

20  
26

Transportation  
Conference

ETP

# SPONSORSHIP **OPPORTUNITIES**

Aug. 31-Sept. 3, 2026  
Indianapolis, IN

# ABOUT OUR EVENT

**FTR** Transportation Conference 2025

**The FTR Transportation Conference is the premier event for professionals seeking unbiased, data-driven forecasts** to drive strategic planning, decision making, and improve performance. In a rapidly evolving industry, it delivers the critical intelligence needed to anticipate market shifts, optimize operations, and stay competitive.

Attendees gain actionable strategies, trusted forecasts, and valuable connections, while learning from top-tier industry experts.

## UNPARALLELED INDUSTRY ACCESS

The FTR Conference is the premier event for freight transportation professionals, attracting key players across trucking, rail, intermodal, and supply chain sectors.

**Sponsoring puts your brand in front of the very people shaping the future of the industry.**

## EXPAND YOUR NETWORK

The best and brightest in the transportation industry network at premier events at the FTR Transportation Conference.

**Be front and center with hundreds of decision-makers in the transportation industry** by sponsoring or attending any of our networking events.

## ENHANCE BRAND VISIBILITY

**Sponsors gain unmatched brand visibility through targeted exposure** before, during, and after the FTR Transportation Conference.

Your company will be featured across materials, digital channels, and events, ensuring you stand out to industry leaders.



**97%**

of attendees would recommend the conference to a colleague



**100%**

of attendees met their informational objectives



**93.9%**

of attendees were satisfied with the networking opportunities

# WHO ATTENDS THE EVENT?

## FREIGHT-FOCUSED INDUSTRIES

Shippers  
Fleet & Carriers  
Brokers  
Intermodal  
Railroads

## EQUIPMENT-FOCUSED INDUSTRIES

CV Suppliers  
CV Leasing  
Rail Equipment Suppliers  
Rail Equipment Leasing  
Private Equity Firms

## OTHER INDUSTRIES

Financial Analysts  
Associations  
Government Agencies  
Consultancies  
Insurance



# WHY ACT NOW?

## Maximize Year-Round Exposure

Secure your sponsorship early to ensure your brand is prominently featured throughout our 2026 marketing campaigns.

## Reserve Your Preferred Sponsorship

Interest is strong, and sponsorship opportunities are limited—act quickly to secure your spot.

## Be a Market Leader

Position your brand at the forefront of the freight transportation industry by aligning with the premier conference in the field.

**Opportunities sell out quickly, don't delay!**



# SPONSORSHIP LEVELS

## TITLE Sponsor

**\$50,000**

### Benefits:

- **Exhibit Space:** Designated 20' x 20' booth space for all four days
- **Hospitality Lounge:** A dedicated, fully customized suite available for all attendee use, featuring sponsor-branded lighting, décor, and furnishings.
- **Networking "Prime Event":** Host the only exclusive off-site event on Tuesday evening for conference attendees.
- **Private Lunch Space:** Reserved area for private meetings during lunch breaks.
- **Branded Private Meeting Spaces:** Two dedicated, branded spaces available for four days, providing attendees with quiet areas for private conversations and focused discussions.
- **Complimentary Registrations:** Four full-access passes
- **Exclusive First Right of Refusal:** Receive the exclusive first right of refusal to renew your sponsorship for next year's event, ensuring your continued partnership and prominence.
- **Lanyard Branding:** Exclusive logo placement on all attendee lanyards for the duration of the event.
- **GOBO Lighting:** Custom projection in the main hall
- **Swag Bag:** Primary logo placement
- **Large Banner:** Prime location for a promotional banner

### Digital Branding:

- **Event Digital Displays:** Four days of on-screen visibility
- **Email Spotlight:** Full-feature email dedicated to your company
- **Publication Listing:** Sponsor mention in official publications
- **Website & Email Links:** Hyperlinked logo for enhanced engagement
- **Logo Placement:** Across the website, signage, emails, and presentation slides
- **App Branding:**
  - Splash page banner ad
  - Dedicated profile page
  - Three push messages per day for four days
- **Presentation Slides:** Sponsor ads featured in rotating slides

# INDUSTRY Sponsor

Rail Industry  
Truck Industry  
**\$25,000/Each**

## Benefits:

- **Exhibit Space:** Designated 10' x 10' booth space for two days
- **Registration Station:** Prominent logo placement at the registration area, ensuring your brand is one of the first seen by attendees as they check in and collect materials.
- **Networking "Industry Event":** Host one evening networking event — Monday for Trucking and Wednesday for Rail — held at the Crowne Plaza, providing a prime opportunity to connect with industry professionals.
- **Lunch Sponsorship:** Sponsor recognition on two days during lunch, ensuring your brand stands out while attendees gather and network.
- **Complimentary Registrations:** Three (3) two-day passes
- **Swag Bag Inclusion:** Opportunity to include your company's branded merchandise in attendee swag bags, ensuring your brand leaves a lasting impression.

## Digital Branding:

- **Event Digital Displays:** Two days of on-screen visibility
- **Email Feature:** Your logo and company description prominently included in an email to attendees.
- **Publication Listing:** Sponsor mention in official publications
- **Website & Email Links:** Hyperlinked logo for enhanced engagement
- **Logo Placement:** Across the website, signage, emails, and presentation slides
- **App Branding:**
  - Splash page banner ad
  - Included in app menu
  - Two push messages per day for two days
- **Presentation Slides:** Sponsor ads featured in rotating slides

# PLATINUM Sponsor

Truck Equipment Platinum  
Truck Freight Platinum  
Rail Equipment Platinum  
Rail Freight Platinum  
**\$10,000/Each**

## Benefits:

- **Exhibit Space:** Designated 8'x8' booth space for one day
- **Breakfast and Snack Recognition:** Sponsor recognition on one day during breakfast and snack breaks, ensuring your brand stands out while attendees gather and network.
- **Complimentary Registrations:** Two (2) two-day passes
- **Swag Bag Inclusion:** Opportunity to include your company's branded merchandise in attendee swag bags, ensuring your brand leaves a lasting impression.

## Digital Branding:

- **Event Digital Displays:** One day of on-screen visibility
- **Email Feature:** Your logo and company description included in an email to attendees.
- **Publication Listing:** Sponsor mention in official publications
- **Website & Email Links:** Hyperlinked logo for enhanced engagement
- **Logo Placement:** Across the website, signage, emails, and presentation slides
- **App Branding:**
  - Splash page banner ad
  - Included in app menu
  - Two push messages per day for one day
- **Presentation Slides:** Sponsor ads featured in rotating slides



# GOLD Sponsor 10 Available at \$5,000

## Digital Branding:

- **Email Feature:** Your logo included in an email to attendees.
- **Website Links:** Hyperlinked logo for enhanced engagement
- **Logo Placement:** Across the website, signage, emails, and presentation slides
- **App Branding:** Included in app menu
- **Swag Bag Inclusion:** Opportunity to include your company's branded merchandise in attendee swag bags, ensuring your brand leaves a lasting impression.

# BRAND AMPLIFICATION OPPORTUNITIES Available Options

- **Women in Transportation Meet & Greet – \$3,000**  
Support an empowering networking event dedicated to women in the transportation industry. Your brand will be prominently displayed, showcasing your commitment to diversity and inclusion.
- **Pen & Paper – \$2,000**  
Place your logo on pens and notepads distributed to attendees, ensuring your brand stays top-of-mind during sessions and beyond.
- **Walk/Run Shirts – \$5,000**  
Sponsor the official shirts for the conference's Walk/Run event. Your logo will be displayed on participants' shirts, providing lasting visibility.
- **Candy & Fruit – \$2,000**  
Delight attendees by sponsoring branded snack stations with candy and fruit, offering a refreshing treat while keeping your brand in sight.
- **Hotel Keycards – \$2,000 ——— SOLD**  
Your logo featured on attendees' hotel keycards for the duration of their stay, ensuring multiple daily impressions and strong brand recognition.



## LET'S WORK TOGETHER!

**JAMI SARGENT**  
COO

[jsargent@ftrintel.com](mailto:jsargent@ftrintel.com)

(888) 988-1699

[ftrconference.com](http://ftrconference.com)

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