UC Website & App	✓	✓	✓	✓	✓	✓		
Logo/Link included in email promotions sent to customers pre/post show	✓	✓	✓	✓				
Registration Area Branding	✓							
1-minute Video Promo Monday Lunch <i>(sponsor provides)</i>	✓							
INCLUDES								

<b>One Item</b> (Group A)	<b>One Item</b> (Group A)	<b>One Item</b> (Group A)	<b>One Item</b> (Group A)	<b>One Item</b> (Group A)
<b>Two Items</b> (Group B)	<b>Two Items</b> (Group B)	<b>Two Items</b> (Group B)	<b>Two Items</b> (Group B)	
<b>Two Items</b> (Group C)	<b>Three Items</b> (Group C)	<b>Three Items</b> (Group C)		
<b>Two-page UC Program Ad</b>	<b>Full Page UC Program Ad</b>			
<b>UC Mobile App Splash pg and Banner Ad &amp; Link</b>	<b>UC Mobile App Banner Ad &amp; Link</b>			
<b>Private Meeting Room</b>	<b>Private Meeting Room</b>			
<b>Eblast Ad in Three McLeod Customer E-Newsletters</b>	<b>Eblast Ad in Two McLeod Customer E-Newsletters</b>			
<b>The Dispatch magazine</b> Full-page Ad, Four Issues, plus a Two-page Advertorial in One Issue	<b>The Dispatch magazine</b> Full-page Ad, Four Issues			
<b>Customer Case Study</b> Up to 8 pages, includes writing, art, layout & design				

## GROUP A

### ONLY SELECT ONE

#### RUBY, DIAMOND, or PLATINUM

- ☐ Lanyards
- ☐ Conference Gift
- ☐ Recharge Lounge

#### RUBY, DIAMOND, PLATINUM, or GOLD

- ☐ Opening Cocktail Reception
- ☐ Monday Happy Hour Plus
- ☐ Hotel Key Cards  
*Renaissance & Hyatt  
Regency hotels only*
- ☐ Training Lab Area
- ☐ Conference Note Pads
- ☐ Conference Tote Bags
- ☐ Tote Bag Insert
- ☐ Beverage Stations
- ☐ Conference Wi-Fi

#### GOLD or SILVER

- ☐ Conference Pens
- ☐ Two Registrations
- ☐ Tote Bag Insert
- ☐ Monday A.M. Break & Exhibition
- ☐ Tuesday A.M. Break & Exhibition
- ☐ Monday P.M. Break & Exhibition
- ☐ Tuesday P.M. Break & Exhibition
- ☐ One Full-page UC Program Ad

#### ANY LEVEL (RUBY through SILVER)

- ☐ Booth Upgrade\*

\* Adds a 10 x 10' to your existing booth space per sponsor level, includes two registrations.

## GROUP B

### SELECT TWO

#### RUBY, DIAMOND, PLATINUM, or GOLD

- ☐ Monday Breakfast & Exhibition
- ☐ Tuesday Breakfast & Exhibition
- ☐ Monday Lunch & Exhibition
- ☐ Tuesday Lunch & Exhibition
- ☐ Tote Bag Insert
- ☐ 30-minute Breakout Session
- ☐ Product Showcase  
*7-minute, mini theatre session  
on exhibit floor*
- ☐ One Full-page UC Program Ad
- ☐ Full-page Ad, Two Issues, in  
*The Dispatch* magazine
- ☐ Eblast Ad in Two McLeod  
Customer E-Newsletters
- ☐ *In Motion* Video Guest  
Segment
- ☐ Two Registrations
- ☐ Sunday Evening  
Hotel Room Door Drop\*\*
- ☐ Monday Afternoon  
Hotel Room Door Drop\*\*

\*\* Sponsor provides, Renaissance  
& Hyatt Regency hotels only

## GROUP C

### RUBY SELECT TWO

#### DIAMOND OR PLATINUM SELECT THREE

- ☐ Monday or Tuesday  
Evening Event, Venues TBD
- ☐ Customer Case Study
- ☐ Tote Bag Insert
- ☐ Private Meeting Room
- ☐ 30-minute Breakout Session
- ☐ Product Showcase  
*7-minute, mini theatre session  
on exhibit floor*
- ☐ One Full-page UC Program ad
- ☐ Full-page Ad, Four Issues, in  
*The Dispatch* magazine
- ☐ Eblast Ad in Two McLeod  
Customer E-Newsletters
- ☐ *In Motion* Video Guest  
Segment
- ☐ Two Registrations
- ☐ Sunday Evening Hotel Room  
Door Drop\*\*
- ☐ Monday Afternoon Hotel  
Room Door Drop\*\*

\*\* Sponsor provides, Renaissance  
& Hyatt Regency hotels only





# Discounted Add-On Sponsorship Opportunities



*"McLeod UC  
is one of the  
best shows in  
the industry!  
The quality  
of content and  
attendees is  
unmatched.  
We walk away  
with great  
leads every  
year.*

— Preet Sivia, Parade

## Any Level Sponsor

### \$1,200

- ☐ One Full Page UC Program Ad
- ☐ Eblast Ad in Two McLeod Customer E-Newsletters

### \$1,500

- ☐ Full-page Ad in *The Dispatch* magazine
- ☐ *In Motion* Video Guest Segment

### \$2,500

- ☐ Private Meeting Room

### \$3,000

- ☐ Customer Case Study  
*Up to 4 pages, includes writing, art, layout & design.*

### \$5,000

- ☐ Booth Upgrade\*
- \* *Adds a 10 x 10' to your existing booth space per sponsor level, includes two registrations.*

### \$6,000

- ☐ Customer Case Study  
*Up to 8 pages, includes writing, art, layout & design.*

### \$7,500

- ☐ Monday A.M.  
Break & Exhibition
- ☐ Tuesday A.M.  
Break & Exhibition
- ☐ Monday P.M.  
Break & Exhibition
- ☐ Tuesday P.M.  
Break & Exhibition
- ☐ Product Showcase  
*7-minute, mini theatre session on exhibit floor*

### \$10,000

- ☐ Monday  
Breakfast & Exhibition
- ☐ Monday  
Happy Hour Plus
- ☐ Tuesday  
Breakfast & Exhibition

### \$15,000

- ☐ 30-minute Breakout Session
- ☐ Opening Cocktail Reception
- ☐ Monday Lunch & Exhibition
- ☐ Tuesday Lunch & Exhibition



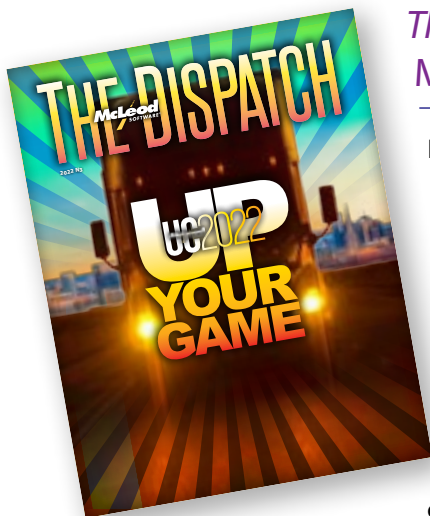


# Additional Descriptions



## Product Showcase

During each break in the conference schedule, we offer short Product Showcase demos in the mini theaters within the perimeter of the Exhibit Hall. These brief 7-minute demos are intended to provide a quick overview of your product or service.



## The Dispatch Magazine

Keep your company name and product in front of decision makers in carrier, broker and freight management businesses of all types. This quarterly publication, with a circulation of just under 3,000, sent to over 1,100 McLeod customer

companies, features guest articles written by business leaders, advisory consultants, and other industry pacesetters. [\(Click here for sample\)](#)

## Customer Case Study

Highlight the tangible value of your products and services by featuring real life customer success stories. Get access to an award winning art director and experienced ghost writer to produce professional,

distinctive, and appealing marketing collateral.

- \$6,000 — long publication
- \$3,000 — short publication

Includes all writing and editing through an industry experienced professional ghost writer, plus all art, layout & design.

Electronic file provided for partner use as well as linked to McLeod's partner case study webpage and listed on your McLeod Certified Integration Partner profile. [\(Click here for sample\)](#)



## In Motion Guest Segment *(video magazine)*

Promote your solution in a McLeod In Motion guest segment and increase your exposure to McLeod customers. Our quarterly video magazine is featured on our YouTube Channel, and In Motion has an average 500+ individual views and 18 hrs. view time per month. We will also promote your segment within one of our weekly customer e-newsletters. Filmed on site at our user conference. Speak to your product's capabilities and/or interview a common McLeod customer in attendance. Includes a video file for your own future use. [\(Click here for sample\)](#)

## Weekly E-Newsletter to McLeod Customer Subscribers

Stay in front of McLeod customers with regular mention in our weekly e-newsletter for Carrier and Broker customers. Use this communication to promote your product and services, webinars, case studies, etc., to 3,000+ subscribers. Our weekly e-newsletter averages a 30% open rate with a 18% click through vs. industry averages of 15% and 12%. Includes two ads to your chosen audience. Alternates weekly between Carrier and Broker audiences. You choose your audience type. [\(Click here for sample\)](#)



# UC2023 Sponsor Agreement

## MCLEOD SOFTWARE SPONSOR EXHIBITION RULES & REGULATIONS

Sponsor hereby agrees to be bound by these Exhibition Rules and Regulations, and all amendments thereto and 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 Exhibition is held; (c.) the terms of all leases and agreements between McLeod Software (hereinafter "McLeod") and any other party relating to the Exhibition.

**PAYMENT** UC sponsorship is reserved upon submission of the registration form and includes agreement to pay in full within 30 days of the date of invoice unless other payment plan(s) is agreed to in writing.

**EXHIBITION HALL/BOOTH** McLeod reserves the right in its sole discretion to change booth location assignments at any time without notice. No space will be assigned until registration and payment terms have been received and accepted by McLeod.

**CANCELLATION POLICY** - All cancellations must be in writing by an original document delivered to McLeod. A refund of all sums, less 50% billed, of the sponsorship, will be made. **No refund of fees will be made if cancellation is received after 5:00 pm CT on Aug 3, 2023.** In the event of cancellation by Sponsor at any time, McLeod shall have the right to rent the space to another Sponsor. Should your company register to play in our golf tournament and then cancel, there are no refunds of any golf fees.

**DEFAULT OCCUPANCY** Booth space not set up and occupied at least two hours prior to the official show opening may be utilized by McLeod as it sees fit to eliminate unoccupied space in the exhibit hall. Unoccupied space shall not relieve Sponsor from the obligation of paying for such space **at the full rental price.** Sponsors must set-up and break down during the designated times. Late set-up or break down, without prior permission, will result in the Sponsor Company's possible suspension of exhibition space in future conferences and a fine of \$1,000. Exhibits should fit in the space provided (10' or 20' width) without blocking neighboring Sponsors. Height shall not greatly exceed the top of the pipe and drape or interfere with other exhibits nearby. McLeod reserves the right to determine the appropriateness of any exhibit as well as the right to have an exhibit removed if it cannot be adjusted to fit properly.

**BOOTH PRIZE DRAWINGS** Sponsors who hold booth drawings are responsible for the distribution of prize(s) to the winner(s) at the Sponsor's own cost should shipping be required. Shipping will not be provided by McLeod.

**BOOTH PERSONNEL** All Sponsor personnel must be a registered attendee by either a.) as one of the complimentary registrants per booth OR b.) as a registered attendee at the appropriate fee and category set within the registration details. **Sponsor attendee registrations will not be reimbursed if cancellation is received after midnight CT, September 11, 2023.** Sponsors may substitute registered attendees up until the day of show at no additional charge.

**NOTICE: MCLEOD DOES NOT OFFER "BOOTH PERSONNEL ONLY" OR "PARTIAL" REGISTRATIONS.**

**HANDLING, STORAGE, INSTALLATION AND DISMANTLING** Sponsor shall make arrangements for shipment, delivery, receipt, and storage of materials through the Official Decorator. All booths 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 Exhibition or (b) the official inspection time announced by McLeod. McLeod reserves the right to engage labor on behalf of Sponsor, should Sponsor not meet pre-designated deadlines. Sponsor promises to pay promptly any invoices for such labor. Goods received by Sponsor after the Exhibition opening must be delivered to the official decorator or exhibit hall manager, whom shall be designated by McLeod, and set-up during times when the Exhibit Hall is closed.

**EXHIBIT HALL ACCESS** McLeod's Exhibition is not a public show. McLeod will have sole control of all persons admitted to the Exhibit area including Sponsor personnel and/or registrants. McLeod makes every effort to attract the maximum number of attendees to its Exhibition but does not guarantee specific volumes or levels of attendance. Traffic by a specific booth is a function of the exhibit and not a responsibility of McLeod.

**USE OF SPACE** All demonstrations, sales activities, and distribution of circulars and promotion materials must be confined to the limits of the Sponsor's booth or through paid sponsorship. 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 McLeod.

**LIVE OR RECORDED MUSIC** Sponsors are responsible for any copyright licensing fees resulting in the use of music, live or recorded.

**PHOTOGRAPHY & VIDEO RELEASE** - Sponsor grants permission to McLeod for the rights of Sponsor image, likeness and sounds as recorded on audio or video during UC without payment or any other consideration. Sponsor understands that Sponsor's image may be edited, copied, exhibited, published, or distributed and waives the right to inspect or approve the finished product

wherein such likeness appears. Additionally, Sponsor waives any right to royalties or other compensation arising or related to the use of Sponsor's image or recording.

**OTHER ACTIVITIES** Any Sponsor activities within the exhibit hall/booth space, outside of normal tradeshow booth demonstration and sales conversation scheduled activities involving McLeod customers, inside or outside of the hotel, one day before, during or immediately following the User Conference, must be approved by McLeod in advance.

**USER CONFERENCE PARTICIPATION** All Sponsor and sponsor attendees are encouraged to attend the meals, entertainment events, break-out sessions, as well general sessions, as observers only. We respectfully request Sponsors to not actively participate in dialogues or Q&A unless called upon. McLeod reserves the right to request Sponsors, and/or attending partners/vendors, with competitive products or services, to not attend specific sessions. We also respectfully request competitor Sponsors not attend each other's sessions without prior approval from said competitor.

**LIABILITY** The relationship between McLeod 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 McLeod and Sponsor. McLeod, its employees, its members, their service contractors, agents and building and grounds officials are not responsible for the safety of the Sponsor, its agents, employees, and representatives, or for the loss or damage to the property of Sponsor from theft, fire, accident, vandalism, or other causes. Any protection to persons or property provided by McLeod, including but not limited to provision of security watchmen and other precautions to protect property during installation, show periods and removal, shall be deemed purely gratuitous and shall not give rise to any duty by McLeod or any liability on its part. McLeod shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of public enemy; strikes; war or war-like conditions; terrorist attacks; the authority of the law; or any cause beyond McLeod's control. McLeod will, however, in the event it is not able for any of the above-named causes to complete its exhibit period, reimburse Sponsors for any exhibit rental fees to be determined at McLeod's sole discretion.

**INDEMNIFICATION** Sponsor agrees to indemnify, hold harmless and defend McLeod, its officers, directors, employees, agents, or assigns, from and against any and all liability, loss, cost, or expense, including reasonable attorney fees arising of any nature under contract from the activities of the Sponsor. Sponsor also agrees to indemnify, hold harmless and defend the Phoenix Convention Center (hereinafter "PCC") and their respective members, 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 Exhibit Hall

**CONFERENCE CANCELLATION OR RELOCATION OF EXHIBITION** In the event that the Exhibition is postponed due to any occurrence not caused by the conduct of McLeod or Sponsor, whether such occurrence be an Act of God or the common enemy or the result of war, riot, civil commotion, terrorist attacks, sovereign conduct, or the act of conduct of any person or persons not party or privy to this Lease, 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. In the event that such occurrence results in cancellation of the Exhibition, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments under this Lease shall be refunded to Sponsor, less a pro rata share of expenses actually incurred by McLeod in connection with the Exhibition.

**RESERVED RIGHTS** McLeod and the PCC reserve the sole and exclusive right to sell or serve on, in, or about the EXHIBIT HALL 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 consent of McLeod and the PCC. McLeod and the PCC, likewise, reserve the right to eject any objectionable persons from the exhibit hall that has not received McLeod's and the PCC's consent. Any such person so ejected shall be deemed to have waived any right and all claims for damages, reimbursement, or reinstatement, against McLeod, the PCC, and their respective agents and employees.

**GOVERNING LAW** - The laws of Alabama shall govern this contract, rules, and regulations. Any mutual agreement by the parties not to enforce any provision of these rules and regulations shall not void the entire agreement. Any controversy or claim arising out of or relating to this contract, or breach thereof, shall be submitted to arbitration in Jefferson County, Alabama before a single arbitrator mutually agreed upon by the parties. Any judgment and/or awards rendered by the arbitrator(s) shall be final and binding. We appreciate your participation in the McLeod User Conference and Exhibition and hope it provides many opportunities for new and repeat business.





# TIA

**McLeod**  
SOFTWARE®

# 2023

**QUESTIONS?**

CONTACT **NORA GRIFFIN**

205.823.5100

[EXHIBIT@MCLEODSOFTWARE.COM](mailto:EXHIBIT@MCLEODSOFTWARE.COM)

**SEPT 17-19** | PHOENIX CONVENTION CENTER | PHOENIX, AZ