



# AMTA CONFERENCE SPONSORSHIP GUIDE 2025

AMTA is a not-for-profit, advocacy, and safety training association. For more than 87 years, our work has encompassed a broad range of environmental, socioeconomic, psychosocial, safety, and compliance matters impacting provincial highways.

[See our event schedule at amta.ca/events](https://amta.ca/events)

## 2025 Annual Conference Website

**April 8th - 10th**  
**River Cree Resort & Casino**  
**Edmonton**

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### **Who attends**

Join industry leaders, innovators, and decision-makers at the Alberta Motor Transport Association (AMTA) 87th Annual Conference. From April 8-10, 2025 we are Fueling Progress and Accelerating Change with a premier event dedicated to advancing Alberta's commercial transportation sector.

Gain critical insights into emerging technologies and market trends that are reshaping the commercial transportation landscape. Learn how to adapt and thrive in an evolving workplace environment. Connect with top executives, innovators, and decision-makers from across the sector. This is your chance to build relationships that can lead to strategic partnerships and collaborative opportunities. Take advantage of the Exhibitor Showcase to highlight your products and services, and gain visibility among key stakeholders and position your organization as a leader in the industry.

Whether you're a C-suite executive, fleet manager, logistics professional, or policy advisor, AMTA's Annual Conference offers invaluable knowledge and networking opportunities tailored to your needs.

### **Why attend**

It's our goal to ensure conference delegates learn tangible takeaways, make new connections, and have an experience to remember.

### **Sponsorships**

By partnering with AMTA, sponsoring our Annual Conference is a cost-effective investment to help you build and nurture business relationships and generate leads within the transportation industry. Connect and build purposeful relationships with industry leaders, owners, carriers, suppliers, collaborators and supporters within Alberta's commercial transportation industry.



# 2025 Conference Delegate Registration Details

**April 8th - 10th**  
**River Cree Resort & Casino**  
**Edmonton**

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The Alberta Transport Motor Association (AMTA) looks forward to welcoming you to the AMTA 2025 Conference on April 8-10 in Edmonton, Alberta.

## **What is included in a full delegate conference registration?**

A full Delegate Conference registration includes access to:

- Welcome Reception and Conference Tradeshow Tuesday, April 8
- All conference sessions Wednesday, April 9 and Thursday, April 10
- Awards Dinner Cocktail hour and Awards Dinner Wednesday, April 9
- Breakfast, lunch, and break refreshments on Wednesday, April 9, and Thursday April 10

## **What is the Awards Dinner?**

The Awards Dinner is an evening to recognize and celebrate AMTA's 2025 Award winners. This event will be held on Wednesday, April 9, at the River Cree Resort in Edmonton, Alberta and is included within your full conference registration. Should you wish to bring a guest, additional award dinner tickets are available for \$180.00/person. The awards dinner ticket includes the Awards Dinner Cocktail hour, one dinner, awards ceremony, and evening entertainment with DJ Joe Swell.

## **Booking a room at the River Cree?**

AMTA has secured discounted room rates at the River Cree Resort. Conference attendees are responsible for booking their own rooms and rooms are available on a first-come, first-serve basis. **Phone the hotel directly at 1-844-425-2733 (24/7) or reserve your room(s) online [here](#)**

## **Pricing details:**

**Member only** Early Bird full Conference Delegate pass until December 31, 2024 - \$900.00

Member regular member pricing full Conference Delegate pass - \$950.00

**Non Member** pricing Full Conference Delegate pass - \$999.00

Awards Dinner Celebration - \$180.00

## **Programing of Note:**

Welcome Reception Tuesday, April 8, 4pm-8pm

Conference Tradeshow Tuesday, April 8, 4pm-8pm

Conference Wednesday, April 9, 9am-2:30pm

Awards Celebration Cocktail Hour Wednesday, April 9, 5:30pm-6:30pm

Awards Dinner Wednesday, April 9, 7pm

Awards Presentation Wednesday, April 9, 8pm

Entertainment - DJ Joe Swell Wednesday April 9, 9pm-11pm

Conference Thursday, April 10, 9am-3:00pm

River Cree  
Resort & Casino

300 East Lapotac Boulevard  
Enoch, Alberta

April 8-10, 2025

The AMTA Annual  
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Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca

# 2025 Conference Exhibitors

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## Tradeshaw Exhibitor Booth

### AMTA Member price

\$550 each

\*Registration for members opens November 18, 2024

### Non-member price

\$1100 each

\*Registration for non-members opens January 20, 2025 (if remain)

### Tradeshaw open April 8th, 4pm-8pm

- Load-in April 8th, 12:00pm-3:30pm
- Load-out April 8th, 8:30pm-9:30pm

### Includes the following:

- Two (2) Tradeshaw exhibitor passes
- 8'x8' pipe and drape with table and two (2) chairs
- One standard power outlet
- Company logo on exhibitor board during event
- Company logo on exhibitor page in the Conference program
- Two social media posts before, during, or after event
- Company logo displayed and linked on amta.ca event landing page

### REGISTER TO BE AN EXHIBITOR HERE

\*Applications are accepted until February 27, 2025 or until sold out

\*Program logo due February 27, 2025

\*Invoices must be paid by March 15, 2025 in order to attend

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# 2025 Conference Sponsorships

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## Lunch Sponsor

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- **\$4,000 April 9th (One available)**
- **\$4,000 April 10th (One available)**
- One (1) full Delegate Conference registration
- Opportunity to address delegates for up to two (2) minutes at lunch from the stage
- Opportunity to provide a branded gift/takeaway during lunch
- Display one sponsor-provided pop-up banner during lunch
- Company logo on all-sponsor signage at registration table
- Emcee recognition prior to and after lunch
- On-screen recognition during event
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Two full colour ads in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Company logo displayed and linked on AMTA website event landing page

**\*Program logo and ad due February 27, 2025**

## Breakfast Sponsor

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- **\$4,000 April 9th (One available)**
- **\$4,000 April 10th (One available)**
- One (1) full Delegate Conference registration
- Opportunity to address delegates for up to two minutes at breakfast from the stage
- Opportunity to provide a branded gift/takeaway during breakfast
- Display one sponsor-provided pop-up banner during breakfast
- Company logo on all-sponsor signage at registration table
- Emcee recognition prior to and after breakfast
- On-screen recognition during event
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Two full colour ads in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on AMTA website event landing page

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# 2025 Conference Sponsorships

**April 8th - 10th**  
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## Welcome Reception Sponsor

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• **\$3,500 (One available) April 8th 4pm-8pm**

- One (1) full Delegate Conference registration
- Opportunity to address delegates for two (2) minutes at Welcome Reception
- Company logo on napkins during Welcome Reception
- Opportunity to display one sponsor-provided pop-up banner during Welcome Reception
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Welcome Reception
- On-screen recognition during Welcome Reception
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- One full colour ad in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

**\*Program logo and ad due February 27, 2025**

## Awards Dinner Cocktail Hour Sponsor

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• **\$3,500 (One available) April 9th 5:30pm-6:30pm**

- One (1) full Delegate Conference registration
- Company logo on napkins during Awards Dinner Cocktail Hour
- Display one sponsor-provided pop-up banner during Cocktail Hour
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Awards Dinner Cocktail Hour and Awards Dinner
- On-screen recognition during Awards Dinner Cocktail Hour
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- One full colour ad in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

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## Lanyard Sponsor

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- **\$3,500 (One available)**
- One (1) full Delegate Conference registration
- Company logo on all conference lanyards
- Emcee recognition at Awards dinner
- Company logo on all-sponsor signage at registration table
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- One full colour ad in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

**\*Sponsorship must be paid by March 1, 2025 to secure lanyards**

**\*Program logo and ad due February 27, 2025**

## Keynote Speaker Sponsor

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- **\$3,000 (Three available)**

**April 9 Eric Termuende- Attracting Top Talent in the Future of Work**

**April 9 Tina Varughese - Better Together**

**April 10 David Irvine- Leadership: How to Create High Engagement Culture**

- One (1) full Delegate Conference registration
- Opportunity to introduce Keynote speaker
- Emcee recognition before and after keynote
- Company logo on all-sponsor signage at registration table
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

**\*Program logo and ad due February 27, 2025**

## Energy Break and Networking Sponsor

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- **\$2,500 April 9th (One available)**
- **\$2,500 April 10th (One available)**

- One (1) full Delegate Conference registration
- Display one (1) sponsor-provided pop-up banner during Energy Break
- Company logo on all-sponsor signage at registration table
- Emcee recognition during before and after Energy breaks
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

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# 2025 AMTA Awards Nominations Information

April 9th, 2025

River Cree Resort & Casino

Edmonton

## AMTA Awards Nominations are now open!

### Nominate here!

Award winners will be celebrated at our 2025 Awards Celebration Dinner April 9, 2025 at the River Cree Resort and Casino. This event is a time to reflect on, and celebrate, the many successes and achievements of the 2024 winners. The Celebration includes dinner, Award Ceremony, and entertainment by DJ Joel Swell.

Every year, AMTA celebrates the brightest and best of industry who make outstanding contributions to the commercial transportation industry and the Association through these awards. We all know someone in industry who is deserving to be recognized for their efforts in continuing to better Alberta's commercial transportation industry.

#### **AMTA 2024 Supplier of the Year Award - Nominate today!**

The Supplier Award is presented annually to an individual who makes demonstrable and consistent efforts to serve AMTA and its members.

#### **Historical Award - Nominate today!**

This award honours a person who contributes to improving and enhancing the commercial transportation industry and providing valuable input on its growth.

#### **AMTA Safety Person of the Year - Nominate today!**

The AMTA Safety Person of the Year is awarded annually to an exceptional industry-focused safety professional.

#### **Friend to Industry Award - Nominate today!**

The Friend to Industry Award recognizes individuals, who, while not directly involved with the commercial transportation industry, provide guidance and support in helping AMTA, and its members achieve their goals.

#### **AMTA 2024 Driver of the Year**

This award is selected from the pool of AMTA Driver of the Month winners. Nominated by the Driver of the Month Committee.

#### **Dean Paisley Service to Industry Award**

The Dean Paisley Service to Industry Award is presented to AMTA's Board Chair for their efforts in supporting the Association and its goals. Nominated by AMTA Board of Directors.

#### **Don Achtemichuk Volunteer Service Award**

The Don Achtemichuk Volunteer Service Award is presented to an individual who devotes their time and efforts to AMTA projects, events, and initiatives. Nominated by AMTA Awards Committee.

*\*These nominations reflect individuals' actions for the year 2024*

**Nominations must be submitted by NOON, Friday, February 14, 2025**

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## Award Sponsorships

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- \$3,000 each

### AMTA 2024 Driver of the Year

The Driver of the Year is selected from the pool of AMTA Driver of the Month winners by the Driver of the Month Committee.

### AMTA 2024 Supplier of the Year Award

The Supplier Award is presented annually to an individual who makes demonstrable and consistent efforts to serve AMTA and its members.

### Historical Award

This award honours a person who contributes to improving and enhancing the commercial transportation industry and providing valuable input on its growth.

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### Don Achtemichuk Volunteer Service Award

The Don Achtemichuk Volunteer Service Award is presented to an individual who devotes their time and efforts to AMTA projects, events, and initiatives.

### Includes:

- Two (2) Awards Dinner Cocktail Hour tickets April 9th, 5:30pm-6:30pm
- Two (2) Awards Dinner Celebration tickets April 9th, 7pm-11pm
- Company logo on award
- Opportunity to present award to award winner
- Opportunity to take photo with award winner
- Company logo on all-sponsor signage at registration table
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

\*Sponsorship must be paid by March 1, 2025 to secure company logo on award

\*Program logo and ad due February 27, 2025

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## Session Sponsor

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- \$2,500 (Five available)

**April 9 Heather Fry - Truckers Against Trafficking**

**April 9 Western Association Fireside Chat**

**April 10 Lynn Varty - Transportation and Economic Corridors (TEC) Session**

**April 10 Dave Elniski & Steve Keppler - Technology and Safety in Transportation**

**April 10 Carrier Successes in New Technology**

- One (1) full Delegate Conference registration
- Opportunity to introduce session
- Company logo on all-sponsor signage at registration table
- Emcee recognition before and after session
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

**\*Program logo and ad due February 27, 2025**

## Awards Dinner Decor Sponsor

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- \$2,000 (Three available)

- Two Awards Dinner Cocktail Hour tickets April 9th, 5:30pm-6:30pm
- Two Awards Dinner Celebration tickets April 9th, 7pm-11pm
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Awards dinner
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

**\*Program logo and ad due February 27, 2025**

## Awards Dinner Menu Card Sponsor

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- \$2,000 (One available)

- Two Awards Dinner Cocktail Hour tickets April 9th, 5:30pm-6:30pm
- Two Awards Dinner Celebration tickets April 9th, 7pm-11pm
- Company logo on Awards Dinner menu cards
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Awards dinner
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

**\*Sponsorship must be paid by March 1, 2025 to secure company logo on menu cards**

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