



2026 CONVENTION SPONSORSHIP BENEFITS

September 20-22, 2026 | Hilton Sandestin Beach Golf Resort & Spa

Choose the opportunity that best supports your visibility goals. Benefits and availability vary by level. Sponsorships are reserved on a first-come, first-served basis.

Elite Sponsor \$15,000

- Two complimentary convention registrations for company representatives.
- One-minute highlight video at the Annual Convention.
- Expo table at the Annual Convention.
- Recognition on social media.
- One item in the registration gift bag and a flyer in the attendee packet or at the registration desk. Materials due August 28, 2026.
- One full-page ad in Tennessee Trucking News Magazine, excluding the Fall edition.
- Linked logo on the TTA website.
- Logo and hyperlink recognition in bi-monthly newsletters.
- One feature article in a newsletter of your choice.
- One full-page ad on the official Convention Auction Platform. Artwork due August 14, 2026.
- Linked logo on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.

Diamond \$10,000

- Two complimentary convention registrations for company representatives.
- Recognition on social media.
- One item in the registration gift bag and a flyer in the attendee packet or at the registration desk. Materials due August 28, 2026.
- One full-page ad in Tennessee Trucking News Magazine, excluding the Fall edition.
- Linked logo on the TTA website.
- Logo and hyperlink recognition in bi-monthly newsletters.
- One feature article in a newsletter of your choice.
- One full-page ad on the official Convention Auction Platform. Artwork due August 14, 2026.
- Linked logo on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.

Platinum \$5,000

- One item in the registration gift bag or a flyer in the attendee packet. Materials due August 28, 2026.
- Recognition on social media.
- One half-page ad in Tennessee Trucking News Magazine, excluding the Fall edition.
- Company name on the TTA website with a link.

- Logo and hyperlink recognition in bi-monthly newsletters.
- One feature article in a newsletter of your choice.
- One half-page ad on the official Convention Auction Platform. Artwork due August 14, 2026.
- Linked logo on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.

Keynote Speaker **\$5,000**

- Recognition on social media.
- Logo scrolling on the TTA homepage through the end of the year.
- One item in the registration gift bag and a flyer in the attendee packet or at the registration desk. Materials due August 28, 2026.
- One half-page ad in Tennessee Trucking News Magazine, excluding the Fall edition.
- Logo and hyperlink recognition in bi-monthly newsletters.
- One feature article in a newsletter of your choice.
- One half-page ad on the official Convention Auction Platform. Artwork due August 14, 2026.
- Linked logo on the official Convention Auction Platform.
- Linked logo and company name on the TTA website.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.
- Opportunity to introduce the keynote speaker.

Gold **\$3,000**

- Company name on the TTA website with a link.
- Company name on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.

Expo **\$3,200**

- Includes a Silver Sponsorship and one complimentary convention registration.
- Company listed on the TTA website as an exhibitor.
- Networking opportunities in the Exhibit Hall.
- Membership dues reduced from \$680 to \$580.
- Exhibit spaces are offered at \$1,200 to Silver sponsors and above and include one registration. Space is limited.

Leading Edge **\$2,000**

- Company name listed on the TTA website.
- Company name listed on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.
- Company name listed on the Leading Edge graduation slides.

CORE SPONSORSHIP LEVELS, CONTINUED

YPC Bonfire \$2,000

- Company name listed on the TTA website.
- Company name listed on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.
- Company name listed on the YPC Bonfire slides.

Silver \$2,000

- Company name listed on the TTA website.
- Company name listed on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.

Bronze \$1,000

- Company name listed on the TTA website.
- Company name listed on the official Convention Auction Platform.
- Individual recognition at Convention and a sponsorship award.
- Membership dues reduced from \$680 to \$580.

Golf \$500

- Recognition displayed at the golf tournament.
- Company name listed on the Golf Flyer in the registration packet.

SPONSORSHIP BENEFITS AT A GLANCE

Use this chart for a quick comparison. The detailed descriptions on the preceding pages provide the full terms for each level.

Benefit	Elite \$15K	Diamond \$10K	Platinum \$5K	Keynote \$5K	Gold \$3K	Expo \$3.2K	Leading Edge \$2K	YPC Bonfire \$2K	Silver \$2K	Bronze \$1K	Golf \$500
Complimentary convention registrations	2	2				1					
One-minute Convention highlight video	X										
Expo table or exhibitor presence	X					X					
Recognition on social media	X	X	X	X							
Gift-bag item or attendee-packet flyer	X	X	X	X							
Tennessee Trucking News Magazine ad	Full	Full	Half	Half							
TTA website listing	Logo + link	Logo + link	Name + link	Logo + link	Name + link	Exhibitor	Name	Name	Name	Name	
Logo and hyperlink in bi-monthly newsletters	X	X	X	X							
Feature article in a newsletter of choice	X	X	X	X							
Convention Auction Platform ad	Full	Full	Half	Half							
Linked logo on Convention Auction Platform	X	X	X	X							
Name on Convention Auction Platform					X		X	X	X	X	
Individual Convention recognition and award	X	X	X	X	X	X	X	X	X	X	
Membership dues reduced from \$680 to \$580	X	X	X	X	X	X	X	X	X	X	
Introduce keynote speaker				X							
Leading Edge graduation slide recognition							X				
Golf tournament and Golf Flyer recognition											X

CONVENTION ADD-ONS

Add-ons are available to Bronze-level sponsors and above. Current availability is shown below.

Opportunity	Price	Status	Included Benefit
Lunch or Breakfast Sponsor	\$10,000	Available	Logo displayed at meal stations and recognition during the sponsored meal.
Cocktail Sponsor	\$10,000	Available	Signage around the cocktail station, branded napkins and acknowledgment in convention marketing materials.
Monday Coffee Break Sponsor	\$5,500	Claimed	Exclusive logo on the Java Jacket, break signage and marketing acknowledgment.
Tuesday Coffee Break Sponsor	\$5,500	Available	Exclusive logo on the Java Jacket, break signage and marketing acknowledgment.
Registration Sponsor	\$5,000	Available	Logo featured on registration pages and attendee email confirmations.
Lanyard Sponsor	\$3,000	Claimed	Brand featured on the event lanyards worn by attendees throughout Convention.

ARTWORK & MATERIAL DEADLINES

- Auction platform artwork: August 14, 2026.
- Registration gift-bag items and attendee packet flyers: August 28, 2026.
- Auction platform artwork should be square or landscape-oriented JPG, GIF or PNG. A minimum height of 285 pixels is recommended, with a maximum file size of 1 MB.

READY TO RESERVE YOUR SPONSORSHIP?

Register [online here](#) or contact Carol Foster at cfoster@tntrucking.org or (615) 777-2882.