

**BUILD YOUR BRAND AND
BUSINESS WHILE ENGAGING
MORE QUALIFIED WOMEN IN
YOUR WORKFORCE.**

2026



Accelerate! Conference & Expo
Hilton Anatole, Dallas, TX USA
October 25–28, 2026



**2026 Sponsor and
Exhibitor Opportunities**



WIT eNews



2026 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
Women In Trucking Association
888-464-9482 ext. 104
Carleen@WomenInTrucking.org

Tie Your Brand to the Mission of Women In Trucking

Today in the trucking industry, approximately 28% of C-Suite executives and 34.5% of company leaders are women, according to the 2024-25 WIT Index. About 39% of dispatchers and just over 9% of professional truck drivers are women. But having a more qualified workforce that includes talented, competent women isn't a box to check - it's a business imperative for success.

If you're looking to build your brand and business, get involved in the 12th annual Women In Trucking Association (WIT) Accelerate! Conference & Expo. There are many sponsorship and/or exhibitor opportunities for you to align your company's brand with the mission of WIT: Champion the employment and advancement of women in trucking, foster connections, and recognize achievements.



Table of Contents

What Are Your Goals?	3
Reach Your Target Audience (Member/Attendee Demographics)	4
Accelerate! Conference & Expo Highlights	5-6
Sponsorship Packages	7-8
Exhibitor Package/Floor Plan	9
Truck and Technology Tour	10
Harvest Hoedown Opportunities	11
À La Carte Sponsorship Options	12-13
Let Us Help You	14

Important Links:

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

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 Development and Access to Market Intelligence
- Strengthen Retention through Participation

Brand Awareness

- Tie Your Brand to the Women In Trucking Mission
- Thought Leadership through Speaking
- Strengthen Your Industry Reputation



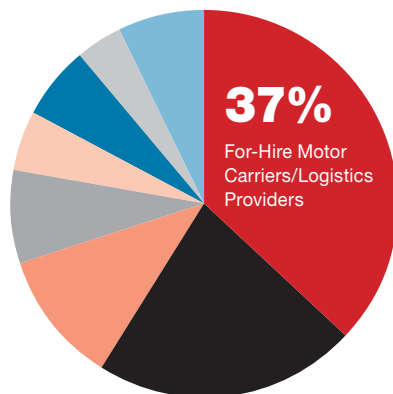
Participation Opportunities

- Exhibitor
- Wide Variety of Sponsorship Packages
- À La Carte Sponsorships
- Team Participation in all Networking Events
 - ✓ Access to all meals
 - ✓ Facilitated networking exercises
 - ✓ Be a part of WIT's Harvest Hoedown
 - ✓ Full access to all Educational Sessions
 - ✓ Participation in Interactive Roundtable Discussion Groups



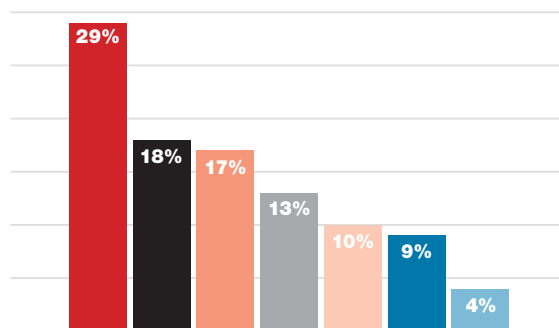
REACH YOUR TARGET AUDIENCE – WIT CORPORATE MEMBER DEMOGRAPHICS

Market Segment



For-Hire Motor Carriers/
Logistics Providers**37%**
Professional Services**22%**
Education/Associations/
Media **11%**
OEMs/Accessories.....**8%**
Financial Services.....**5%**
Technology.....**6%**
Companies with
Private Fleets.....**4%**
Other**7%**

Job Titles *



Corporate Management..**29%**
Sales & Marketing**18%**
Operations **17%**
Professional Driver/
Trainer **13%**
HR/Talent Management..**10%**
Executive Leadership.....**9%**
Safety, Maintenance,
Technician.....**4%**

* Based on members reporting their titles

Gender



Geographic Regions



Canada	4%	South	45%
West	11%	Northeast	10%
Midwest	29%	International	1%

Members also from these countries: Australia, China, Colombia, France, Macedonia, Mexico, Namibia, Netherlands, New Zealand, Nigeria, Poland, South Africa, Switzerland, United Kingdom.

Reach by Channel



1,000+
registered attendees
expected in 2026

2024 WEBSITE AND BLOG VISITORS: 385,000+

* Based on 2024 metrics

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 3-day event focuses on supporting the mission of WIT: Champion the employment and advancement of women in trucking, foster connections, and recognize achievements.



Exceptional Education & Professional Development

1,000+ 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 six educational areas of focus to ensure attendees receive relevant information that can be invaluable to their careers: Leadership, Professional Development, HR/ Talent Management, Operations, Sales & Marketing, and Professional Drivers. 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 a high rate of repeat exhibitors year after year. This will be one of the best event investments you'll make!



Myriad of Networking Opportunities

Four days of activities include more than 80 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 nearly 150 exhibiting and sponsoring companies in trucking 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 conference fosters unique camaraderie among those who attend through fun activities, dynamic conversations, and deep-dive sharing of experiences and best practices. Invest in the many unique networking activities and receptions at this conference and your associates will walk away 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 in Trucking, Top Women to Watch, and the Influential Woman in Trucking awards programs. Plan now for ways you can nominate your company or associates to earn this recognition.

Review: 2025 Accelerate! Conference & Expo Highlights

With 1,100 attendees, 160+ thought leaders, 131 exhibitors and sponsors, over a dozen featured trucks and trailers, and 170+ educational and networking opportunities, it was an incredible year for the 2025 Accelerate Conference & Expo! [Check out our full recap of key event highlights online.](#)

ACCELERATE! CONFERENCE & EXPO SPONSORSHIP PACKAGES

2026 Sponsorship and Exhibitor Packages

WIT will host its 12th annual Accelerate Conference & Expo Oct. 25–28, 2026 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. All conference registrants will have access to many pre-recorded sessions on-demand following the conference.



Exposure at the 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 — U.S. \$825 (Early Bird), \$925 (Regular)	X	X	X	X	X	X

Packages continue on next page...



ACCELERATE! SPONSORSHIP PACKAGES

Accelerate! Conference & Expo 2026 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	X	X	X	X	X	X
Social posts (LinkedIn, Facebook, X, Instagram, TikTok)	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	\$17,900	\$15,900	\$13,900	\$11,900	\$9,900	\$5,500
Package Rate <i>without</i> Booth	\$15,900	\$13,900	\$11,900	\$9,900	\$7,900	

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:

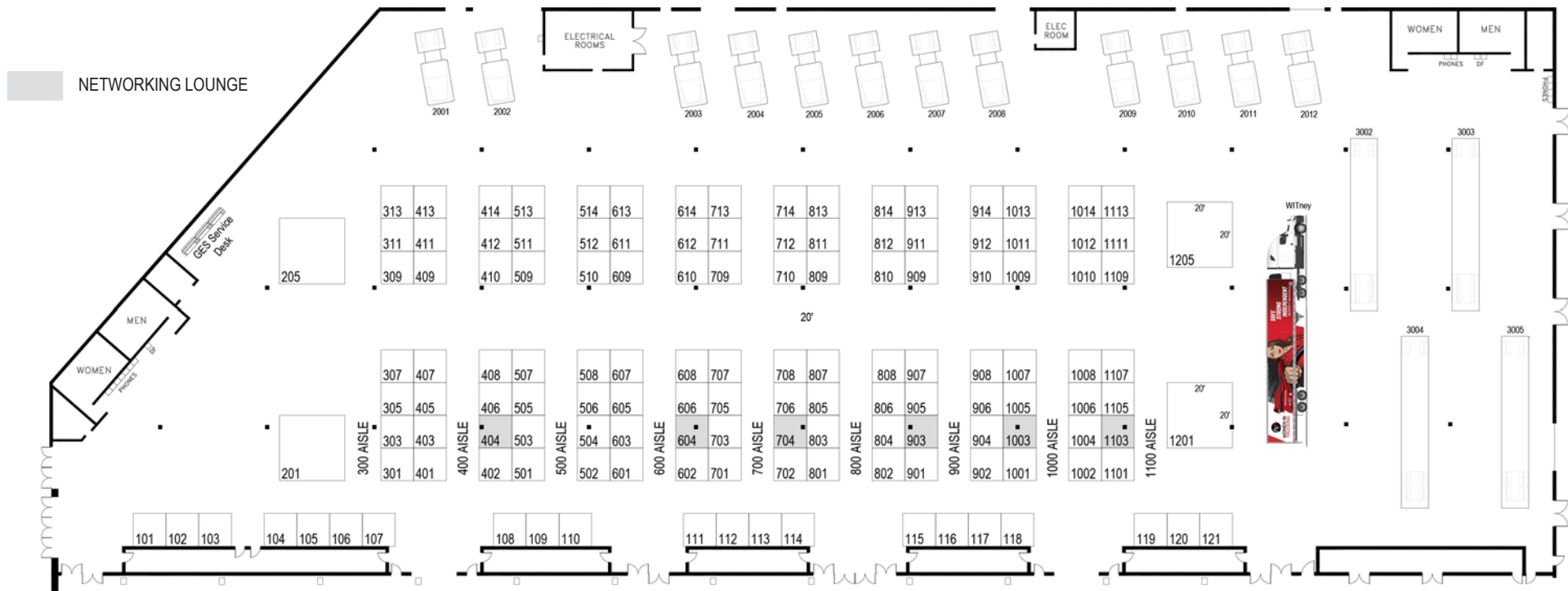
Your booth package includes a minimum of 10 ft x 10 ft booth space to showcase your capabilities and brand (larger booths also available at discounted rates). It also includes a listing of your company name and link to your website on the Women In Trucking Accelerate! microsite, your company name as 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: \$5,500 per booth | Additional booths available for \$4,500

20 ft x 20 ft Island Booth (fully open, no walls): \$15,900 per booth

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

Note: WIT members receive a \$200 discount off all packages. All prices in U.S. dollars.



TRUCK & TECHNOLOGY TOUR AT THE EXPO

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 2025 Truck and Technology Tour, now in its 12th 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 to 15 tractors or trucks. Act fast in selecting your space. All commitments and equipment dimensions must be submitted by Sept. 1, 2026.

Truck & Technology Tour Pricing

Tractors Inside the Expo: \$7,950

One spot complimentary for Platinum Sponsors. Limited space so first-come, first-served.



Truck & Technology Tour Sponsorship (exclusive)

Logo featured all 4 days at key entry points, conference app, website, sponsor reel, social channels, and six (6) paid registrations.

\$17,900

MONDAY EVENING RECEPTION

Harvest Hoedown A La Carte Opportunities

Be a part of the biggest night of networking and fun for our attendees. This is the night they remember! It's a WIT Tradition to have a theme and our attendees love to lean in. Your company can lean in, too! This year's Harvest Hoedown theme is complete with lots of sponsorship opportunities: Marquee Sponsor of the Harvest Hoedown, plus sponsorship of the event bandanas, red solo cups, caramel apple bar, selfie station, corn hole challenge, and DJ booth.

Be part of the fun and reserve your favorite Harvest Hoedown sponsorship today!

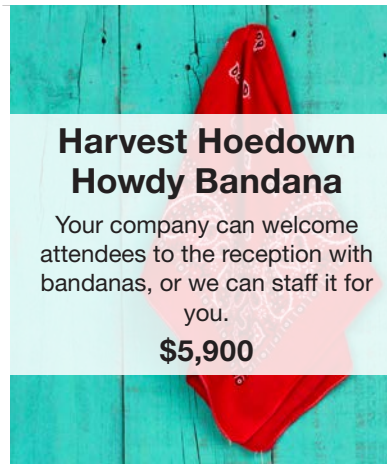
A graphic for the Harvest Hoedown Marquee Sponsor. It features a piece of torn paper with the words "HARVEST HOEDOWN" in a stylized, autumn-themed font. The background is a collage of pumpkins and autumn leaves. A dark brown banner at the top reads "Monday Evening Reception".

Monday Evening Reception

HARVEST HOEDOWN

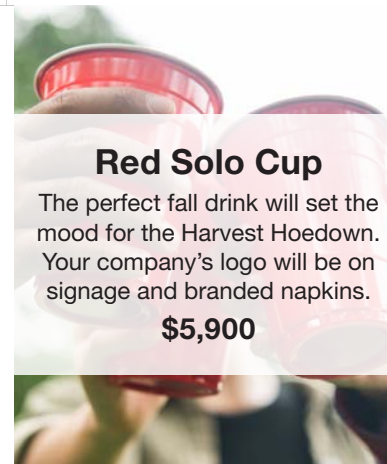
Marquee Sponsor
Logo at food stations and bars, in on-site program, website, sponsor reel, 2 social mentions, and 6 paid registrations.

\$17,900

A graphic for the Harvest Hoedown Howdy Bandana sponsorship. It shows a red bandana with a white logo hanging on a teal wooden wall.

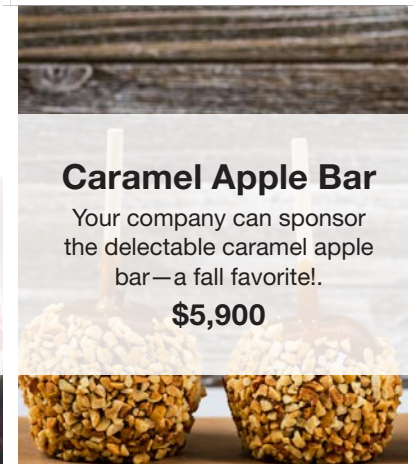
Harvest Hoedown Howdy Bandana
Your company can welcome attendees to the reception with bandanas, or we can staff it for you.

\$5,900

A graphic for the Red Solo Cup sponsorship. It shows two red solo cups, one in the foreground and one slightly behind it, both with white logos.

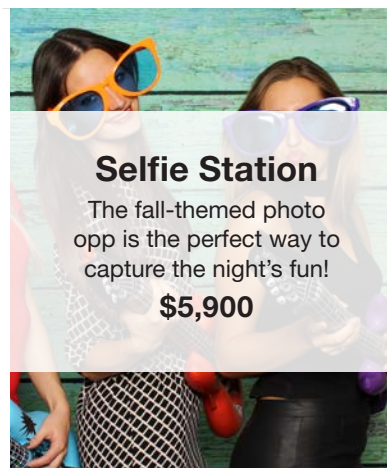
Red Solo Cup
The perfect fall drink will set the mood for the Harvest Hoedown. Your company's logo will be on signage and branded napkins.

\$5,900

A graphic for the Caramel Apple Bar sponsorship. It shows two caramel apples coated in nuts, one in the foreground and one slightly behind it.

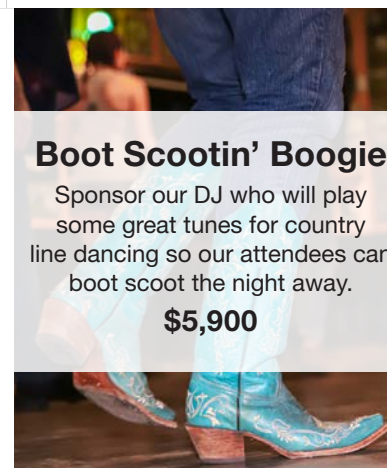
Caramel Apple Bar
Your company can sponsor the delectable caramel apple bar—a fall favorite!.

\$5,900

A graphic for the Selfie Station sponsorship. It shows two women wearing large, colorful sunglasses and holding a selfie stick.

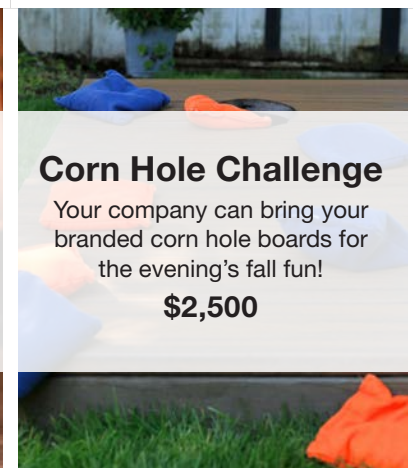
Selfie Station
The fall-themed photo opp is the perfect way to capture the night's fun!

\$5,900

A graphic for the Boot Scootin' Boogie sponsorship. It shows a person's legs wearing blue jeans and blue cowboy boots, dancing.

Boot Scootin' Boogie
Sponsor our DJ who will play some great tunes for country line dancing so our attendees can boot scoot the night away.

\$2,900

A graphic for the Corn Hole Challenge sponsorship. It shows a corn hole game board with a blue bag and an orange bag on it.

Corn Hole Challenge
Your company can bring your branded corn hole boards for the evening's fall fun!

\$2,500

Á LA CARTE SPONSORSHIP OPPORTUNITIES

Accelerate! Conference & Expo 2026 Á La Carte Sponsorship Opportunities

Package Description	Availability	Paid Registrations	Sponsorship Deliverables	Investment
Conference App	Exclusive (1)	6	Logo on app, on-site program, website, sponsor reel, 3 social mentions, 6 paid registrations	\$17,900
Virtual Presentation Library	Exclusive (1)	6	Logo on webpage, on-site program, website, sponsor reel, 3 social mentions, 6 paid registrations	\$17,900
Room Key Card	Exclusive (1)	6	Logo on key card, on-site program, website, sponsor reel, 3 social mentions, 6 paid registrations	\$17,900
*Lanyard with Badge	Exclusive (1)	6	Logo on lanyard, on-site program, website, sponsor reel, 3 social mentions, 6 paid registrations	\$17,900
Keynote	2	5	Executive introduction, logo in on-site program, website, sponsor reel, 2 social mentions, 5 paid registrations	\$15,900
Image Wall	Exclusive (1)	5	Logo on wall at entrance of expo hall, on-site program, website, sponsor reel, 2 social mentions, 5 paid registrations	\$15,900
Sunday Reception: "I Heart Trucking" Expo Reception	2	5	Logo at food stations and bars, in on-site program, website, sponsor reel, 2 social mentions, 5 paid registrations	\$15,900
WiFi	Exclusive (1)	4	Logo on signage, in on-site program, website, sponsor reel, 1 social mention, 4 paid registrations	\$13,900
Cell Phone Charging Stations	Exclusive (1)	4	Logo in on-site program, website, sponsor reel, 1 social mention, 4 paid registrations	\$13,900
Breakfast	3	4	Logo at food stations, in on-site program, website, sponsor reel, 1 social mention, 4 paid registrations	\$13,900
Lunch	2	4	Logo at food stations, in on-site program, website, sponsor reel, 1 social mention, 4 paid registrations	\$13,900
*Swag Bag	Exclusive (1)	4	Logo on bag, in on-site program, website, sponsor reel, 1 social mention, 4 paid registrations	\$13,900
Directional Signs	2	3	Logo on window clings, on-site program, website, sponsor reel, 3 paid registrations	\$11,900

*Production not included. Approval required.

À LA CARTE SPONSORSHIP OPPORTUNITIES

Accelerate! Conference & Expo

2026 À La Carte Sponsorship Opportunities

Package Description	Availability	Paid Registrations	Sponsorship Deliverables	Investment
Breakout Rooms	Exclusive (1)	3	Name on all breakout rooms, on-site program, website, sponsor reel, 3 paid registrations	\$11,900
Relaxation Stations	3	3	Logo at station, on-site program, website, sponsor reel, 3 paid registrations	\$11,900
Networking Lounge	8	3	Logo in lounge, on-site program, website, sponsor reel, 3 paid registrations	\$11,900
*Conference Notepads	Exclusive (1)	3	Logo on notepad, on-site program, website, sponsor reel, 3 paid registrations	\$10,900
Break/Hydration Station	4	3	Logo at each station, on-site program, website, sponsor reel, 3 paid registrations	\$10,900
Speed Networking	Exclusive (1)	3	Executives facilitate, logo in on-site program, website, sponsor reel, 3 paid registrations	\$9,900
New Attendee Session	Exclusive (1)	3	Executive introduction, on-site program, website, sponsor reel, 3 paid registrations	\$9,900
Location Map	Exclusive (1)	3	Logo on map, on-site program, website, sponsor reel, 3 paid registrations	\$9,900
Scholarship Program	Exclusive (1)	2	Executive introduction, logo in on-site program, website, 2 paid registrations	\$6,900
*Commercial Spot (30-60 seconds)	8	2	Mention in on-site program, website, 2 paid registrations	\$6,900
*Swag Bag Item	8	2	Logo on promotional item (consultation required), mention in on-site program, website, 2 paid registrations	\$5,900

*Production not included. Approval required.



Accelerate! Conference & Expo À La Carte Sponsorships

LET US HELP YOU!

2026 Accelerate! Sponsor & Exhibitor Opportunities

Women In Trucking Association's Accelerate! Conference & Expo takes place Oct. 25–28, 2026 at the Hilton Anatole in Dallas, Texas. One of the largest conferences in the transportation industry, Accelerate! will attract more than 1,000 attendees who participate in 60+ educational sessions, facilitated peer and provider networking exercises, receptions and more. In addition, this event will feature 130+ 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:

- Strengthen your brand while engaging more qualified women in your workforce
- Become a thought leader on important issues in the industry
- Build business with customers, prospects, and partners
- Expand your business and workforce talent strategy to include more qualified women

2026 Accelerate! Conference & Expo Information



Accelerate! Conference & Expo

Hilton Anatole, Dallas, TX USA
Oct. 25–28, 2026

RESERVE TODAY!



For more information and to place your order, contact Carleen Herndon at 888-464-9482 ext. 104 or Carleen@WomenInTrucking.org

