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

2027



WOMEN IN TRUCKING

ACCELERATE

CONFERENCE + EXPO

Accelerate Conference & Expo

Hilton Anatole, Dallas, TX USA

October 24–27, 2027

2027 Sponsor and Exhibitor Opportunities

WOMEN IN TRUCKING

From the Driver Seat to the C-Suite

WOMEN IN TRUCKING

ACCELERATE

CONFERENCE + EXPO

WIT eNews

2027 Women In Trucking
Accelerate Conference & Expo
Sponsor and Exhibitor Opportunities

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Build Your Business. Elevate Your Brand. Celebrate a Milestone.

There's never been a better time to connect with the trucking industry's most influential professionals.

In 2027, the Women In Trucking Association (WIT) proudly celebrates two significant milestones: the 13th annual Accelerate Conference & Expo and the 20th anniversary of WIT's founding. It's a time to celebrate two decades of progress while looking ahead to the future of the industry—and your company can be part of it.

By sponsoring, exhibiting, and/or sharing your expertise, you'll position your organization in front of more than 1,000 professionals representing every sector of the trucking industry. From C-suite executives and fleet managers to HR/talent management leaders, safety professionals, operations managers, professional truck drivers, technicians, and suppliers, Accelerate attracts the decision-makers who influence purchasing, partnerships, and business strategy. The business case to participate can be easily articulated when you consider the potential return on investment!

Don't just join the conversation at this event—help to lead it. Invest in Accelerate to grow your business, elevate your brand, develop your people, and build relevant relationships that last long after the conference ends.



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

Roaring Twenties Opportunities 11

Á 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



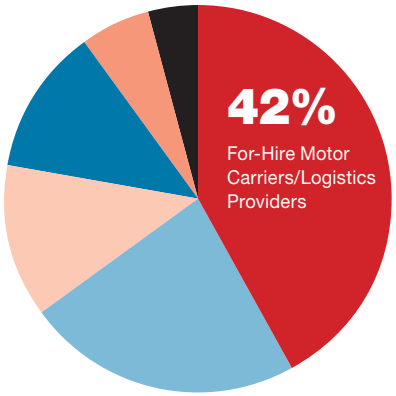
Participation Opportunities

- **Exhibitor**
- **Wide Variety of Sponsorship Packages**
- **Á La Carte Sponsorships**
- **Team Participation in all Networking Events**
  - ✔ Access to all meals
  - ✔ Facilitated networking exercises
  - ✔ Be a part of WIT's Roaring '20s
  - ✔ Full access to all Educational Sessions
  - ✔ Participation in Interactive Roundtable Discussion Groups



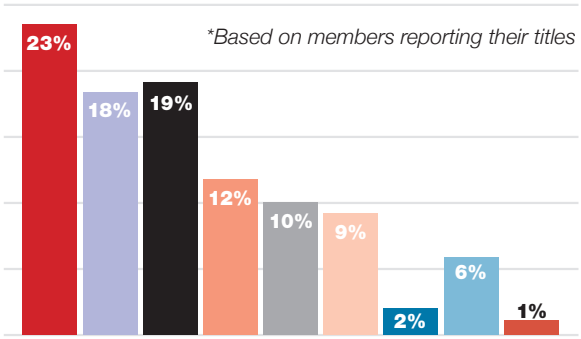
REACH YOUR TARGET AUDIENCE – WIT CORPORATE MEMBER DEMOGRAPHICS

Market Segment



For-Hire Motor Carriers/ Logistics Providers **42%**
Professional Services **23%**
Education & Nonprofits....**13%**
Equipment Manufacturers/ Accessories.....**12%**
Technology.....**6%**
Financial Services.....**4%**

Job Titles *



Corporate Management..**23%**
Sales & Marketing **18%**
Operations **19%**
Professional Driver **12%**
HR/Talent Management.. **10%**
Executive Leadership..... **9%**
Finance/Accounting **2%**
Safety, Maintenance, Technician..... **6%**
Attorney/Legal.....**1%**

** Based on members reporting their titles*

Gender

84% **10%**

Geographic Regions



West	11%	Northeast	10%
Midwest	28%	Canada	3%
South	47%	International*	1%

*Members also from these countries: Australia, Brazil, China, Georgia, Mexico, Netherlands, New Zealand, Nigeria, South Africa, Uganda.

Reach by Channel

35K+	32K+	65K+	10K+	2.5K+
X Followers	Facebook Followers	LinkedIn Followers	Instagram Followers	Tik Tok Followers

** Based on 2025 metrics*

WOMEN IN TRUCKING ACCELERATE CONFERENCE + EXPO

1,000+
registered attendees expected in 2027

2025 WEBSITE AND BLOG VISITORS: 376,400+

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.

2027 Sponsorship and Exhibitor Packages

WIT will host its 13th annual Accelerate Conference & Expo Oct. 24–27, 2027 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 Conference & Expo
2027 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 *with* Booth	**$17,900**	**$15,900**	**$13,900**	**$11,900**	**$9,900**	**$5,500**
Package Rate *without* 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).

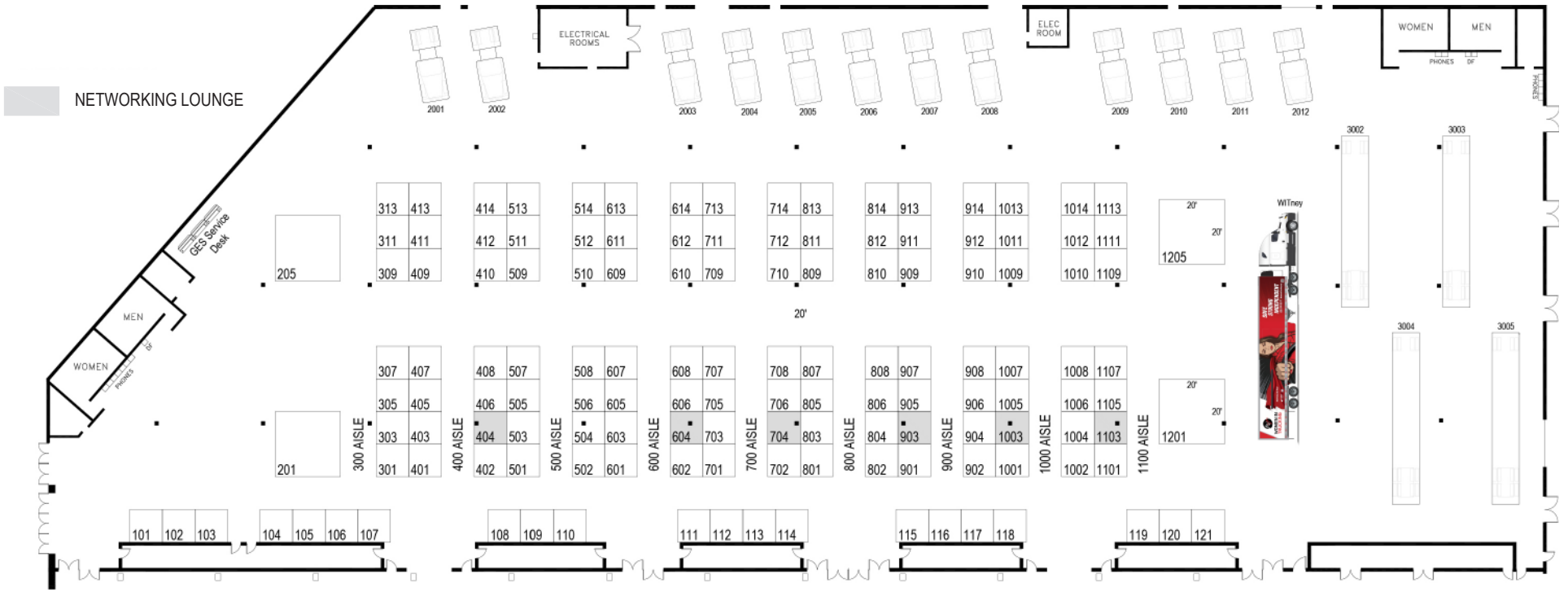
What Your Exhibitor Package Includes:

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.



Floorplan is subject to change.

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 2027 Truck and Technology Tour has become a major component of the Accelerate Conference & Expo. The Tour features 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, 2027.

Truck & Technology Tour Pricing

Tractors Inside the Expo: $5,500

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 two (2) paid registrations.

$9,900

The Roaring Twenties & All That Jazz: A celebration of 20 years of WIT
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 Roaring Twenties theme is complete with lots of sponsorship opportunities: Marquee Sponsor of the Roaring Twenties, plus, sponsorship of boas and pearls, flip book, selfie station, and DJ booth.

Be part of the fun and reserve your favorite Roaring Twenties sponsorship today!



Monday Evening Reception

Logo at food stations and bars, in on-site program, website, sponsor reel, and 2 social mentions.

Price $9,900

Boas & Pearls Are The Bee's Knees

This sponsorship is the "Bee's Knees!" Help our attendees lean into the Roaring '20s themed reception by providing boas and pearls. Your team can welcome our guests and hand them out as they arrive.

Price $3,900

And All That Jazz

Whether our attendees stay in theme and do the Charleston or the Foxtrot or prefer a modern day dance style, you can be the sponsor for the night of music and fun making your company "The Cat's Meow."

Price $3,900

Silent Movie/Flip Book

A nod to the Roaring '20s and the Silent Movie era, our attendees will love this "Hotsy-Totsy" keepsake of them making movie-like memories with their friends and co-workers.

Price $3,900

Selfie Station

The Roaring '20s themed photo opp is an "Ace" in the hole and a "Swell" way to help our attendees capture a snapshot of an evening filled with fun.

Price $3,900

Accelerate Conference & Expo

2027 Á La Carte Sponsorship Oppportunities

Package Description	Availability	Sponsorship Deliverables	Investment
*Lanyard with Badge	Exclusive (1)	Logo on lanyard, on-site program, website, sponsor reel, 3 social mentions	$7,900
Conference App	Exclusive (1)	Logo on app, on-site program, website, sponsor reel, 3 social mentions	$7,900
WiFi	Exclusive (1)	Logo on signage, in on-site program, website, sponsor reel, 1 social mention	$7,900
Room Key Card	Exclusive (1)	Logo on key card, on-site program, website, sponsor reel, 3 social mentions	$7,900
Keynote	2	Executive introduction, logo in on-site program, website, sponsor reel, 2 social mentions	$7,900
Sunday Reception: “I Heart Trucking” Expo Reception	2	Logo at food stations and bars, in on-site program, website, sponsor reel, 2 social mentions	$7,900
Scholarship Program	Exclusive (1)	Executive introduction, logo in on-site program, website	$6,900
Speed Networking	Exclusive (1)	Executives facilitate, logo in on-site program, website, sponsor reel	$6,900
New Attendee Session	Exclusive (1)	Executive introduction, on-site program, website, sponsor reel	$6,900
Directional Signs	2	Logo on window clings, on-site program, website, sponsor reel	$6,900
Lunch	2	Logo at food stations, in on-site program, website, sponsor reel, 1 social mention	$5,900
Breakfast	3	Logo at food stations, in on-site program, website, sponsor reel, 1 social mention	$5,900

**Production not included. Approval required.*

Accelerate Conference & Expo
2027 Á La Carte Sponsorship Oppportunities

Package Description	Availability	Sponsorship Deliverables	Investment
Relaxation Stations	2	Logo at station, on-site program, website, sponsor reel	$5,900
*Swag Bag	Exclusive (1)	Logo on bag, in on-site program, website, sponsor reel, 1 social mention	$5,900
*Conference Notepads	Exclusive (1)	Logo on notepad, on-site program, website, sponsor reel	$5,900
Networking Lounge	8	Logo in lounge, on-site program, website, sponsor reel	$4,900
Virtual Presentation Library	Exclusive (1)	Logo on webpage, on-site program, website, sponsor reel, 3 social mentions	$3,900
Break/Hydration Station	4	Logo at each station, on-site program, website, sponsor reel	$3,900
Location Map	Exclusive (1)	Logo on map, on-site program, website, sponsor reel	$3,900
*Commercial Spot (30-60 seconds)	8	Mention in on-site program, website	$3,900
*Swag Bag Item	8	Logo on promotional item (consultation required), mention in on-site program, website	$1,900
Interactive Roundtable Discussion	15	Logo on stanchion, facilitate discussion during lunch for two days	$1,900

**Production not included. Approval required.*

WOMEN IN TRUCKING ACCELERATE CONFERENCE + EXPO

Accelerate Conference & Expo Á La Carte Sponsorships

LET US HELP YOU!

2027 Accelerate Sponsor & Exhibitor Opportunities

Women In Trucking Association's Accelerate Conference & Expo takes place Oct. 24–27, 2027 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

2027 Accelerate Conference & Expo Information







WOMEN IN TRUCKING
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Hilton Anatole, Dallas, TX USA
Oct. 24–27, 2027

RESERVE TODAY!

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

