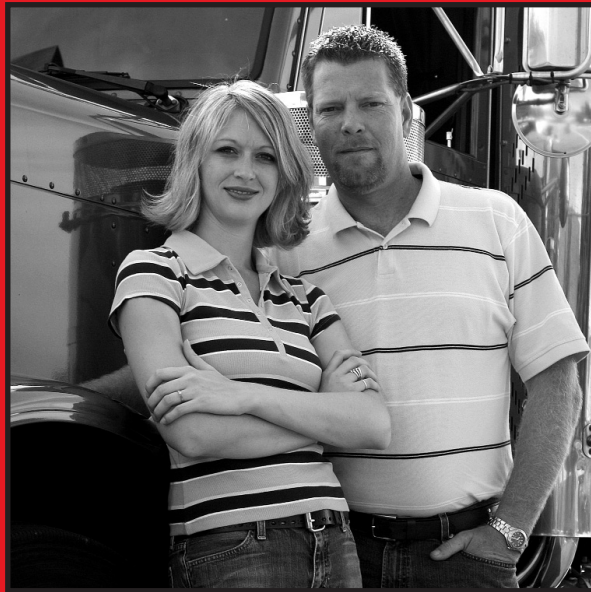


OOIDA
Corporate
Supporter
Membership
Program



An invitation to reach the
nation's small-business
owner-operators.

OOIDA

Corporate Membership Benefits You

Contrary to popular belief, the trucking industry isn't a handful of giant motor carriers. The trucking industry includes nearly 650,000 registered motor carriers, of which 390,000 are small-business owner-operators, most of whom operate six or fewer trucks. It's millions of hard-working men and women, dedicated to moving the nation's goods, safely and professionally.

The Leading Organization For Truckers

OOIDA is a national organization for professional truckers, representing their interests in state and federal government and advising on legislation affecting the industry. With its national headquarters just east of Kansas City in Grain Valley, MO, OOIDA is structured as a non-profit association controlled by its collective membership.

OOIDA also develops and offers benefit programs and services for the membership. The past few years have been a time of exciting growth for OOIDA. Membership by the end of 2005 is on track to reach *over 150,000* owner-operators, small fleet owners and drivers who collectively represent more than 240,000 trucks. That growth is creating an opportunity for manufacturers and suppliers to reach a loyal and discerning segment of their target market. We continually seek programs with corporate partners and other industry associations that will be mutually beneficial to both OOIDA members and to the sponsors' visibility and marketing efforts.

Doing business with our members is doing business with the trucking industry's decision makers. Most OOIDA members own their own equipment. Collectively, they spent nearly **\$12 billion** last year on their independent businesses. For example, research shows that members of OOIDA are spending \$329.7 million on tires per year, \$442.8 million on meals and \$300.4 million on miscellaneous expenses. Becoming an OOIDA Corporate Supporter not only brings the visibility of partnership to you, but also provides the opportunity to expose your organization to the owner-operators, independent drivers and small fleet owners and their awesome buying power!

Benefits To You

Advertising Opportunities

- Discounts on advertising rates in *Land Line Magazine* (with a BPA audited circulation of over 235,000).
- A link to your home page via our OOIDA web site, averaging 2,700 to 2,800 visits per day.
- Mention of any promotional offers you might have for OOIDA members in the quarterly *Owner-Operator News* supplement for members in *Land Line*, OOIDA's web site and other communication vehicles.
- Opportunities to advertise in OOIDA's Safe Driving Award program materials.
- Opportunities for involvement in OOIDA's traveling truck display.

Direct Marketing Services

Discounts on fees for OOIDA's in-house mailing services of approved promotional pieces to the *Land Line* subscribers list.

Research

Access to research conducted by OOIDA on demographic, equipment and business information of its members.

Partner Programs

OOIDA is not just about lobbying and services. The Association members are dedicated to safely sharing the nation's highways. The OOIDA Foundation is a non-profit 501(c)3 organization whose unique purpose is to conduct in-depth research into safety issues that impact professional truckers. The OOIDA Foundation continually develops programs to involve corporate sponsors for the benefit of professional truckers including:

- Scholarship program for children and grandchildren of OOIDA members.
- Safety and business education materials on such topics as brake repair, load securement, fatigue and financial practices.

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Corporate Membership Levels

There are three levels of corporate membership available to companies based upon their level of commitment and their company's relative size. Corporate support helps make OOIDA stronger and better able to represent the interests of trucking professionals throughout the industry. In return for an increasing level of support, OOIDA provides corporate sponsors greater discounts and more opportunities for exposure to our members.

\$250/year

Basic Corporate Membership

Reserved for independent consultants (accountants, lawyers, etc.), brokers, individual truck dealerships and truck stops.

- Access to OOIDA's Member Profile research for a reduced fee of \$350.
- Acknowledgement of membership, as well as coverage of any product discount programs in the members' supplement and on our Web site.
- Optional *Land Line* distribution for facilities and workshops.

\$2,500/year

Silver Corporate Membership

Typically for small to medium-sized manufacturing firms, distributors, larger consulting firms, service providers, medium to large motor carriers and associations.

- 5 percent standard rate card discount on *Land Line* advertising.
- Access to OOIDA's Member Profile research at no charge.
- Use of OOIDA logo on advertisements appearing in *Land Line*.
- Optional *Land Line* distribution for facilities and workshops.
- Availability of in-house mailing services of pre-approved materials to the OOIDA database at regular mail room fees.
- Acknowledgement of membership, as well as coverage of any product discount programs in the members' supplement and on the OOIDA Web site.
- Coverage of industry-related products in "Product Showcase" section of *Land Line*.

\$5,000/year

Gold Corporate Membership

Encouraged for equipment OEMs, large manufacturing firms and distributors (oil, electronics, tires etc.).

- 10 percent standard rate card discount on *Land Line* advertising.
- Access to OOIDA's Member Profile research at no charge.
- Use of OOIDA logo on advertisements appearing in *Land Line*.
- Priority acknowledgement of membership, as well as coverage of any product discount programs in the members' supplement and on the OOIDA Web site.
- Coverage of industry-related products in "Product Showcase" section of *Land Line*.
- Opportunity to participate in OOIDA Foundation educational materials and safety programs for members.
- Optional *Land Line* distribution for facilities and workshops.
- Availability of in-house mailing services of pre-approved materials to the OOIDA database at a 10 percent discount (excluding postage).

OOIDA Registration Form

Please complete the information below and indicate the level of corporate membership requested. Then, simply return it with the applicable membership dues.

Membership level desired: Basic (\$250/year)
 Silver (\$2,500/year)
 Gold (\$5,000/year)

Company Name: _____

Street Address: _____

City: _____

State: _____ ZIP: _____

Contact Person: _____

Phone: (____) _____ Fax: _____

E-mail Address: _____

Web site: _____

Type of Business:

- Sales/distributor (parts, oil, fuel, etc.)
- Services (bookkeeping, software, etc.)
- Broker
- Internet (including loadboards)
- Association
- Motor carrier/transport company
- Truckstop
- Equipment manufacturer
- Truck/trailer dealership
- Other _____

The mission of the Owner-Operator Independent Drivers Association is to serve owner-operators, small fleets and professional drivers, to work for a business climate where truckers are treated equally and fairly, to promote safety on the nation's highways and responsibility among all the



highway users, and to promote a better business environment for all truck operators. Demonstrate your appreciation for all owner-operators through a Corporate Membership in the Owner-Operator Independent Drivers Association.



Owner-Operator Independent Drivers Association

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Toll-Free: (800) 444-5791 Fax: (816) 229-0518

E-mail: ooida@ooida.com Web site: www.ooida.com