

20
26

Transportation
Conference

ETTR

SPONSORSHIP OPPORTUNITIES

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

ABOUT OUR EVENT

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

SKF

HOW WE SERVE THE TRANSPORTATION INDUSTRY

FTR Tailored Solutions

Market research, speaking events, and custom projects tailored to your organizational strategies

FTR EVENTS

Premier events offering a perfect blend of networking and actionable insights

FTR SUBSCRIPTIONS

Exclusive forecast and actionable intelligence delivered regularly to your inbox

FTR News of FREIGHT TODAY

Our collection of complimentary industry content like podcasts, blog posts and more

FTR Transportation Intelligence
FTRIntel.com

FTR Transportation Intelligence
info@FTRIntel.com | (888) 988-1699 | FTRIntel.com



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.

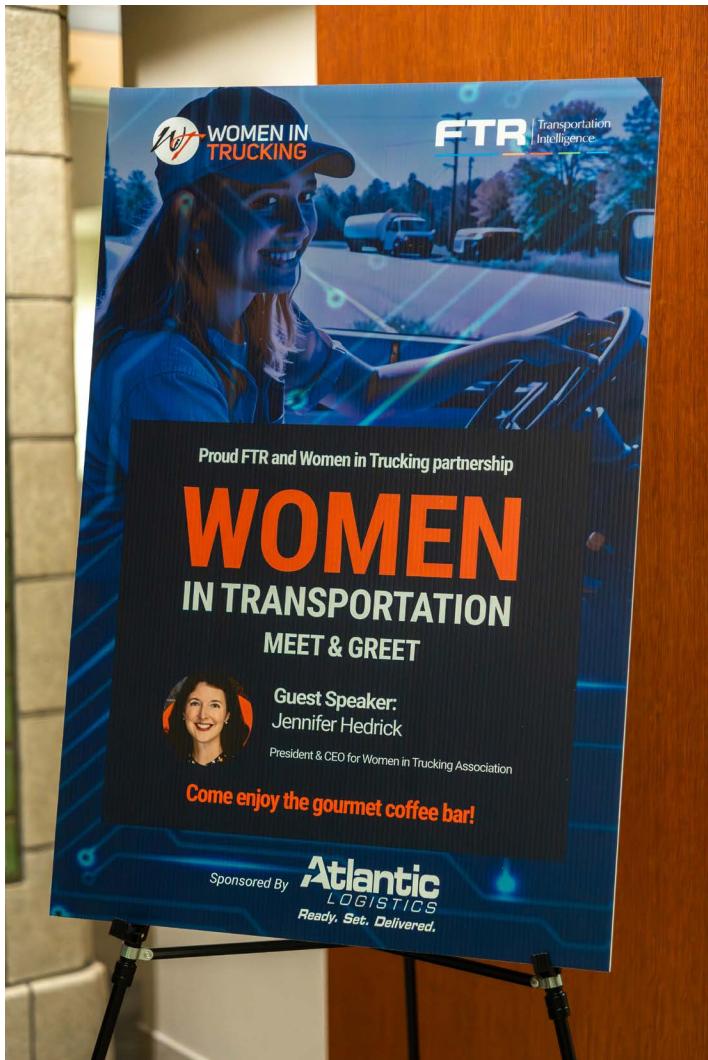
• Candy & Fruit – \$2,000

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

~~Your logo featured on attendees' hotel keycards for the duration of their stay, ensuring multiple daily impressions and strong brand recognition.~~

SOLD



**LET'S WORK
TOGETHER!**

JAMI SARGENT

COO

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ftrconference.com

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