

# ATD 2020

SPONSORSHIPS & ADVERTISING

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## ATD YEAR-ROUND

- E-newsletters
- Online

## ATD SHOW

- Advertising
- Events



AMERICAN  
TRUCK DEALERS  
A DIVISION OF NADA



## ATD YEAR-ROUND

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*ATD Insider*

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## SALES CONTACTS

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# ATD YEAR-ROUND SPONSORSHIPS & ADVERTISING

2020

## ATD INSIDER

**\$1,100 (net) per banner per month**

ATD Insider is the best source for retail truck-industry news, with 15,000 subscribers—including dealers, truck makers and the media.

Choice of four banners.

- 1 1200 x 100-pixel banner
- 2 400 x 400-pixel banner (also used for ATD in-house promotions; please call for availability)
- 3 1200 x 100-pixel banner
- 4 1200 x 100-pixel banner

## WEEKLY EMAIL SUBSCRIBERS

15,000+ 

## THE YEAR ATD INSIDER LAUNCHED ONLINE

2007 

## AVERAGE MONTHLY OPEN RATE

18% 

VS. 16.74% OVERALL AVERAGE FOR ALL INDUSTRIES<sup>1</sup>

Source: Act-On Software, Inc., 2018

<sup>1</sup> Source: Constant Contact; article 000005409; updated May 7, 2019



**ATD INSIDER** Jan. 16, 2019 [Visit Us](#) | [Subscribe](#)

**San Francisco-Marín Food Bank to Receive New Commercial Truck Ahead of NADA/ATD Show on Jan. 22**

In support of cities that host its annual show, the National Automobile Dealers Association – which represents 16,500 U.S. new car and commercial truck dealerships – has donated \$50,000 to the San Francisco-Marín Food Bank to help pay for a new refrigerated commercial truck.

Ahead of NADA Show 2019 – which returns to San Francisco for the 17th time since 1949 – officials from the food bank and ATD/NADA will hold a presentation ceremony at 11 a.m. PT, Tuesday, Jan. 22, unveiling the new truck at the Moscone Center (South).

The NADA Show runs from Thursday, Jan. 24, to Sunday, Jan. 27, at the newly-renovated Moscone Center. The American Truck Dealers (ATD) Show runs concurrently with the NADA Show. [Click here](#) to register.

Source: ATD/NADA

**Your first chance for fresh trucks** [LEARN MORE](#)

**Top Stories**

**Trucking Conditions Rebound, but Expected to Weaken Later This Year**

After faltering in September and October, market conditions for trucking companies improved in November, according to FTR's monthly Trucking Conditions Index. FTR attributes the rebound to stability in rates and to cheaper diesel. November's index reading was "basically unchanged" from November 2017, said FTR.

Source: Commercial Carrier Journal

**ACT Research: Preliminary Used Class 8 Volumes Fall**

Preliminary used Class 8 volumes slipped for a second consecutive month in December (-7 percent), marking the first time since January 2016 that same dealer sales have fallen below 2,000 units, according to the latest preliminary release of ACT Research's State of the Industry: U.S. Classes 3-8 Used Trucks. However, the report indicates this is not particularly concerning, in and of itself.

Source: Successful Dealer

**Nikola Moves Closer to Marketing Hydrogen-Electric Trucks**

Nikola Motor Co. founder and CEO Trevor Milton said two key customers – private fleet Anheuser-Busch Cos. and truckload carrier U.S. Xpress Enterprises – will begin fleet tests of Nikola's zero-emissions hydrogen-electric Class 8 trucks by the end of the year, as the first shoots of the necessary fueling infrastructure are emerging in Phoenix. Milton spoke with Transport Topics in an exclusive interview in Las Vegas on Jan. 8 during CES, the world's largest technology event.

Source: Transport Topics

**Quotable**

"At this point we expect trucking conditions still to be slightly positive by the end of the year, although the downside risks clearly seem greater than the upside."

-- Avery Vise, an analyst at FTR, commenting on market conditions for trucking companies, *Commercial Carrier Journal*, Jan. 11

**THE LEAD GENERATOR'S HANDBOOK**

Optimizing leads with identity verification and completion

[WHITEPAPER](#)

**The Digital Experience Your Customers Expect.**

**2019 Truck Dealer of the Year to be Announced at the ATD Show in San Francisco on Jan. 26**

The six nominees for 2019 Truck Dealer of the Year are **David Kriete**, Kriete Truck Centers, Milwaukee, Wis.; **Kim Maslin**, Affinity Truck Center, Fresno, Calif.; **Terry Milnes**, Cumberland International Trucks, Nashville, Tenn.; **Harry Moyer**, Lowe and Moyer Garage, Fogelsville, Pa.; **Trey Mytty**, Truck Center Companies, Omaha, Neb.; and **John Nichols**, Palmer Trucks, Indianapolis.

The winner and runner-up will be announced during the 56th annual **ATD Show** in San Francisco, which runs from Thursday, Jan. 24, through Sunday, Jan. 27, 2019. The four-day event runs concurrently with **NADA Show 2019**.

The national award, sponsored by ATD, *Heavy Duty Trucking* magazine and Procede Software, recognizes commercial-truck dealers for business performance, industry leadership and community service. For more information, visit [atdshow.org](#).

Source: ATD

**A WEALTH OF OPTIONS FOR BUILDING WEALTH.** **GSFSGroup**

**U.S. EPA Now Accepting Applications for 2019 DERA Clean Diesel Grants**

The U.S. EPA announced the availability of nearly \$40 million in Diesel Emission Reduction Program (DERA) grant funds to support projects aimed at reducing emissions from the nation's existing fleet of older diesel engines. Under this competition, between 40 and 60 awards are anticipated to be made to eligible applicants. Eligible applicants include regional, state, local or tribal agencies, or port authorities, with jurisdiction over transportation or air quality. Nonprofit organizations may apply if they provide pollution reduction or educational services to diesel fleet owners or have, as their principal purpose, the promotion of transportation or air quality. **The deadline to apply is March 6, 2019 (11:59 p.m. ET).** [Click here](#) to visit the Clean Diesel National Grants webpage for application materials and eligibility information.

Source: EPA

If you do not wish to receive email messages promoting commercial products or services from NADA or its affiliated entities. [Click here to opt out.](#)



# ATD YEAR-ROUND SPONSORSHIPS & ADVERTISING

2020

## ATD.ORG

**\$500 (net) or \$1,000 (net)  
per banner per month**

Founded in 1970, the American Truck Dealers (ATD) division of NADA is the only national organization representing dealers selling new medium- and heavy-duty trucks.

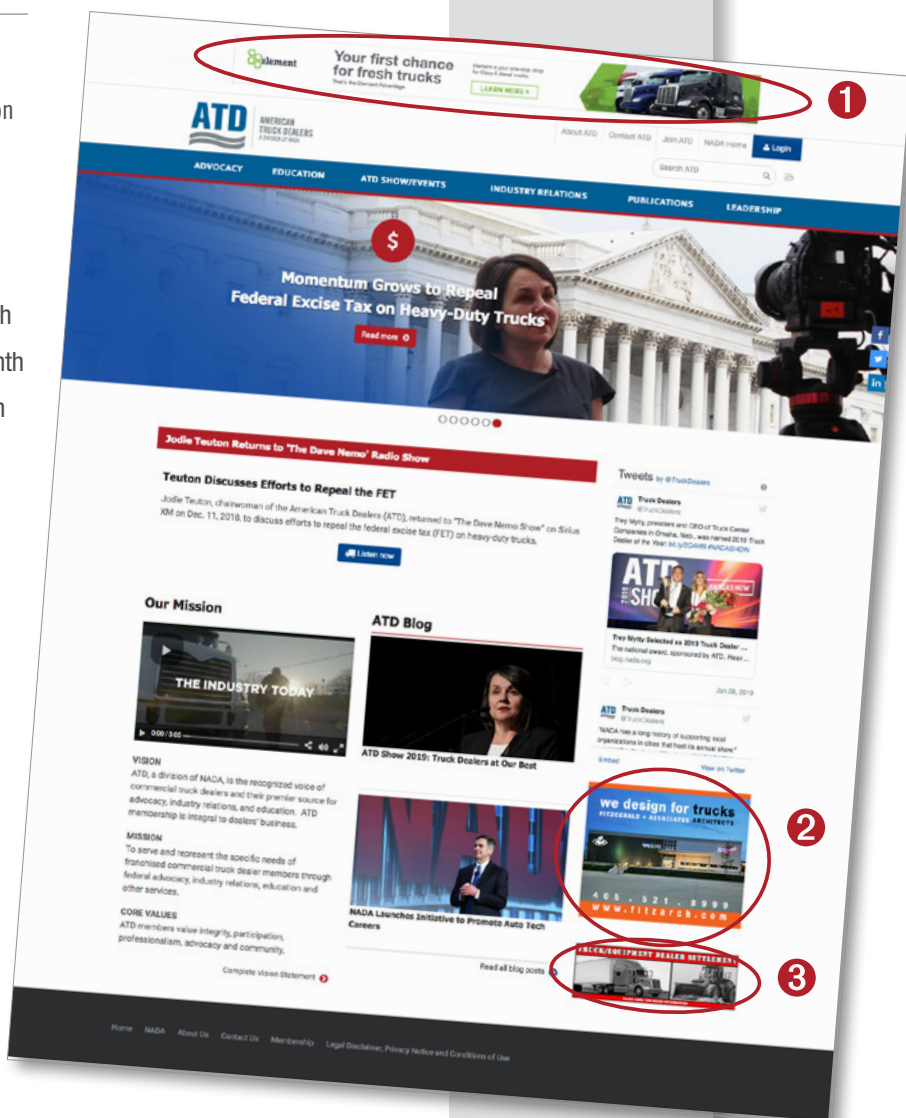
*Choice of three banners, each with 100% share of voice.*

Pricing:

- ❶ 970 x 90-pixel banner—\$1,000 (net) per month
- ❷ 300 x 250-pixel banner—\$1,000 (net) per month
- ❸ 300 x 100-pixel banner—\$500 (net) per month



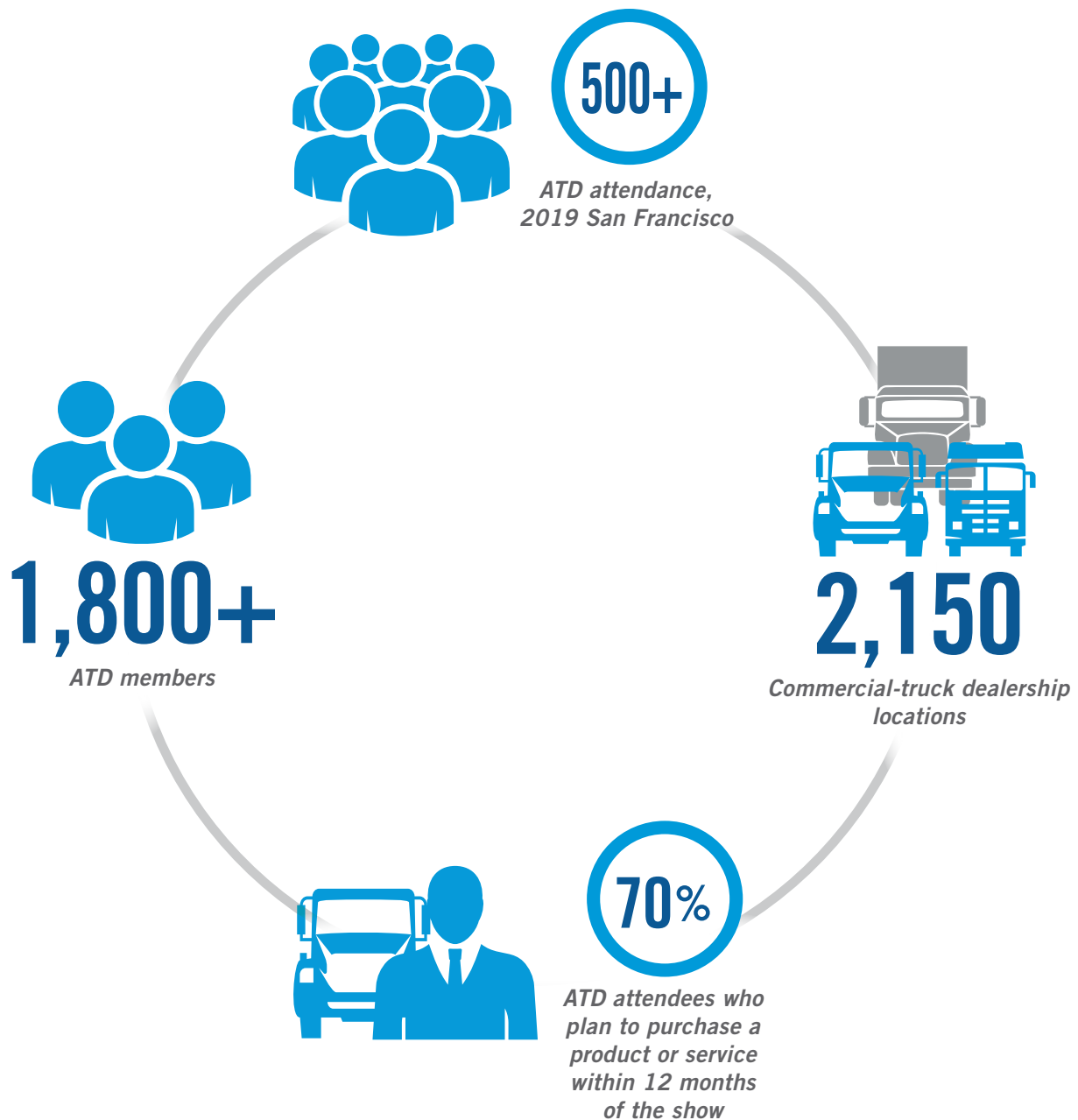
Source: Google Analytics; January-December 2018





## Fast Facts

Advertising at the ATD Show brings you face-to-face with more dealers than any other commercial-truck venue.





## SPONSORSHIPS ► ADVERTISING

### ATD SHOW PROGRAM DIRECTORY

**Covers: \$3,000 (net)**

**Space deadline: 12/27/19**

**Creative deadline: 1/3/20**

The print *ATD Show Program Directory*—placed inside all ATD attendee registration bags—utilizes a compact, user-friendly format, allowing attendees to easily keep it with them at all times. The directory includes complete details of all ATD-specific opportunities at the show—workshops, events, receptions, general sessions, speakers, and a list of all ATD exhibitors with corresponding booth numbers.

Three cover placements available.

*More than 60% of attendees use the directory and the show mobile app.*

**Premium space is limited—reserve yours today!**



### ROTATING KIOSK

**\$3,000 (net) per panel (four panels available)**

**Space deadline: 11/25/19**

**Creative deadline: 12/2/20**

Very popular each year with exhibitors, the kiosks are a highly visible way to drive traffic to your booth. Framed in high-tech aluminum and mounted on a stylish revolving base, the rotating four-panel kiosk is back-lit and placed prominently in the Westgate hotel.

Panel size: 42.5" width x 68.5" height



**CLICK ON THE IMAGE  
TO SEE THE NEW  
KIOSKS IN ACTION!**

### WI-FI

**\$20,000 (net)**

**Space deadline: 12/27/19**

**Creative deadline: 1/3/20**

Be the exclusive sponsor of the ATD Show Wi-Fi, which is in all public areas and meeting rooms at the Westgate. The sponsor's logo is included on the Wi-Fi splash page, tent cards at Wi-Fi locations, and as part of any co-branded signage and marketing opportunities.





## SPONSORSHIPS ► EVENTS

### ATD INDUSTRY ROUNDTABLE

**\$10,000 (net)**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Be the exclusive sponsor of this highly anticipated event focusing on key industry topics. It will be held Friday afternoon, 3pm-5pm, at the Westgate.

### WELCOME RECEPTION

**\$50,000 (net)**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Feb. 14, the evening before the ATD Expo officially opens, this two-hour Welcome Reception from 5pm to 7pm at the Westgate provides an excellent pre-show networking opportunity for attendees. Exclusive sponsor receives prominently displayed signage at the entrance and inside the event room, sponsor's logo is included on all ATD Show marketing for the event, and much more!

### CONTINENTAL BREAKFASTS

**\$20,000 (net) for two**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Continental breakfasts will be served on Saturday and Sunday mornings, 7:30am-9am, at the Encore and are always well-attended by ATD dealers and managers. Don't miss the opportunity to be the exclusive sponsor for the most important meal of the day!

### SUNDAY OPENING GENERAL SESSION AND LUNCHEON

**\$80,000 (net)**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

*Exclusive sponsorship!* Beginning at noon on the opening day of the show, this ever-popular session includes the ATD chairwoman's address and keynote speaker.

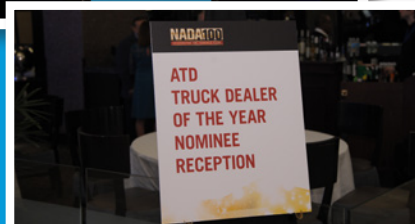
### TRUCK DEALER OF THE YEAR AWARD PROGRAM

**\$25,000 (net)**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Annual award ceremony takes place during the Sunday general session and luncheon. Sponsor(s) provide on-stage commentary and announce the winners, alongside ATD representatives. Many on-site and pre-show branding opportunities for the sponsor(s).







### SPONSORSHIPS ► EVENTS

#### HAPPY HOURS

**\$60,000 (net) for two**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Located in the Encore on Saturday and Sunday from 4:30pm-6pm. Exclusive sponsor enjoys the opportunity to meet in a relaxed atmosphere with attendees and others allied to the industry.

#### NEXTGEN RECEPTION

**\$10,000 (net)**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Open to all NextGen members and their guests, this high-energy networking reception provides lots of visibility and name recognition for the exclusive sponsor.

*La Cave at Wynn Las Vegas*

*Saturday Feb. 15 - 5pm-6:30pm*

#### SUNDAY GENERAL SESSION AND LUNCHEON

**\$60,000 (net)**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

This highly anticipated Sunday session and luncheon promises to be well-attended. The session will include the incoming chairman's speech and the presentation of the Truck Dealer of the Year award. Sponsor for the session and luncheon may be separate from the Truck Dealer of the Year Award sponsor.

#### SUNDAY-NIGHT GALA

**Call for details**

**Space deadline: 11/1/19**

**Creative deadline: 11/8/19**

Multiple exhibitors have the opportunity to sponsor this much-anticipated annual evening reception. With estimated attendance at 400 guests, sponsors are certain to enjoy superb brand recognition, visibility and acknowledgment, along with NADA Video coverage and logo prominence on all ATD-related marketing for this event.

*Intrigue at Wynn Las Vegas*

*7pm-10pm*





## ADVERTISING ► *TERMS & CONDITIONS*

### 1. CHARACTER OF SPONSORSHIP

The purpose of NADA Show 2020 and ATD Show 2020 is to promote the highest standards of efficient management, ethical and businesslike practices, and knowledge useful to the improvement and efficiency of dealership operations. Sponsorships and Advertising are intended to complement and enhance the NADA & ATD Expo and Education Program and are designed to educate NADA and ATD members and industry participants about industry products or services and to stimulate interest in and demand for these items. Each Sponsor/Advertiser agrees to advertise only its products or services used in the business of the automobile/truck dealer.

NADA reserves the right to reject, eject, prohibit or decline any sponsorship/advertisement in whole or in part, or any Sponsor/Advertiser or its representatives, with or without giving cause, including, but not limited to, any failure to comply with terms and conditions, rules and regulations, or creation of an unreasonable disruption or disturbance.

### 2. ACCEPTANCE

**2.1** NADA reserves the right to unilaterally determine the eligibility of any company or product for inclusion as a participant in the NADA/ATD Sponsorships and Advertising Program.

**2.2** Acceptance of this Contract by NADA should in no way be construed as, and does not constitute or represent, an endorsement, evaluation, review, approval or recommendation of any kind by NADA of either a sponsoring/advertising company or its products or services.

**2.3** This Contract shall be binding upon NADA's final acceptance and approval of Sponsor/Advertiser's sponsorship/advertisement.

**2.4** Sponsor/Advertiser represents that any goods, services or other products displayed or advertising, described or otherwise presented at the NADA Show comply with all applicable federal, state, and local laws, ordinances and regulations.

### 3. FAILURE TO MAKE PAYMENT

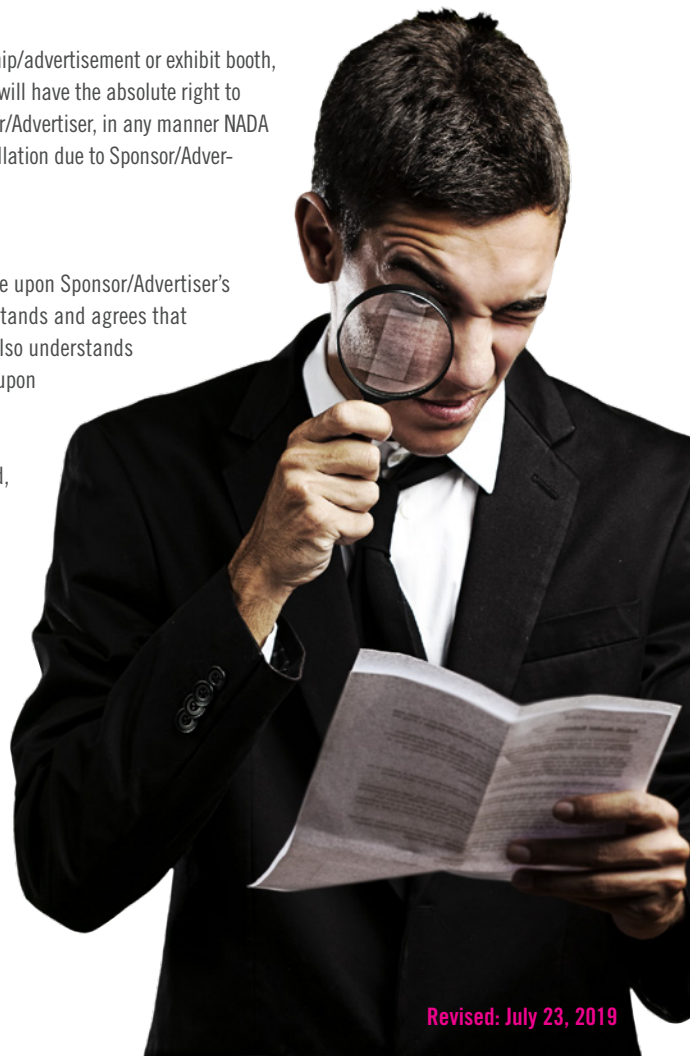
If Sponsor/Advertiser fails to make any scheduled payment by the date specified, for either sponsorship/advertisement or exhibit booth, NADA reserves the right, at its sole option, to cancel this Contract. Under such circumstances, NADA will have the absolute right to sell, utilize or otherwise dispose of the sponsorship/advertisement that had been reserved for Sponsor/Advertiser, in any manner NADA deems appropriate, with no liability or obligation whatsoever to Sponsor/Advertiser. In event of cancellation due to Sponsor/Advertiser's failure to make payment, NADA will also be entitled to recover liquidated damages.

### 4. CANCELLATIONS

Sponsor/Advertiser understands that commitments have been, or will be, made by NADA in reliance upon Sponsor/Advertiser's agreement to perform its obligations under this Contract, and therefore Sponsor/Advertiser understands and agrees that it has no right to cancel this Contract except as provided in Section 5 herein. Sponsor/Advertiser also understands and agrees that because of the nature of the enterprise undertaken by NADA, which is dependent upon its securing a suitable facility for the Show, if NADA determines, in its sole opinion, that it is not practical to carry out the terms of this Contract for any reason, including but not limited to the unavailability or unsuitability of the facility for any reason, including without limitation, Act of God, fire, flood, storm or threatened storm, earthquake, riot, strike, lockout, civil disturbance, actual or threatened terrorist attack or act of war, or restraint of government, or for any other reason beyond NADA's reasonable control, NADA shall have the right to cancel this Contract, with no obligation or liability to Sponsor/Advertiser. In event of such cancellation or if NADA cancels the Show after it opens, Sponsor/Advertiser hereby expressly waives any and all claims against NADA of every kind or nature. Nonetheless, in the event of a cancellation, NADA may, at its sole option, elect to provide Sponsor/Advertiser with a full or partial refund of fees Sponsor/Advertiser has paid to NADA for sponsorship/advertisement at NADA Show 2020 and the ATD Show 2020.

### 5. REFUNDS

**5.1** If NADA does not accept Sponsor/Advertiser's sponsorship/advertisement request for a reason other than nonpayment or cancellation by Sponsor/Advertiser, NADA will refund any deposit paid to NADA by Sponsor/Advertiser for the 2020 Show.



- 5.2 Cancellation of Sponsorship/Advertisement.** If at any time Sponsor/Advertiser cancels sponsorship/advertisement, 100% of the sponsorship/advertisement payment is due. If payment has already been made, no refunds will be issued and any unpaid balances will be due upon cancellation. Sponsorship/advertisement is non-refundable and nontransferrable. Any cancellation notices by Advertiser/Sponsor must be submitted to NADA in writing and will be effective when received by NADA.
- 5.3 Cancellation of Booth Space.** In the event that a Sponsor/Advertiser's booth space is cancelled for any reason after an order for a sponsorship/advertisement has been placed, the sponsorship/advertisement will automatically be cancelled and 100% of the payment will be due upon cancellation. If payment has already been made, no refunds will be issued and any unpaid balances will be due upon cancellation. All sponsorship/advertisement sales are final, nonrefundable and nontransferrable. Cancellation notices by Sponsor/Advertiser must be submitted in writing and will be effective when received by NADA.

## 6. TRAFFIC

NADA makes no representations or guarantees regarding the number of individuals attending the Show or the number of visitors to a particular area of the Show. Sponsor/Advertiser understands and agrees that NADA has no control over traffic and hereby waives any and all claims for refund, discount, damages or any other relief related to the nature, quality or location of the Convention facilities or the Sponsor/Advertiser's space location.

## 7. SUBLETTING—PRIOR APPROVAL REQUIRED FOR CO-SPONSORS/ADVERTISERS

- 7.1** Sponsor/Advertiser agrees that the sponsorship/advertisement purchased is intended for Sponsor/Advertiser's sole use to promote only its goods or services.
- Sponsor/Advertiser agrees that it will not share, assign, sublet, subdivide, apportion or otherwise allow any persons, parties or entities other than Sponsor/Advertiser to use in any manner the sponsorship/advertisement purchased.

## 8. NAME CHANGES

Sponsor/Advertiser represents that the name of the sponsoring/advertising company is correct. NADA reserves the right to cancel this Contract in the event of any change (a) in the name of the sponsoring/advertising company, (b) in the products or services to be promoted, or (c) in the ownership of the sponsoring/advertising company. Sponsor/Advertiser agrees to notify NADA in writing within ten (10) business days of the occurrence of any of the events listed in the preceding sentence. If NADA cancels this Contract under this Section 8, NADA will refund any sponsorship/advertising fees Sponsor/Advertiser has previously paid to NADA for NADA Show 2020 and ATD Show 2020.

## 9. COPYRIGHT INFRINGEMENT

Sponsor/Advertiser is responsible for (a) securing any and all necessary intellectual property licenses, trademarks and copyrights for any products, performances, displays or other uses of copyrighted works or patented inventions; or (b) obtaining any and all consents necessary for the use of any name, likeness or signature, voice, or other impression, or other intellectual property owned by any third party that is used directly or indirectly by Sponsor/Advertiser. Sponsor/Advertiser represents and warrants that it has the legal right to use any and all intellectual property related in any way to its sponsorship/advertisement.

Sponsor/Advertiser agrees that NADA is not responsible or liable for any claimed or recognized violations of the Exhibitor's intellectual property rights or proprietary claims, including any claims for trademark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights. Sponsor/Advertiser further releases, waives and covenants not to sue, file or maintain any action in law or equity against NADA and its respective members, officers, directors, agents and employees, from all liability for any and all loss or damage or any claim for such violations of the Sponsor/Advertiser's intellectual property rights or proprietary claims.

## 10. SPONSOR/ADVERTISER PROMOTIONAL MATERIAL

NADA reserves the right to remove or require a Sponsor/Advertiser to remove any advertising or promotional material displayed or available at the Show that, in NADA's sole judgment, is inappropriate, inaccurate or offensive, or fails to comply with the Contract Terms and Conditions or the Exhibit Rules and Regulations.

## 11. PRINT INSERTS/OUTSERTS

- 11.1** Ad copy and stock weight for inserts must be approved by NADA in advance of publication.
- 11.2** A final copy of the insert must be approved in advance of issue by NADA.
- 11.3** All inserts must meet U.S. Postal Service requirements.
- 11.4** All outserts polybagged with a NADA publication must read "Supplement to NADA's (name of publication)."

## 12. VIOLATIONS OF CONTRACT

If Sponsor/Advertiser defaults in the performance of any term of this Contract (including, but not limited to, payment of fees, compliance with the terms of this Contract or any related agreement, or compliance with any and all rules and requirements concerning displays, or use of the Convention Center facilities), NADA, at its option, may immediately terminate this Contract. Upon such termination, Sponsor/Advertiser's rights and privileges under this Contract shall terminate, NADA shall have the right to take possession of the sponsorship/advertisement occupied by the Sponsor/Advertiser and to remove all persons and goods, with no liability whatsoever to Sponsor/Advertiser. In addition, NADA shall be entitled to recover any and all damages caused, in whole or in part, by such default, including liquidated damages. The remedies provided to NADA under this Contract shall be cumulative. If NADA commences legal action against the Sponsor/Advertiser to enforce the provisions of this Contract, NADA shall be entitled to pursue any and all appropriate remedies and to recover attorney's fees and costs.

## 13. AMENDMENT TO TERMS AND CONDITIONS

Any and all matters or questions not specifically covered by these Terms and Conditions shall be subject to the sole discretion of NADA. NADA may, at any time, in its sole discretion, make reasonable changes, amendments or additions to these Terms and Conditions. Any such changes, amendments or additions shall be binding on Sponsor/Advertiser equally with the other terms and conditions contained herein.

## 14. MISCELLANEOUS

- 14.1 Only NADA Show exhibiting companies are eligible to purchase NADA Show sponsorships.
- 14.2 NADA reserves the right to add the word "Advertisement" to any presentation that resembles editorial matter.
- 14.3 Positioning of sponsorships or advertisements is at the sole discretion of NADA.
- 14.4 NADA shall have no liability for errors in key numbers, advertisers' index or booth number information.
- 14.5 No conditions shall be binding on NADA unless specifically agreed to in writing by NADA. Rates are subject to change on notice from NADA.
- 14.6 NADA will not supply proof of purchase for any sponsorship other than print.
- 14.7 Neither party shall be liable for failure to perform its obligations if prevented from doing so by any cause beyond its reasonable control, including but not limited to fire, flood, riot, earthquake, civil commotion, insurrection, Act of God, labor disputes, strikes, war, actual or threatened terrorist attacks, shortage of or inability to obtain materials, supplies or utilities, or any law or governmental action that becomes effective after the date of execution of this Contract.
- 14.8 If any provision of this Contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof.
- 14.9 The headings in this Contract are intended for convenience of reference and shall not affect its interpretation.
- 14.10 This Contract contains the entire understanding of the parties relating to the subject matter hereof, and supersedes any prior or contemporaneous understanding or representation, whether written or oral.
- 14.11 This Contract shall be deemed to be made under and shall be construed in accordance with the laws of the Commonwealth of Virginia without giving effect to any conflict-of-laws provisions. Each of the parties to this Contract irrevocably and unconditionally (a) agrees that any suit, action or other legal proceeding (collectively "Suit") arising out of or in any manner related to this Contract, whether directly or indirectly, shall be brought and adjudicated in the U.S. District Court for the Eastern District of Virginia, Alexandria Division, or the Fairfax County Circuit Court, Fairfax, Va., (b) submits to the exclusive jurisdiction of such court for the purpose of any such Suit, (c) waives and agrees not to assert by way of motion, as a defense or otherwise in any such Suit, any claim that such party is not subject to the jurisdiction of any of the courts referred to above, that such Suit is brought in an inconvenient forum or that the venue of such Suit is improper, and (d) hereby irrevocably waives any right to trial by jury in any court in any Suit for the adjudication of any claim or dispute between the parties arising under or relating to this Contract.
- 14.12 Sponsor/Advertiser is solely responsible for, and agrees to pay when due, any and all sales, use, property, excise or other taxes imposed by any governmental authority upon or arising from Sponsor/Advertiser's activities in conjunction with the Show, including, but not limited to, Sponsor/Advertiser's sale of goods or services. Sponsor/Advertiser agrees, represents and warrants that it will file any tax returns or similar documents required by any governmental authority.