

Commercial Vehicle/Heavy Duty SCR Stakeholder Exhibit at the Mid-America Trucking Show

Kentucky Expo Center: March 19th – 21st 2009

On behalf of the North American SCR Stakeholders, **FactsAboutSCR.com**, a website that features topics related to the uses and advantages of SCR, is coordinating a jointly-sponsored exhibit of SCR-related information and events at the **Mid-America Trucking Show (MATS)**.



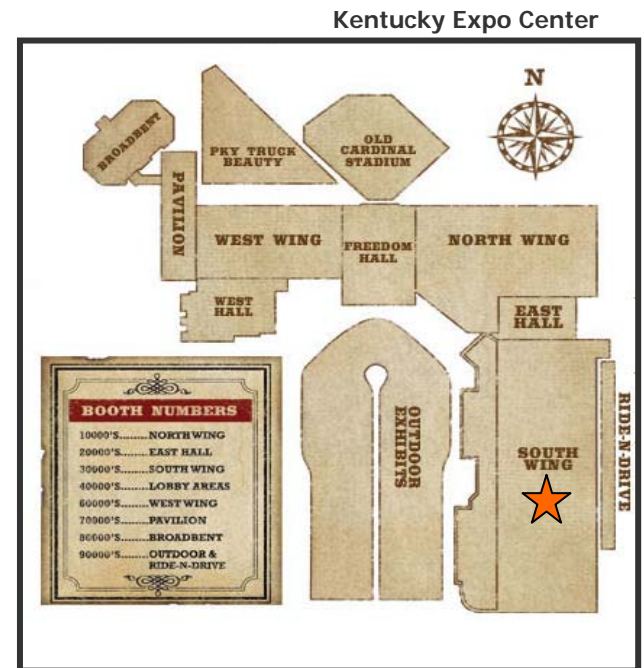
WWW.TRUCKINGSHOW.COM

MATS is the Annual Forum for the Heavy Duty-Trucking Industry, drawing more attendees, exhibitors, and media than any other event of its kind. **MATS 2008** featured **1,174** Exhibitors showcasing over **1.2 million** square feet of exhibits to more than **76,000** Attendees.

ABOUT THE EXHIBIT:

The sponsored North American SCR Stakeholders **FactsAboutSCR.com** exhibit will have a 9,000 square foot premier location in the **South Wing** of the **Kentucky Expo Center**. This exhibit will serve as the focal point for daily media briefings, driver education seminars, panel discussions and stakeholder presentations in addition to providing attendants and media with a one-stop shop for SCR Stakeholder information.

The exhibit will be managed by the communications team of **FactsAboutSCR.com** and sponsored by several leading companies among the **North American SCR Stakeholders Group**.



- Sponsors will receive visibility prior to, during and after the event through collaborative media announcements from **FactsAboutSCR.com**.
- The exhibit will serve as a platform for presentation opportunities and will be pitched to media at the show as a collective group of experts.
- The preliminary exhibit layout includes a presentation set-up for informational sessions, display shelves for SCR Stakeholder collateral materials, and signage featuring SCR Stakeholder organization sponsors.

SPONSORSHIP PACKAGES:

Sponsoring the **FactsAboutSCR.com** exhibit at **MATS** is a unique way to leverage your organizations' support of SCR technology as well as the Diesel Exhaust Fluid infrastructure. Fleets, Owner Operators, decision makers and industry media will all be present at MATS. This joint-sponsorship opportunity is a great way to cost-effectively share resources while building awareness and acceptance of the only EPA 2010 technology that is as good for the environment as it is for business.

Platinum Sponsor Package: \$10,000 (limited availability)

- Your company's logo on all collateral material, including booth signage, press materials and presentation slides
- Your company's logo included in the MATS sponsor listing on FactsAboutSCR.com
- Space provided for company literature
- Corporate video (up to 3 minutes) or slides included in multi-media booth display
- Ability to provide branded give-aways at the booth
- Corporate Visibility Program - company representative included in a panel discussion for the media and show attendees

Gold Sponsor: \$5,000

- Your company's logo on all collateral material, including booth signage, press materials and presentation slides
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Silver Sponsor: \$3,000

- Your company's logo on all collateral material, including booth signage, press materials and presentation slides
- Your company's logo included in the MATS sponsor listing on FactsAboutSCR.com
- Space provided for company literature

Company focused presentation – for sponsors only: \$3,500

FactsAboutSCR.com will offer a select amount of 30-minute company presentation slots per day. These special presentation opportunities are available to sponsors only, and will be promoted on-site and through press releases. They provide a great venue for product demonstrations!

NOTE: Sponsors will be responsible for providing logo artwork, corporate videos (edited for length), presentation materials and any collateral materials to be featured at the FactsAboutSCR.com booth. MATS registration fees are not included in the sponsorship packages - to register to attend the show, please visit the [MATS website](#).

Sponsorship applications must be submitted by Friday February 6th 2009



ABOUT FactsAboutSCR.com

FactsAboutSCR.com is an informational website that features topics related to the uses and advantages of SCR. The content on the website is developed to serve as an information resource for the SCR education and communications task force of the **North American SCR Stakeholders Group**, an ad-hoc industry alliance of truck and engine manufacturers, regulatory agencies and associations and diesel exhaust fluid infrastructure partners and suppliers.

Traffic to the **FactsAboutSCR.com** is increasing every month. In December 2008 there were **6,039** visits to the site with **6,282** document downloads. The average visitor spent **5 minutes and 9 seconds** on the site. The site has been visited by nearly 80,000 unique visitors since its debut in early October 2008.



FactsAboutSCR.com MATS Exhibit – Sponsor Application

Deadline: Friday February 6th, 2009

| | |
|---|--|
| Organization Name | |
| SCR Category (OEM, DEF Distribution, Dispensing Equipment, Association, Etc...) | |
| Contact Name | |
| Address | |
| City, State & Zip | |
| Phone | |
| Fax | |
| Email | |
| Organization Website | |
| Sponsorship Package | <input type="checkbox"/> Platinum Sponsor - \$10,000 <input type="checkbox"/> Gold Sponsor - \$5,000 <input type="checkbox"/> Silver Sponsor - \$3,000 |
| Company Presentation | <input type="checkbox"/> Yes – Available to sponsors only, additional \$3,500 <input type="checkbox"/> No |

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Submit applications to:

FactsAboutSCR.com Communications Team
 Attn: Dana Genheimer
 Phone: 336-544-2403. Fax: 336-605-0363.
 Email: dgenheimer@quixotegroup.com