

SMC/FMC Spring Seminar Sponsorships

Waco Hilton | March 25-27, 2026



Presenting Sponsor: \$2,500

Sponsorship of the SMC/FMC Spring Seminar with maximum recognition across print and digital platforms and includes 1 (one) complimentary registration or Exhibitor package.

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name prominently displayed during seminar, including signs and screens
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name prominently displayed during seminar
- Recognition of Presenting sponsorship on stage during seminar
- Opportunity for brief remarks at the seminar kick-off Thursday morning
- Exhibitor booth (includes all meals and skirted table with 2 chairs)

Supporting Sponsor: \$1,500

Sponsorship of the SMC/FMC Spring Seminar with maximum recognition across print and digital platforms and includes 1 (one) complimentary registration or Exhibitor package.

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name prominently displayed during seminar, including signs and screens
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name prominently displayed during seminar
- Recognition of Supporting sponsorship on stage during seminar
- Opportunity for brief remarks at the seminar kick-off Thursday morning

2026 SMC/FMC Spring Seminar – Sponsorship Opportunities

Event Sponsor \$1,000 | (3 Available)

Choice of event to sponsor: Breakfast, Reception, or Lunch

Print and Digital Recognition

- Company name on web registration page
- Company name displayed during seminar including signs and ballroom screens
- Company name listed in printed seminar materials
- Company name featured in *The Steering Wheel* magazine
- Company name on digital platforms including TruckADVISOR, social media, email blasts to membership and seminar wrap-up

Event Recognition

- Company name displayed during seminar
- Recognition of Event sponsorship during seminar

Coffee Break/Refreshment Sponsor \$500 | (2 Available)

Sponsorship of the SMC/FMC Spring Seminar coffee and/or refreshment breaks, keeping attendees energized and your brand front-and-center.

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed on coffee break signage at refreshment stations
- Recognition of Coffee Break sponsorship during remarks

Education Sponsor \$500 | (8 Available)

Sponsorship of one of the SMC/FMC Spring Seminar education sessions.

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed on signage during the education session of your choice
- Recognition of sponsorship before and after the education session