

TXTA 2024 Conference Sponsorships

Please visit the [Annual Conference Sponsorship webpage](#) to view availability of sponsorships.

General Conference Sponsorships

Title Sponsor • \$15,000

Premier Sponsorship of TXTA Annual Conference

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company name prominently displayed during conference
- Individual vertical stage banner displayed in main conference ballroom
- One reserved premier table for 10 at the Chairman's Dinner and Allied Celebration Dinner
- Recognition and presentation of title sponsorship gift on stage during conference
- Opportunity for brief acceptance remarks after recognition
- Recognition in president's remarks throughout conference

TruckPAC Presenting Reception • \$7,500

Sponsorship of Private Reception for TruckPAC

Print and Digital Recognition

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

Event Recognition

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

Dave Nemo Show on SiriusXM • \$5,000

Two sponsorships Available: Sponsorship of Dave Nemo Show on Road Dog Trucking, SiriusXM Radio Live Broadcast During Annual Conference

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company name printed on event sign 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 31 and August 1
- 15-minute interview on July 31 or August 1
- Recognition as a sponsor in remarks during conference

Chairman's Dinner • \$5,000

Sponsorship of the TSTA Chairman's Dinner and entertainment, The Squeezebox Bandits

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in 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 sign
- One reserved premier table for 10 at the Chairman's Dinner
- Recognition as presenting host in remarks during event

Safety and Maintenance Luncheon Supporting • \$5,000

Supporting 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
- Marketed and recognized in 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 sign
- One reserved table for 10 at the Safety Maintenance Luncheon
- Recognition as presenting host in remarks during event

Allied Celebration Evening • \$5,000

Sponsorship of TXTA Allied Dinner Celebration

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in 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 sign
- One reserved premier table for 10 at Allied Celebration Dinner
- Recognition as presenting host in remarks during event

Badge Lanyards • \$5,000

Exclusive Sponsorship of Lanyards for Conference Badges

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company 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 in remarks during conference opening event

Registration Gifts • \$5,000

Exclusive - Welcome everyone to TXTA Conference with Your Company Featured on Registration Gift Tag

Print and Digital Recognition

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

Event Recognition

- Recognition as presenting host in remarks during event
- Company logo and/or company name printed on gift tag

General Session: ATA Federal Advocacy Update • \$3,500

Exclusive sponsorship of the general session featuring ATA Chief Operating Officer Sarah Ratjik

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in 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 sign
- Recognition as general session sponsor during event

General Session: Economic Outlook • \$3,500

Exclusive sponsorship of the general session featuring ATA Chief Economist and Senior Vice President Bob Costello

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in 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 sign
- Recognition as general session sponsor during event

General Session: Fully Autonomous Trucking in 2024 • \$3,500

Exclusive sponsorship of the Fully Autonomous Trucking in 2024 General Session

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in 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 sign
- Recognition as general session sponsor during event

TruckPAC Reception Supporting • \$3,500

Sponsorship of Private Reception for TruckPAC

Print and Digital Recognition

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

Event Recognition

- Company name displayed during event
- Company name printed on event sign
- Recognition as a sponsor in remarks during reception

Conference Wi-Fi • \$3,000

Exclusive sponsor of Conference Wi-Fi

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company name printed on signs and cards announcing Wi-Fi availability and event password
- Recognition as the Wi-Fi host in remarks during conference events

Company Branded Room Key • \$3,000

Exclusive sponsor of hotel room keys with your company and TTXA branding

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company name printed on attendees room keys
- Recognition as the Wi-Fi host in remarks during conference events

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
- Marketed and 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
- Recognition as sponsor in remarks during conference events

Breakout Sessions • \$2,500

Three Sponsorships Available per Breakout Session: Cybersecurity, EPA Engine Upcoming Regulations, Regulatory Forecast and Business Financial Planning

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in 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 sign
- Recognition as general session sponsor during event

Spouse Brunch Event • \$2,500

Sponsorship of an Annual Favorite for Spouses and Attendees Alike!

Print and Digital Recognition

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

Event Recognition

- Recognition as presenting host in remarks during event
- Company logo and/or company name printed on event sign and brunch gift tag
- Opportunity to introduce the event with brunch host

Photo Booth • \$1,500

Exclusive Sponsorship of Photo Booth During Chairman's Night

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company name printed on sign displayed at photo booth
- Recognition in presentations during event
- Option for photo booth props with company logo and/or company name

Drink Tickets • \$1,500

Three Sponsorships Available: Main Event, Chairman's Night, Allied Dinner

Print and Digital Recognition

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

Event Recognition

- Company logo and/or company name printed on one side of drink ticket. Other side will feature name of event.
- Recognition as drink ticket sponsor in remarks during conference events

Allied Dinner Supporter • \$1,000

Dinner sponsored by TXTA Allied Members

Print and Digital Recognition

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

Event Recognition

- Company name displayed during event
- Recognition on event sign
- Recognition as supporting host in remarks during event

ELC Reception/Dinner Gold • \$1,000

Sponsorship of reception and dinner for the ELC Class of 2024 and 2026

Print and Digital Recognition

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

Event Recognition

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

ELC Reception/Dinner Silver • \$500

Sponsorship of reception and dinner for the ELC Class of 2024

Print and Digital Recognition

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

Event Recognition

- Recognition on event sign