

2025 TXTA ANNUAL CONFERENCE

SPONSORSHIPS

GENERAL CONFERENCE

Title Sponsor • \$15,000

Premier Sponsorship of TXTA Annual Conference (10 Available)

Print and Digital Recognition

- Company logo and/or name hyperlinked to company website on annual conference web page
- Company logo and/or name prominently displayed during conference including signs and projector screens
- Company logo and/or name listed in printed conference materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms including TXTA Annual Conference App, TruckADVISOR, email marketing to membership, social media and conference wrap-up

Event Recognition

- Company logo and/or name prominently displayed during conference
- Title sponsor banner
- One reserved premier table for 10 at the Chairman's Dinner
- Recognition and presentation of title sponsorship gift on stage during conference
- Speaking opportunity with two-minute remarks
- Recognition in president's remarks throughout conference
- One tabletop exhibit per title sponsorship with premium placement to showcase company products or services

Presenting TruckPAC Reception Sponsor • \$7,500

Premier Sponsor of the Private Reception for TruckPAC

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name displayed during event
- Company logo and/or name printed on event signage and PAC gift tag
- Recognition as a sponsor in remarks during reception

Dave Nemo Show on SiriusXM • \$5,000 |

2025 TTXA ANNUAL CONFERENCE SPONSORSHIPS

Sponsorship of Dave Nemo Show on Road Dog Trucking, SiriusXM Radio Live Broadcast During Annual Conference (2 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name printed on event signage near broadcast table
- 20 commercial spots, 30-seconds each, that will run in the month of July
- Recognition and mention in 16–20 wraps, 15-seconds each, on July 30 and July 31
- 15-minute interview on July 30 or July 31
- Recognition as a sponsor in remarks during conference

Chairman's Dinner • \$5,000

Exclusive Sponsorship of the TTXA Chairman's Dinner and Entertainment

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name prominently displayed during event
- Company logo and/or company name printed on event signage
- One reserved premier table for 10 at the Chairman's Dinner
- Recognition as Chairman's Dinner sponsor in remarks during event

Safety and Maintenance Luncheon • \$5,000

Exclusive Sponsorship of the Safety and Maintenance Luncheon Recognizing Leaders in the Trucking Industry

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event signage
- One reserved premier table for 10 at the Safety and Maintenance Luncheon
- Recognition as luncheon sponsor in remarks during event

Allied Gold Sponsor • \$5,000

2025 TXTA ANNUAL CONFERENCE SPONSORSHIPS

Premier Sponsorship Exclusively for Allied Members with Maximum Conference Exposure (10 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name prominently displayed during event
- Company logo and/or name printed on event signage
- One reserved premier table for 10 at Chairman's Dinner
- Recognition as Allied Gold Sponsor in remarks

Badge Lanyards • \$5,000 |

Exclusive Sponsor of Lanyards for Conference Badges

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name printed on the badge lanyard ribbon alternating with TXTA Annual Conference text; lanyards will be given to all conference and Main Event attendees
- Recognition as the lanyards sponsor during opening remarks

Conference Wi-Fi • \$5,000

Exclusive Sponsor of Conference Wi-Fi

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name printed on event signage announcing Wi-Fi availability and event password
- Recognition as the Wi-Fi Sponsor during opening remarks

Registration Gifts • \$5,000 |

Exclusive Sponsorship of Registration Gifts Welcoming Everyone to Conference

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

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Event Recognition

- Recognition as registration gifts sponsor during opening remarks
- Company logo and/or name printed on gift tag

Company Branded Room Key • \$3,500 |

Exclusive Sponsor of Hotel Room Keys with your Company and TXTA Branding

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on attendees room keys
- Recognition as the company branded room key sponsor in remarks

General Session • \$3,500 |

Sponsorship of TXTA General Session (2 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name prominently displayed during event
- Company logo and/or name printed on event signage
- Recognition as general session sponsor during event

Supporting TruckPAC Reception Sponsor • \$3,500

Supporting Sponsor of Private Reception for TruckPAC

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company name displayed during event
- Company name featured on event sign
- Recognition as TruckPAC Reception Sponsor during event

Bar Sponsor • \$3,500

Exclusive Bar Sponsorship at the Chairman's Dinner

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine

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- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name on branded cocktail napkins
- Naming rights for Signature cocktail
- Company logo on drink tickets
- Recognition as Bar Sponsor during the event

Pens and Notepads • \$3,000 |

Exclusive Sponsorship of Pens and Notepads

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognized in digital platforms and print materials*

Event Recognition

- Company name printed on pens and notepads. Pens and notepads will be at registration desk and meeting rooms

Allied Silver Sponsor • \$2,500

Supporting Sponsor Exclusively for Allied Members (10 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name prominently displayed during event
- Company logo and/or name printed on event signage

Breakout Sessions • \$2,500

Featured Sponsor for Breakout Sessions During Conference (4 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name prominently displayed during breakout sessions
- Company logo and/or name printed on event signage
- Recognition as breakout session sponsor during event

Photo Booth • \$1,500

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Exclusive Sponsor of Photo Booth Experience During Chairman's Night

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on signage displayed at photo booth
- Optional co-branded props and printed photo frames with company logo and/or name

Morning Break Sponsor - \$1,500

Exclusive Sponsor of the Thursday Morning Break

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or company name on signage at break station

Allied Bronze Supporter • \$1,000

Contributing Sponsorship Exclusively for Allied Members (10 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company name displayed during event
- Recognition on annual conference signage

ELC Reception/Dinner Gold • \$1,000

Premier Sponsorship of Reception and Dinner for the ELC Class of 2026

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Company logo and/or name printed on event sign
- Recognition as a sponsor in remarks during event

ELC Reception/Dinner Silver • \$500

2025 TTXA ANNUAL CONFERENCE SPONSORSHIPS

Supporting Sponsorship of Reception and Dinner for the ELC Class of 2026

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Recognition on social channels, digital platforms and print materials*

Event Recognition

- Recognition on event signage

Please note, sold-out sponsorships will only be reflected online. Check the availability of the sponsorship before purchase.

**Digital platforms and print materials may include but not limited to Annual Conference web page, annual conference app, eblasts, conference wrap up and TruckADVISOR*