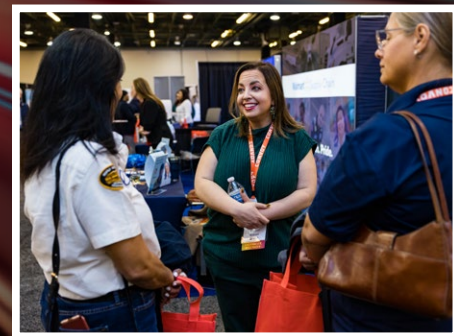


**REACH YOUR TARGETED
AUDIENCES AND TIE YOUR
BRAND TO THE IMPORTANCE
OF GENDER DIVERSITY**

2023

Accelerate!
CONFERENCE & EXPO

Accelerate! Conference & Expo
Hilton Anatole, Dallas, TX USA
November 5-8, 2023



**2023 Sponsor and
Exhibitor Opportunities**



Accelerate!

CONFERENCE & EXPO



WIT eNews



2023 Women In Trucking
Accelerate Conference & Expo
Sponsor and Exhibitor Opportunities

Produced by:

Women In Trucking Association

Remit payments to:

Women In Trucking Association
c/o Kerber Rose
2040 Jay-Mar Road
Plover, WI 54467

**For more information and
to sponsor/exhibit:**

Carleen Herndon,
Vice President, Business Development
Women In Trucking Association
615-696-1870
Carleen@WomenInTrucking.org

> [Conference & Expo Registration](#)

Tie Your Brand to Gender Diversity and the Mission of Women In Trucking

Today in the transportation industry, approximately 34% of C-Suite executives and nearly 40% of company leaders are women. More than 44% of dispatchers and nearly 14% of professional drivers are female. But gender diversity in the industry is not just a data point to be checked off on a list. Hiring, retaining, and promoting women must be an integral part of a company’s culture to succeed.

As diversity and inclusion initiatives take root in companies involved in transportation, women have a unique opportunity to set themselves up for career success in relevant roles that make a meaningful impact on their organization. It’s been proven time and again that diversity of skill sets, thought and life experiences helps to maximize the success of companies.

If you’re looking to align your organization’s business strategy and success with gender diversity, get involved in the Women In Trucking Association’s Accelerate! Conference & Expo. There are many sponsorship and/or exhibitor opportunities for you to align your company’s brand with the mission of WIT: To encourage the employment of women in the trucking industry, promote their accomplishments, and minimize obstacles faced by women in the industry.



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Important Links:

> [Accelerate! Conference & Expo Website](#)

WHAT ARE YOUR GOALS?

Whether you want to generate new business leads, build relationships with current customers or partners, or tie your brand to the importance of gender diversity and the mission of the Women In Trucking Association, you can accomplish your goals through sponsorship and/or exhibiting at the 2023 Accelerate! Conference & Expo. Together, let's connect you with the decision-makers, influencers and professionals you need to reach!

Hyper-Targeted Business Opportunities

Lead Generation

- Develop New Business
- Expand Relationships with Customers
- Build Alliances and Partnerships

Unite Your Team

- Support Women on Your Team
- Encourage Allyship Among Men and Women
- Provide Personal & Professional Development
- Strengthen Retention through Participation

Brand Awareness

- Tie Your Brand to Gender Diversity
- Thought Leadership through Speaking
- Strengthen Your Industry Reputation



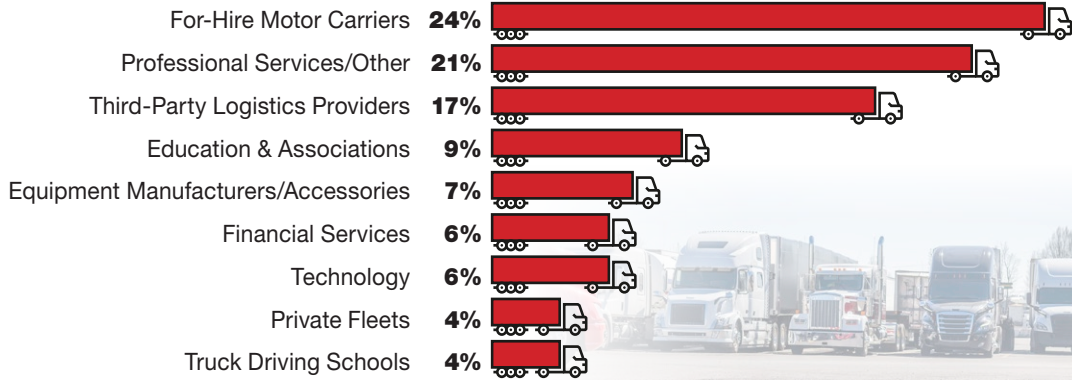
Participation Opportunities

- Exhibitor
- Wide Variety of Sponsorship Packages
- À La Carte Sponsorships
- Team Participation in all Networking Events
 - ✓ Access to all meals
 - ✓ Facilitated networking exercises
 - ✓ Be part of "Viva Las Vegas!" Fun Night
 - ✓ Full access to all Educational Sessions
 - ✓ Participation in Interactive Roundtable Discussion Groups

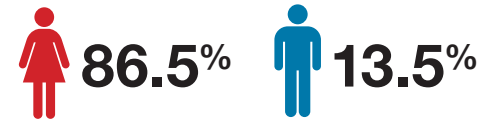


REACH YOUR TARGET AUDIENCE - WIT CORPORATE MEMBER DEMOGRAPHICS

Market Segment



Gender



Geographic Regions

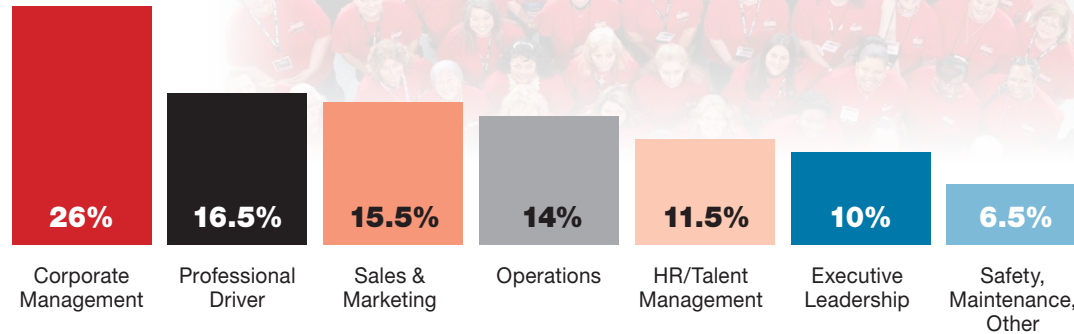


Canada	6%	South	46%
West	14%	Northeast	8%
Midwest	24%	International	2%

Members also from these countries: Australia, Brazil, China, France, Luxemburgo, Mexico, Neatherlands, New Zealand, Poland, South Africa, Sweden, Switzerland, and United Kingdom

Job Titles*

* Based on members reporting their titles



Reach by Channel



2,500
registered attendees
expected in 2023

2+ MILLION WEBSITE AND BLOG VISITORS SINCE 2016!

ACCELERATE! CONFERENCE & EXPO HIGHLIGHTS

Our Event at a Glance

The Women In Trucking Association's Accelerate! Conference & Expo is a dynamic event that brings a unique blend of education, best practices, professional development, and industry networking. The agenda of the 4-day event focuses on supporting the mission of WIT: To encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry



Exceptional Education & Professional Development

2,500 attendees will choose from 60+ educational sessions featuring thought leaders and subject matter experts on transportation, supply chain, and gender issues. Your associates will have ample time for learning and professional development – or to even be positioned as industry thought leaders as speakers.



Relevant Content & Learning

The foundation of the conference is based upon five educational areas of focus to ensure attendees receive relevant information that can be invaluable to their careers: Leadership, Professional Development, HR/ Talent Management, Operations, and Sales & Marketing. Your team shares in the common experiences of attendees, which encourages unique bonding and relationship-building opportunities.



High Engagement During Our Dynamic Expo

With more than 10 hours of expo time strategically scheduled throughout the conference agenda, this event has an unusually high level of engagement and participation at the Accelerate! Expo. As a result of the successful business development and quality industry networking opportunities, we have an unusually high rate of repeat exhibitors year after year. This will be one of the best event investment you'll make!



Myriad of Networking Opportunities

Four days of activities include more than 50 choices of networking activities - ranging from speed networking, workshops, receptions, interactive roundtable discussions, expo time, and more. Your team will have a wide variety of opportunities to connect with customers, prospects, partners, and industry associates.

ACCELERATE! CONFERENCE & EXPO HIGHLIGHTS



Be Part of a Lively Exhibition to Build Business

As an exhibitor, you'll join the ranks of more than 150 exhibiting and sponsoring companies in transportation that offer thousands of valuable products and services to attendees actively seeking business solutions. Participants in the Accelerate! Expo are constantly encouraged to visit your exhibit through a fun, interactive gamified networking component – guaranteeing solid traffic to your booth.



Truck & Technology Tour Drives Traffic to Your Booth

This is a unique feature of the Accelerate! Expo that draws heavy participation throughout exhibition hours and networking receptions on the trade show floor. Attendees have the chance to experience state-of-the-art equipment and technology in trucking – which ultimately helps to drive traffic to your booth.



Unique Networking Activities and Receptions

This event fosters unique camaraderie among those who attend through fun activities, dynamic conversations, and deep-dive sharing of experiences and best practices. Invest in this event and your associates will walk away with from this event with an entirely new network of productive, meaningful relationships that will last for years.



Be Recognized for Your Accomplishments

Companies and individuals are recognized throughout the conference through the Top Companies for Women to Work For in Transportation, Top Women to Watch, Top Woman-Owned Businesses, and the Influential Woman in Trucking awards programs. Plan now for ways you can nominate your company or associates to earn this recognition.

Review: 2022 Accelerate! Conference & Expo Highlights

With 1,700+ registered attendees, 100+ thought leaders, 150+ exhibitors and sponsors, 20+ featured trucks and trailers, 50+ networking opportunities, and more, it was an historic year for the 2022 Accelerate! Conference & Expo in Nov. 13-16 in Dallas, TX! **Check out our full recap of key event highlights.**

ACCELERATE! CONFERENCE & EXPO SPONSORSHIP PACKAGES

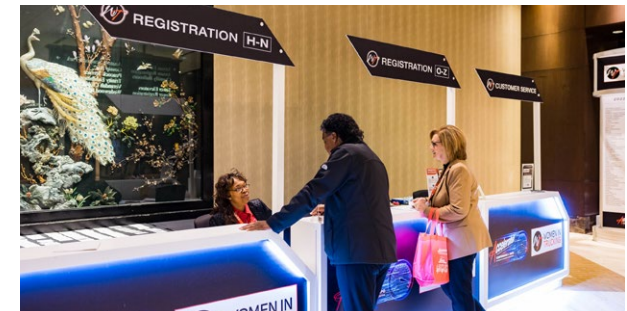
2023 Sponsorship and Exhibitor Packages

WIT will host its ninth annual Accelerate Conference & Expo Nov. 5-8, 2023 at the Hilton Anatole in Dallas, Texas, USA. Attendees will learn about critical transportation issues and trends, along with perspectives and the positive impact women have on the industry. This event will offer a dynamic virtual option for those unable to physically attend.



Exposure at Conference						
	PLATINUM	DIAMOND	RUBY	SAPPHIRE	EMERALD	BOOTH ONLY
10' x 10' booth space (if booth package is selected)	X	X	X	X	X	
Expo sign:						
Your logo featured	X	X	X	X	X	
Your company name						X
Jumbotron:						
Your logo featured exclusively	X	X	X	X		
Your company name featured					X	
Tractor/Trailer at Truck & Technology Tour	X					
Commercial (you provide 30-60 second spot)	X					
Complimentary registrations	6	5	4	3	2	1
Additional discounted registrations	X	X	X	X	X	X

Packages continue on next page...



ACCELERATE! SPONSORSHIP PACKAGES

Accelerate! Conference & Expo 2023 Sponsorship and Exhibitor Packages



Online Branding						
	PLATINUM	DIAMOND	RUBY	SAPPHIRE	EMERALD	BOOTH ONLY
Conference email campaign (your logo in footer)	X	X	X			
Conference website:						
Your logo	X	X	X	X	X	
Your name, website link	X	X	X	X	X	X
Conference App:						
Your logo	X	X	X	X	X	
Company name, profile, website link	X	X	X	X	X	X
Sponsor Reel (social media):						
Your logo	X	X	X	X		
Company name					X	
Social posts (LinkedIn, Facebook, Twitter, Instagram, TickTok)	3	2	1			

In Print						
Redefining The Road magazine (your logo in ad)	X	X	X			
National advertising	X	X	X			

Package Investments						
Package Rate <i>with</i> Booth	\$15,900	\$13,900	\$11,900	\$9,900	\$7,900	\$3,900
Package Rate <i>without</i> Booth	\$13,900	\$11,900	\$9,900	\$7,900	\$5,900	

ACCELERATE! EXPO EXHIBITOR PACKAGE / FLOOR PLAN

Exhibitor Package and Floor Plan:

Our attendees are highly engaged in the Accelerate! Expo as they seek out thousands of brands, products and services to add to their resources through this comprehensive expo. This unique expo features companies with valuable offerings that range from HR/talent management specialists, specialized consultants, truck stop chains and technology innovators to motor carriers, third-party logistics companies, and equipment manufacturers.

The Accelerate! Expo draws additional attention and traffic because it features its unique Truck & Technology Tour (details on the next page).

What Your Exhibitor Package Includes:

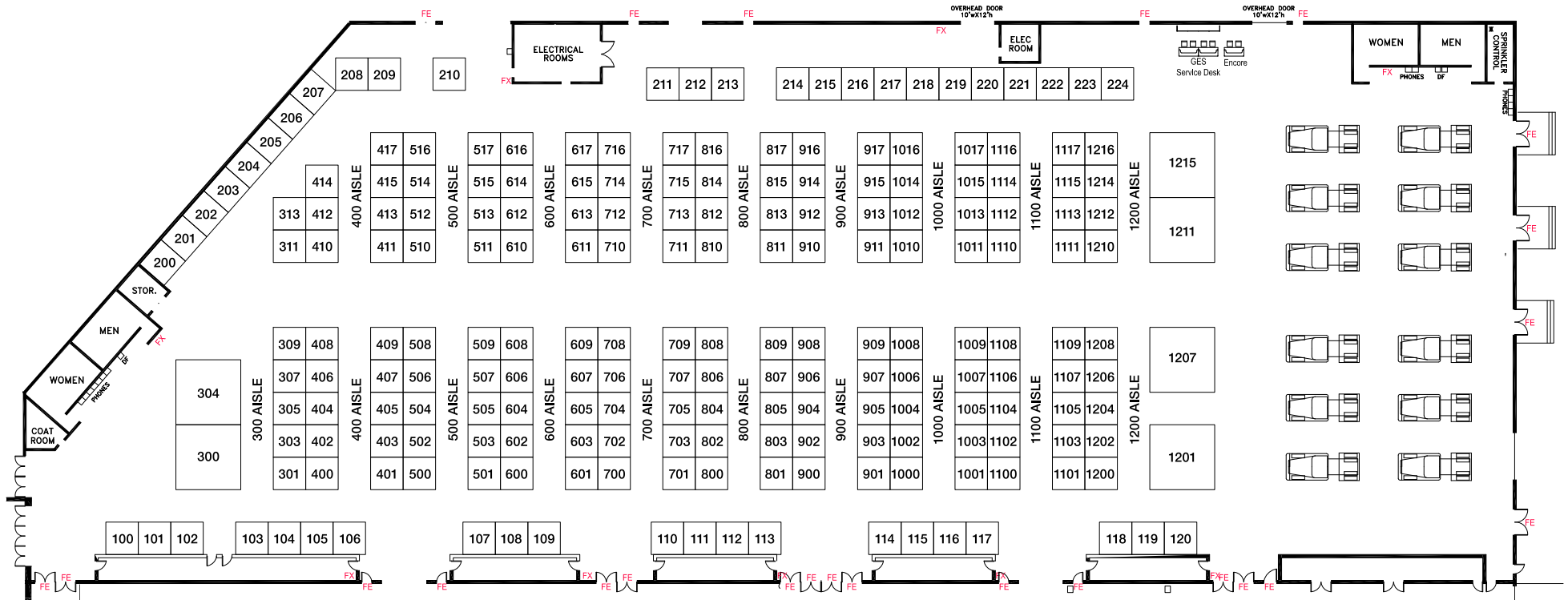
Your booth package includes a minimum of 10 ft x 10 ft booth space to showcase your capabilities and brand (larger booths also available at discounted rates). It also includes a listing of your company name and link to your website on the Women In Trucking Accelerate! microsite, your company name as an exhibitor on the entrance of the expo, a corporate profile on the conference mobile app, one (1) paid conference registration, and unlimited, additional registrations at a special discounted rate.

10 ft Exhibitor Package: \$3,900 per booth | Additional booths available for \$3,500

20 ft x 20 ft Island Exhibitor Package (fully open, no walls): \$13,900 per booth

[> View Online Floor Plan and List of Exhibitors](#)

Note: WIT members receive a \$300 discount off all packages. All prices in U.S. dollars



5th Annual Truck and Technology Tour

Trucks are at the heart of the transportation industry – delivering millions of shipments, pallets and packages every day to their final destination to improve the lives of people throughout the world. And there are many changes routinely happening to the tractors, cabs, trailers, containers – and all the related technologies – to enhance the comfort and efficiencies of professional drivers and to increase the productivity of supply chains everywhere. Featured equipment ranges from autonomous and electric trucks to new state-of-the-art features and aerodynamically designed tractors.

The 2023 Truck and Technology Tour, now in its fifth year of existence, has become a major component of the Accelerate! Conference & Expo. The Tour highlights more than 4,000

square feet (inside) and thousands more square feet (outside) that feature the equipment and technology that our attendees and your key stakeholders are interested in exploring.

Space is limited for the equipment that can be accommodated in the Tour, so act fast in signing up to feature your equipment. All commitments must be made and exact dimensions submitted of your equipment by Sept. 1, 2023.

Truck & Technology Tour Pricing

All Platinum Sponsors feature their tractor and/or trailer at no additional cost. There are customized packages available, depending upon size of your equipment or featured products and whether your displays are inside or outside.



Truck & Technology Tour Sponsorship (exclusive)

Logo all 4 days at key access points, conference app, website, notebook, social channels, full page ad in on-site program.

\$13,900

Viva Las Vegas! Fun Night



What's more thrilling than the excitement, entertainment, fun and games of Vegas? As a special treat at the 2023 Accelerate! Conference, we are bringing to all attendees Viva Las Vegas Fun Night on Monday, Nov. 6.

The evening will be filled with live entertainment, including Vegas Showgirls, guys from Magic Mike, Elvis, and 2 hours of D.J.-hosted dancing.

Be an exclusive sponsor of one of the games during the evening to elevate the thrill of your brand at this unique event.

- Blackjack (10 available)
- Slot Machines (5 available)
- Bingo (1 available)
- Craps Tables (2 available)
- Roulette (2 available)
- Poker (2 available)

Exclusive Sponsorship:

\$1,900, which includes a representative from your company serves as the game "host," 25 drink tickets to hand out to your most important customers or team members, your logo featured on a sign at the game location, and your company name listed on the conference app.



À LA CARTE SPONSORSHIP OPPORTUNITIES

Accelerate! Conference & Expo 2023 À La Carte Sponsorship Opportunities

Specialty Sponsorships:

Conference App (exclusive)

Logo all 4 days through the most highly used conference communications tools, website, notebook, on-site program, social channels.
\$9,500

Wifi Sponsorship (exclusive)

Logo on signage, conference app, notebook, on-site program.
\$8,500

Room Key Card (exclusive)

Logo on this highly used key to gain access to guest rooms, generating 10,000+ brand impressions.
\$7,500

Lanyard with name badge (exclusive)

Logo on highly-visible lanyards distributed to all attendees at Registration, on-site program.
\$6,900 + production

Accelerate! Student Scholarship.

Support 4 students with paid registrations. Recognition on website, notebook, on-site program, social channels.
\$5,000

Swag Bag (exclusive)

Logo in on-site program, on bag distributed to all attendees at Registration plus one item included if desired.

\$4,900 plus cost of the bag

Swag Bag Item

You provide item, such as promotional item, whitepaper, case study, etc.
\$1,900

Pens

Pens with your brand handed out at Registration and in swag bag.
\$2,300 + pens

Relaxation Stations (daily exclusive)

There's a lot of walking at Accelerate! Bring relief to attendees at an exclusive, high-traffic location with 2 massage therapists. Logo in on-site program, at station, and option for booth.
\$4,500

Commercial Spot

Commercial Spot promoting your brand immediately prior to 2 select general sessions. You provide the creative.
\$3,900

Hand Sanitizer

Your brand on hand sanitizer which is strategically placed throughout the conference and included in Swag Bag. You provide product. **\$3,500**

Breath Mints

Your brand on breath mints which is included in every attendee's Swag Bag and strategically placed throughout the conference
\$3,500

Promotional Flyer/Drop Cards

Distribute your promotion piece at seats of any general session. You provide materials.
\$3,200

Advertising

Advertisement in printed on-site Program to bring your message to this captive audience.
**\$2,900 (full page 4c) or
\$1,900 (half page 4c)**

À La Carte continued on page 12...

Accelerate! Conference & Expo À La Carte Sponsorships



À LA CARTE SPONSORSHIP OPPORTUNITIES

Accelerate! Conference & Expo 2023 À La Carte Sponsorship Opportunities

Events/Meals:

Viva Las Vegas Fun Night (marquee sponsor)

Logo at key access points, conference app, website, notebook, social channels, DJ mentions during dance, 50 drink tickets to hand out to VIPs.

\$18,900

I Heart Trucking Reception (exclusive)

Logo in all primary communication/promotion of this annual competition, social channels, WIT eNews, website, exclusive emails, conference app, bars, food stations, napkins, notebook, on-site program, involvement in judging.

\$13,900

Opening Reception (exclusive)

Your logo Sunday evening at access points, bars, food stations, napkins, conference app, website, notebook, on-site program, social channels.

\$9,500

Lunch (daily exclusive)

Your logo on all lunch boxes, napkins, food stations, conference app, website, notebook, social channels.

\$8,500

Interactive Roundtable

Topic makes you a thought leader as facilitator of discussion over lunch to generate leads.

Your logo featured at table.

\$1,300

Breakfast (daily exclusive)

Logo at food stations, conference app, website, notebook, social channels.

\$7,500

Break/Hydration (daily exclusive)

Features your logo Monday, Tuesday or Wednesday at coffee and water stations throughout the day, coffee cup holders, napkins, conference app, website.

\$4,500

Speed Networking (exclusive)

Highlights your logo at entrance & conference app as facilitator of this "Meet & Greet" opportunity.

\$3,500

New Attendee Session (exclusive)

Features your logo at entrance & conference app as facilitator of introductory session to newbies.

\$3,500

First-Timer Dine-Around (Sunday or Tuesday)

You host a group of new attendees at a nearby restaurant. WIT provides confirmed guest list, your logo featured on website.

\$1,500 + costs

Drink Tickets/Viva Las Vegas! Fun Night

Tickets to hand out to your associates, customers, prospects, VIPs.

1 Pack of 25: \$500

2 Packs of 25 (50): \$900

3 Packs of 25 (75): \$1,300

4 Packs of 25 (100): \$1,800

Viva Las Vegas! Fun Night

Blackjack (10 available)

Host table, logo at game location & conference app, 25 drink tickets to hand out to VIPs.

\$1,900

Slot Machines (5 available)

Logo at game location & conference app, 25 drink tickets to hand out to VIPs.

\$1,900

Bingo (1 available)

Host game, logo at game location & conference app, 25 drink tickets to hand out to VIPs.

\$1,900

Craps Tables (2 available)

Host table, logo at game location & conference app, 25 drink tickets to hand out to VIPs.

\$1,900

Roulette (2 available)

Host table, logo at game location & conference app, 25 drink tickets to hand out to VIPs.

\$1,900

Poker (2 available)

Host table, logo at game location & conference app, 25 drink tickets to hand out to VIPs.

\$1,900

À La Carte continued on page 13...



À LA CARTE SPONSORSHIP OPPORTUNITIES

Accelerate! Conference & Expo 2023 À La Carte Sponsorship Opportunities



Education:

Keynote Speaker (4 available)

Logo on conference app, website, notebook, on-site program, social channels.
\$9,900

Breakout Directions

Logo in on-site program, on “You Are Here” signs, and on Window & Floor Clings to help attendees navigate to breakout rooms all 4 days.
\$5,900

Conference Notepads (exclusive)

Logo on cover of notepad included in the Swag Bag at time of registration.
\$4,900

Speaker Library (exclusive)

Attendees download presentations during and after the conference. Logo featured on the download page for 12 months.
\$3,900

Breakout Room (5 available)

Logo on conference app, website, notebook, on-site program, signage at entrance all 3 days.
\$3,900

Expo Sponsorships:

Truck & Technology Tour (exclusive)

Logo all 4 days at key access points, conference app, website, notebook, social channels, full page ad in on-site program.
\$13,900

Expo Directions

Logo in on-site program, on “You Are Here” signs, and on Window & Floor Clings to help attendees navigate to expo & ballroom all 4 days.
\$5,900

Expo Hall Aisle (12 available)

Logo on Floor Clings and aisle signs (option to help direct traffic to your booth).
\$2,900

Networking Lounges (10 available)

Logo on column near/within the lounge, conference app, on-site program.
\$2,900

Exhibitor Banner/Column

Wrap with your branding and key messages. Consult your sales rep for details.
\$2,800

Accelerate! Conference & Expo À La Carte Sponsorships



LET US HELP YOU!

2023 Accelerate! Sponsor & Exhibitor Opportunities

Women In Trucking Association's Accelerate! Conference & Expo takes place Nov. 5-8 at the Hilton Anatole in Dallas, Texas. One of the largest conferences in the transportation industry, Accelerate! will attract more than 2,500 attendees who participate in 60+ educational sessions, facilitated peer and provider networking exercises, receptions and more. In addition, this event will feature 200+ exhibitors and sponsors as well as a sophisticated Truck and Technology Tour.

A wide variety of sponsorship levels and exhibitor packages are available based upon your established budget parameters. It's an excellent opportunity to:

- Tie your brand to gender diversity
- Become a thought leader on important issues in the industry
- Build business with customers, prospects, and partners
- Expand your strategy and operations through gender diversity

2023 Accelerate! Conference & Expo Information



Accelerate! Conference & Expo

**Hilton Anatole, Dallas, TX USA
Nov. 5-8, 2023 (In-person)**

REGISTER NOW!



For more information and to place your order, contact Carleen Herndon at 615-696-1870 or Carleen@WomenInTrucking.org

