

**UC  
26**

**EXHIBITOR  
PROSPECTUS**

**SEPT 13-15** | MUSIC CITY CENTER | NASHVILLE, TN



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

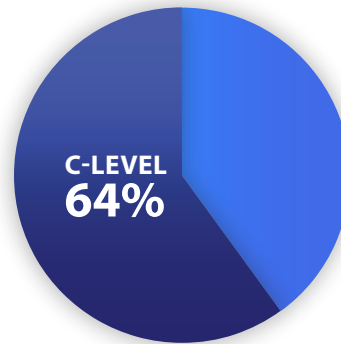
## Who attends McLeod Software UC?

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 1,100+ attendees for an event you will not want to miss!



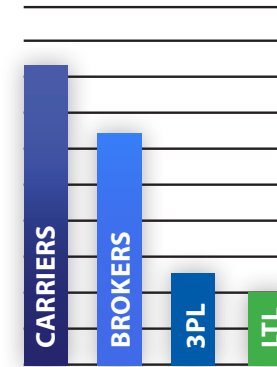
### 1,100+ Attendees

- 300+ Customer Companies
- 70+ Exhibitor Companies



### Attendee Profile

- C-Level — 64%
- Other — 36%



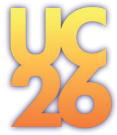
### Company Type Profile

- Carriers — 82%
- Brokers — 64%
- 3PL — 25%
- LTL — 20%

- 99.4% Customer attendees said they would attend McLeod UC again
- 10 Hours Expo
- 6 Additional Hours of Networking

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

— Travis White, RRR Transportation



# What You Receive as an Exhibitor

Booth assignments are based on sponsorship level and on a first-come, first-served basis.

## Booth Space Exhibition Includes

- Exhibit space for your booth determined by sponsorship level
- Complimentary UC registrations per sponsorship level (additional registrations \$1,554 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")
- Wi-Fi Access (casual access only)
  - Hardwired internet access available for additional fee, see exhibitor kit for details
- Company recognition on the McLeod UC web page
- UC app provides additional branding and space for company/product/services details
- Preview of attending companies/attendees via app
- NEW! Lead Capture is included!
- Your own Booth Prize Drawing\* (optional)

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



## Kiosk Exhibition Includes

- Stand-alone kiosk with artwork, exhibitor logo, bar stool, and carpet
- 43" monitor, HDMI cable connection, and electrical connection
  - Wi-Fi Access (casual access only)
  - Hardwired internet access available for additional fee, see exhibitor kit for details
- 1 Complimentary UC registration (*additional registrations \$1,554 each*)

**Note:** *Additional seating, banners, pop-up signage, literature racks, etc., are not permitted.*

To see a current map with booth availability, go to [McLeodSoftware.com/UC26-expo](http://McLeodSoftware.com/UC26-expo)



## Early Bird Booth Registration — SAVE \$500

- \$6,200 – Early Bird Fee Per Booth
- \$6,700 – After June 10th

## 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, Smart TV, Apple watch, your company's services, etc.

**Participating exhibitor companies are announced, along with their drawing winner(s), during the Tuesday Afternoon Break.**

## UC26 App

The UC Conference App, provided by Accelevents, 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.





	<b>Headline</b> \$75,000 <i>Exclusive</i>	<b>Diamond</b> \$60,000 <i>Two Available</i>	<b>Platinum</b> \$42,000	<b>Gold</b> \$30,000	<b>Silver</b> \$14,500	<b>Bronze</b> \$9,000	<b>Exhibitor</b> \$6,200 <i>\$6,700 after June 10</i>	<b>Turnkey Kiosk</b> \$6,200 <i>\$6,700 after June 10</i>
<b>Exhibitor Space</b>	Negotiable	10 x 20'	10 x 20'	10 x 10'	10 x 10'	10 x 10'	10 x 10'	Kiosk*
<b>Complimentary Registrations</b> <i>(additional regs \$1,554 per person)</i>	Negotiable	6	4	3	2	2	2	1
<b>Listing in UC App &amp; Signage</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>NEW - Lead Capture Included!</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Recognition at Opening General Session</b>	✓	✓	✓	✓	✓	✓		
<b>Logo/Link from UC Website &amp; App</b>	✓	✓	✓	✓	✓	✓		
<b>Logo/Link included in McLeod customer facing e-newsletter (pre/post show)</b>	✓	✓	✓	✓				
<b>INCLUDES</b>								

**NEW - LEAD CAPTURE INCLUDED!**

Easy-to-use lead capture offered by Accelevents is included in your sponsorship via the UC app! Capture leads by scanning an attendee QR code (conference badge or UC attendee profile on their mobile device) or via manual entry.

**How It Works:**

- Scan badges to gather lead information
- Score leads and take notes
- Export leads to csv file on demand

<b>One Item Group A</b>	<b>One Item Group A</b>	<b>One Item Group A</b>	<b>One Item Group A</b>	<b>One Item Group A</b>	<b>*includes electrical connection</b>			
<b>Two Items Group B</b>	<b>Two Items Group B</b>	<b>Two Items Group B</b>	<b>Two Items Group B</b>	<b>Two Items Group B</b>				
<b>Two Items Group C</b>	<b>Three Items Group C</b>	<b>Three Items Group C</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>Three Exclusive McLeod Customer E-Newsletters</b>	<b>Two Exclusive McLeod Customer E-Newsletters</b>							
<b>The Dispatch magazine Full-page Ad, Three Issues, plus a Two-page Advertorial in One Issue</b>	<b>The Dispatch magazine Full-page Ad, Three Issues</b>							
<b>:45 sec Video Promo during Monday Lunch Session</b>								





## GROUP A

Only Select One

### Headline, Diamond, Or Platinum

- Lanyards
- Conference Gift
- Expo Lounge
- Registration Lounge
- Booth Upgrade\*

### Headline, Diamond, Platinum, or Gold

- Expo Hall Welcome Reception
- Hotel Key Cards
- Training Lab Area
- Conference Note Pads
- Conference Tote Bags
- Conference Wi-Fi
- Booth Upgrade\*

### Gold or Silver

- Two (2) Registrations
- Tote Bag Insert\*\*\*
- 7-minute Product Showcase
- Beverage Stations
- Monday A.M. Break Networking & Expo\*\*
- Tuesday A.M. Break Networking & Expo\*\*
- Monday P.M. Break Networking & Expo\*\*
- Tuesday P.M. Break Networking & Expo\*\*
- Booth Upgrade\*

\* Booth upgrade adds a 10 x 10' to your existing booth space per sponsor level, includes two (2) registrations

\*\* Sponsor can send swag for distribution to attendees

\*\*\* Sponsor provides

See "Additional Descriptions" for more details

## GROUP B

### Diamond, Platinum, or Gold

Select Two

- Expo Hall Welcome Reception
- Training Lab Area
- Booth Upgrade\*
- Monday or Tuesday Breakfast Networking & Expo\*\*
- Monday or Tuesday Lunch Networking & Expo\*\*
- Tote Bag Insert\*\*\*
- 25-minute Breakout Session
- 7-minute Product Showcase
- Full-page Ad, Two Issues, in The *Dispatch* magazine
- Your Exclusive Content in Two (2) McLeod Customer E-newsletter
- Two (2) Registrations

## GROUP C

### Headline

Select Two

### Diamond or Platinum

Select Three

- Monday or Tuesday Evening Event  
Monday - *Select One*
  - Sport Bar Area
  - Speakeasy Bar Area
  - Rooftop Bar Area
- OR**  
Tuesday - *Select One*
  - Rooftop Bar 1
  - Rooftop Bar 2
- Customer Case Study
- Tote Bag Insert\*\*\*
- Private Meeting Room
- 25-minute Breakout Session
- 7-minute Product Showcase
- Full-page Ad, Three Issues, in The *Dispatch* magazine
- Two (2) Registrations



# Discounted Add-On Sponsorship Opportunities

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.

## \$1,800

- Your exclusive content in One McLeod Customer E-newsletter

Customer Type:

- Carriers  Brokers  Both

## \$2,500

- Full-page Ad, One Issue, in *The Dispatch* magazine

## \$3,500

- Private Meeting Room

## \$6,000

- Booth Upgrade\*
- Tote Bag Insert\*\*\*

## \$7,500

- Training Lab Area

## \$9,500

- 7-minute Product Showcase
- Beverage Stations

## \$10,000

- Sunday Evening Hotel Room Drop\*\*\*
- Monday Afternoon Hotel Room Drop\*\*\*
- Monday A.M. Break Networking & Expo\*\*
- Tuesday A.M. Break Networking & Expo\*\*
- Monday P.M. Break Networking & Expo\*\*
- Tuesday P.M. Break Networking & Expo\*\*

## \$12,000

- Monday Breakfast Networking & Expo\*\*
- Tuesday Breakfast Networking & Expo\*\*
- 25-minute Breakout Session
- 55-minute Panel Session

## \$15,000

- Expo Hall Welcome Reception
- Monday Lunch Networking & Expo\*\*
- Tuesday Lunch Networking & Expo\*\*

- Expo Lounge
- Registration Lounge
- Monday Evening Event

Select One:

- Sport Bar Area  
 Speakeasy Bar Area  
 Rooftop Bar Area

- Tuesday Evening Event

Select One:

- Rooftop Bar 1  
 Rooftop Bar 2

\* Booth upgrade adds a 10 x 10' to your existing booth space per sponsor level, includes two (2) registrations

\*\* Sponsor can send swag for distribution to attendees

\*\*\* Sponsor provides

See "Additional Descriptions" for more details



# Additional Descriptions

## Lanyards

Promote your brand on our conference lanyard provided to each attendee. Lanyards provided by McLeod. Art proof provided prior to production.



## Conference Gift

Promote your brand on our conference gift (Jupiter Nano magnetic Charger) provided to each attendee. Conference gift provided by McLeod. Art proof provided prior to production.

- Product size: 3 3/4" x 2 1/2" x 3/8"
- Laser engraved, imprint area: 3" x 2"
- Retail gift box: 4 3/4" x 3 1/4" x 1/2"



## Note Pads

Promote your brand on our conference note pads offered to all attendees at registration and provided by McLeod. Art proof provided prior to production.



## Tote Bags

Promote your brand on our conference tote bags offered to all attendees at registration and provided by McLeod. Art proof provided prior to production.

## Tote Bag Insert

Promote your brand in our conference tote bag. Insert or promotional item provided by sponsor and approved by McLeod.

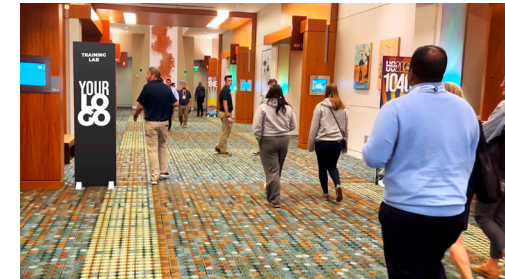


## Registration Lounge

Located in front of registration, this area provides comfortable lounge seating that includes charging ports for electronic devices plus a bar area for beverage options throughout the conference. Sponsor branding prominently displayed on area signage, tent cards, plus a daily mobile app push notification.

## Hotel Key Cards

Sponsor branding provided on hotel key cards at the Omni and JW Marriott. Includes a folded promo jack for your brief brand message or simply promote your booth location and encourage attendees to visit.



## Training Lab Area

Our Training Lab is visited by 60% of our customer attendees and is featured near the breakout session rooms. Sponsor branding is provided on area signage, tent cards at each workstation & in our mobile app plus optional promotional items and/or flyer/brochure distributed to each customer attending the training. Promotional items and/or flyer/brochure to be provided by sponsor and approved by McLeod.

## Beverage Stations

Refreshments provided during the meals and breaks. Sponsor branding on signage and tent cards placed at the beverage stations.

## Conference Wi-Fi

Sponsor branding provided on signage, in the mobile app, and featured on a splash page at mobile app login. Easel signage and tent cards placed throughout our contracted space, including all breakout session rooms. Password can be configured to your brand.

## Expo Hall Welcome Reception

Open UC with an exclusive sponsorship of the Expo Hall Networking Reception! Sponsor branding is provided on the large screens, on napkins at the bars & mobile app, mobile app push notification, and optional promotional items distributed to attendees. Promotional items to be provided by the sponsor and approved by McLeod.

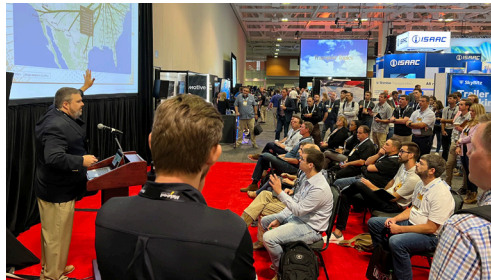


### Expo Hall Breakfast or Lunch, Networking & Exhibition

Lunch is served in the Expo Hall. Sponsor branding provided on the large screens, mobile app, mobile app push notification, and optional promotional items distributed to attendees. Promotional items to be provided by the sponsor and approved by McLeod.

### Expo Hall A.M. or P.M. Break, Networking & Exhibition

During the morning break in the Expo Hall, sponsor branding is provided on the large screens, mobile app, mobile app push notification, and optional promotional items distributed to attendees. Promotional items to be provided by the sponsor and approved by McLeod.



### Expo Hall 7-Minute Product Showcase

During each break, we offer short Product Showcase demos in the mini theatres within the Expo Hall. These brief 7-minute demos are intended to provide a quick overview of your product or service. Promotion of your showcase provided as part of the regular conference agenda in the mobile app and highlighted on the mini theatre screen during the Sunday Opening Reception as well as Monday/Tuesday

during Breakfast/Lunch dependent on the day your session is offered. Session topic and content require approval by McLeod.

### 25-Minute Breakout Session

Your 25-minute session provides you with an opportunity to present a deeper dive of your product, service or thought leadership subject matter. We encourage you to include a joint customer if possible. Promotion of your session provided as part of the regular conference agenda on the UC website and mobile app. Attendee badges are scanned and list provided after your session. Session topic and content require approval by McLeod.

### 55-Minute Panel Session

Your 55-minute thought leadership panel session provides you with an opportunity to present a deeper dive of the subject matter of your choice. Collaborate with other sponsors and include joint McLeod customers! A minimum of three panelists is required, plus one moderator.

Promotion of your panel session is provided as part of the regular conference agenda on the UC website and mobile app. Attendee badges are scanned and a list is provided after your session. Session topic, speakers, and content require approval by McLeod.

### Monday Evening Event – Category 10

Help us host an unforgettable event at Luke Combs' new massive venue Category 10. Four (4) floors create unique event spaces – three (3) available for sponsorship branding.

Choose one that suits you best:

- 5 Leaf Clover Sports Bar
- The Still Speakeasy
- The Eye Rooftop Bar

*Sponsor branding provided on digital signage within each space, napkins, mobile app listing & push notification.*



*5 Leaf Clover Sports Bar*



*The Still Speakeasy*



*The Eye Rooftop (interior)*



*The Eye Rooftop (exterior)*



## Tuesday Evening Event – Skydeck On Broadway Rooftop

We'll close out UC with a huge event including plenty of great food, refreshments, and entertainment!

Three (3) event spaces across the rooftop venue, two (2) available for sponsorship branding:

- Rooftop Bar 1
- Rooftop Bar 2

*Sponsor branding provided on digital signage within each space, napkins, mobile app listing & push notification.*



Rooftop Bar 1



Rooftop Bar 2



### The Dispatch Magazine

Keep your company name and product in front of decision makers in carrier, broker and freight management businesses of all types with a full-page ad in our publication.

With a circulation of 3,000, sent to over 1,100 McLeod customer companies, The Dispatch features guest articles written by business leaders, advisory consultants, and other industry pacesetters. *(Click here for a sample)*

### Monthly E-Newsletter To McLeod Customer Subscribers

Stay in front of McLeod customers with an exclusive email sent to McLeod customer subscribers (you choose the audience, Carriers or Brokers). Promote your product and services, webinars, case studies, your UC booth, etc., to just under 1,500 subscribers per audience type.

- 18% open rate with a 17% click through (excluding bots).
- You'll receive the email stats and a list of the customer company names who clicked.



## Have Something Else In Mind?

We're happy to collaborate with you to design a sponsorship package tailored to your goals. Reach out to us at [Events@McLeodSoftware.com](mailto:Events@McLeodSoftware.com) to explore a custom opportunity.

## Let's Get Your Sponsorship Secured!

Reach out to [Events@McLeodSoftware.com](mailto:Events@McLeodSoftware.com) to create your desired sponsorship package and to complete a contract.

*We look forward to a great show!*



# Trucking Technology & Services Expo Schedule

(Times TBA, details subject to change)

## Set Up

SUNDAY, SEPTEMBER 13

8:00 am – 4:00 pm

## Expo Days

SUNDAY, SEPTEMBER 13

6:00 – 8:00 pm .....Expo Hall Welcome Reception

MONDAY, SEPTEMBER 14

7:00 – 9:00 am .....Breakfast, General Session & Expo

10:15 – 11:00 am .....Expo Networking Break

12:15 – 1:45 pm .....Lunch, General Session & Expo

3:00 – 3:45 pm .....Expo Networking Break

TUESDAY, SEPTEMBER 15

8:00 – 9:00 am .....Breakfast & Expo

10:00 – 10:45 am .....Expo Networking Break

11:45 am – 1:15 pm .....Lunch & Expo

3:00 – 3:45 pm .....Expo Networking Break

## Breakdown

TUESDAY, SEPTEMBER 15

3:45 – 8:00 pm

WEDNESDAY, SEPTEMBER 16

8:00 am – 12:00 pm

*For a full conference schedule, click here.*

## The Venue

### Music City Center | Nashville, TN

201 Rep. John Lewis Way S.

Nashville, TN 37203 | 615.401.4000

(UC26 Expo is on Level 3, Exhibit Hall B)



## Questions?

Email: [Events@McLeodSoftware.com](mailto:Events@McLeodSoftware.com)

Phone: 205.823.5100





## MCLEOD SOFTWARE UC26 SPONSOR EXPO TERMS & CONDITIONS

Sponsor agrees to comply with these Expo Rules and Regulations, including all amendments, and adhere to: (a) applicable fire, safety, utility, and building codes; (b) facility rules; (c) terms of all leases and agreements between McLeod Software ("McLeod") and third parties relating to the Expo.

**PAYMENT** - Sponsorship is confirmed upon registration and requires full payment within 30 days of invoice unless otherwise agreed in writing.

**EXPO HALL / BOOTH** - McLeod may reassign booth locations at its discretion. Space will not be assigned until registration and payment are accepted.

**CANCELLATION** - Cancellations must be in writing. Refunds equal to 50% of sponsorship payments made will be issued if request is received by 5:00 PM CT on June 30, 2026. No refunds after this date. Excursion fees are non-refundable. McLeod may reassign canceled space.

**DEFAULT OCCUPANCY** - Booths not set up two hours before opening may be reassigned without relieving Sponsor's payment obligation. Set-up and breakdown must occur during designated times. Unauthorized late set-up or breakdown may result in a \$1,000 fine and future suspension. Exhibits must fit within assigned space (10' or 20' width, max 8' height). McLeod may remove exhibits deemed inappropriate.

**PRIZE DRAWINGS** - Sponsors are responsible for prize distribution and shipping costs.

**BOOTH PERSONNEL** - All personnel must be registered attendees. No "booth-only" or partial registrations. Substitutions are allowed until show day. No refunds for cancellations after midnight CT, September 11, 2026.

**HANDLING & INSTALLATION** - Sponsor must arrange shipment, delivery, and storage through Freeman Expo Services. Booths must be ready by

official inspection or two hours before opening. McLeod may hire labor at Sponsor's expense if deadlines are missed.

**EXPO ACCESS** - The McLeod Expo is closed to the public. McLeod controls all admissions. Attendance levels are not guaranteed.

**USE OF SPACE** - All activities must remain within Sponsor's booth or paid sponsorship. Subletting or sharing space without written consent is prohibited.

**MUSIC** - Sponsors are responsible for any copyright licensing fees for music use.

**PHOTOGRAPHY & VIDEO RELEASE** - Sponsor grants McLeod rights to use Sponsor's image, likeness, and recordings from the event without compensation or approval. Sponsor waives rights to royalties or review.

**OTHER ACTIVITIES** - Any Sponsor activity involving McLeod customers, inside or outside the venue, one day before, during, or immediately after the User Conference (UC) must receive prior written approval from McLeod.

**CONFERENCE PARTICIPATION** - Sponsors and their attendees are encouraged to attend meals, entertainment, and sessions as observers only. Sponsors should not engage in dialogue or Q&A unless invited. McLeod may restrict attendance at certain sessions for Sponsors or partners offering competitive products. Competitor Sponsors should not attend each other's sessions without prior consent.

**LIABILITY** - McLeod and Sponsor are independent contractors; this Agreement does not create a partnership, joint venture, or agency. McLeod, its employees, agents, and contractors are not liable for Sponsor's safety or property loss/damage from theft, fire, accident, or other causes. Any security measures provided are gratuitous and do not create liability. McLeod is not responsible for non-delivery of space due to fire, acts of God, strikes, war, terrorism, legal authority, or other causes beyond its control. If the Expo cannot be completed for these

reasons, McLeod will refund rental fees at its sole discretion.

**INDEMNIFICATION** - Sponsor agrees to indemnify, defend, and hold harmless McLeod, its officers, employees, agents, and assigns from any liability, loss, cost, or expense (including attorney fees) arising from Sponsor's activities. Sponsor also agrees to indemnify and hold harmless the Nashville Music City Center ("MCC") and its affiliates from any claims or damages resulting from Sponsor's use or occupancy of the Expo Hall.

**CANCELLATION OR RELOCATION** - If the Expo is postponed or canceled due to events beyond the control of McLeod or Sponsor (including acts of God, war, civil unrest, terrorism, or similar occurrences), performance under this Agreement is excused for the duration of the event. If canceled, all rental payments will be refunded less a pro rata share of expenses incurred by McLeod.

**RESERVED RIGHTS** - McLeod and MCC retain exclusive rights to sell or serve food, beverages, and merchandise within the Expo Hall. Sponsors may not distribute food or beverages without prior written consent. McLeod and MCC reserve the right to remove any objectionable persons from the Expo Hall without liability.

**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 shall be final and binding.

We appreciate your participation in the McLeod Software User Conference & Expo and hope it provides many opportunities for new and repeat business.