



**Special thanks to the companies who have gotten us this far.**

**In-Kind Contributors**

- |                         |                         |
|-------------------------|-------------------------|
| Argee Transport         | Interstate PowerSystems |
| Central Trailer Service | Jim Hawk Truck-Trailer  |
| Cross Dillon Tire       | Midwest Wheel Companies |
| Harrison Truck Centers  | Rasmussen Group         |
| Housby                  |                         |

**Financial Contributors**

- Iowa Council of Safety Management
- Iowa Motor Carriers Foundation
- IMTA Allied Division

**IMTA Show Trailer**  
**PHASE 2**  
**Completion**  
**of Interior**



**Show Trailer Committee**

- Mark Olson (Chairman), Olson Explosives
- Brad Kohlwes, Argee Transport
- Mike Bagg, Central Trailer Service
- Dale Decker, Decker Truck Line, Inc.
- Delwin Van Wyk, Harrison Truck Centers
- James Cade, Ruan Transportation
- Dave Riggan, TanTara Transportation Corp.

September 2017: Phase 1 Completed - Exterior Design

*Promoting Iowa's Trucking Industry.*



Interior of current trailer.



717 East Court Avenue  
Des Moines, Iowa 50309  
1-515-244-5193

imta@iowamotortruck.com





## About the Project:

Since the early 1990s, IMTA has had a show trailer. IMTA leaders felt that something visible and eye-catching was needed to help elevate the appreciation and understanding of the industry.

And what better way to do that than with a truck. The first show trailer was used extensively by the members and traveled throughout the state. However, over time, the show trailer started to show its age and in 2016, a new "used" trailer was purchased and a plan was developed to convert the trailer into a NEW SHOW TRAILER for IMTA. The first phase was the exterior and in September of 2017, the new IMTA show trailer exterior was unveiled at IMTA's 75th anniversary.

We are now moving into Phase 2 where the focus will be on the interior. After doing extensive research and consulting with image professionals within the industry, the committee of volunteers settled on a basic concept for the interior. The goal is to create a trailer that has great functionality as well as versatility and can be use with a wide spectrum of audiences.

### Interior Features:

- Hospitality Area
- Training Center w/tables & chairs
- TV & Video Capabilities
- Air conditioning
- Refrigerator/microwave
- Comfortable seating
- Industry Display
- IMTA Historical Display
- Driver Simulator



### Driver Simulator

After polling the membership and conferring with industry experts, it was determined that a driver simulator would be one feature to include in the IMTA show trailer.

#### The benefits of including a driver simulator

- Valuable tool for recruiting
- Provides "hands on" experience – looks and feels like a real vehicle
- Promotes learning and excitement for the industry
- Best tool for promoting the industry

### Upon Completion

IMTA members will be encouraged to use the trailer for:

- Community Events
- Parades
- Recruitment Efforts
- Company Events
- Anything else that needs a visible presence!



Anticipated images of completed interior.

## Fundraising:

**Goal: \$100,000**

**We are now kicking off a fundraising campaign for Phase 2 of the Show Trailer Conversion. Carriers and vendors alike are encouraged to consider a contribution.**

### Gold Sponsor – \$10,000

- Name on the exterior of the trailer (largest font)
- Name on the interior of the trailer (largest font)
- Full page ad in the show trailer booklet that will be in the show trailer at all times
- Full page ad in the show trailer booklet that will be distributed to IMTA membership upon completion of the trailer
- Recognition in IMTA Lifeline magazine, IMTA Web site and Facebook Page
- When the show trailer is completed, IMTA will be taking it on a statewide tour and your business will be one of the official stops on the tour

### Silver Sponsor – \$5,000

- Name on the exterior of the trailer (Medium font)
- Name on the interior of the trailer (Medium font)
- 1/2 page ad in the show trailer booklet that will be in the show trailer at all times
- 1/2 page ad in the show trailer booklet that will be distributed to IMTA membership upon completion of the trailer
- Recognition in IMTA Lifeline magazine, IMTA Web site and Facebook Page
- When the show trailer is completed, IMTA will be taking it on a statewide tour and your business will be one of the official stops on the tour

### Bronze Sponsor – \$2,500

- Name recognition on the interior of the trailer (Smaller font)
- 1/4 page ad in the show trailer booklet that will be in the show trailer at all times
- 1/4 page ad in the show trailer booklet that will be distributed to IMTA membership upon completion of the trailer
- Recognition in IMTA Lifeline magazine, IMTA Website and Facebook Page

### Supporter Sponsor – \$1,000

- Name recognition – interior of the trailer (Smaller font list)
- Listing in an ad in the show trailer booklet that will be in the show trailer at all times
- Listing in ad in the show trailer booklet that will be distributed to IMTA membership upon completion of the trailer
- Recognition in IMTA Lifeline magazine, IMTA Website and Facebook Page

***"You're gonna want to be a part of this!"***



**Thank you** in advance for your sponsorship.

\$10,000    \$5,000    \$2,500    \$1,000

Other Amount \$ \_\_\_\_\_

### Sponsorship Info

Name: \_\_\_\_\_

Company: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Methods

Fill out and mail to the address below.

Check

Credit Card

Type of Card: \_\_\_\_\_

CC Number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVC on back: \_\_\_\_\_

**Or call us at 1-515-244-5193 to become a sponsor!**



717 East Court Avenue  
Des Moines, Iowa 50309  
1-515-244-5193