

Reach Your Targeted
Audience and Tie Your
Brand to the Importance
of Gender Diversity

2025



Redefining *the* Road
The official magazine of the Women In Trucking Association



Advertising | Sponsored Content
Integrated Marketing
Accelerate! Conference & Expo



Redefining^{the}Road

The official magazine of the Women In Trucking Association



WIT eNews



2025 Media Kit:
Sponsored Content, Advertising
& Integrated Marketing

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P.O. Box 843
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**For more information and
to place advertising:**

Carleen Herndon,
Women In Trucking Association
615-696-1870
Carleen@WomenInTrucking.org

> Visit *Redefining the Road*



Dear WIT members and colleagues,

The mission of the Women In Trucking Association is to encourage the employment of women in the trucking industry, to promote their accomplishments, and to minimize the obstacles they face. Tie your organization to this mission through sponsored content, advertising and thought leadership strategy in our official channels – including *Redefining the Road* magazine, *WIT eNews* (e-newsletter), social media, website, and the WIT Blog.

These channels bring together a community of professionals seeking to educate the market and encourage gender diversity. Combined, these channels reach more than 500,000 readers, followers and WIT members. These professionals are in diverse roles that range from Leadership, Operations, and Safety to HR/Talent Management, and Sales and Marketing – as well as professional drivers!

An award-winning magazine, *Redefining The Road* is distributed three times a year to our entire membership, at industry events, and is available in a digital format to reach thousands more. *WIT eNews* is distributed weekly for more timely industry news and need-to-know information to WIT members and other industry professionals. And of course, tens of thousands of readers and followers consume the market intelligence and information on the WIT website, blog, and social media channels.

While each channel is unique in its format and following, they all share the same business approach. Through relevant content, they attract and retain loyal, captive decision-makers with whom you want to build your brand, your reputation, and your business. There's no other way to more effectively tie your brand directly to the important issue of gender diversity in North American transportation!

Thanks for your support,

Jennifer Hedrick, CAE
President & CEO
Women In Trucking

WHAT ARE YOUR GOALS?

Whether you want to showcase your expertise, create buzz about your brand or recruit new talent, we can help. The list below is a good starting point for exploring your options. Then contact us to start a conversation. Together, let's connect you with the decision-makers, influencers and professionals you need to reach!

Hyper-Targeted Exposure Opportunities

Lead Generation

White Papers/ Original Research
Sponsored Emails
In-Person & Virtual Events
Digital and Print Advertising

Thought Leadership

Sponsored Content
Redefining the Road magazine
WIT eNews
Whitepapers/Original Research
Women In Trucking Blog

Brand Awareness

WIT eNews
Redefining the Road magazine
Banner Ads (website)
Social Media



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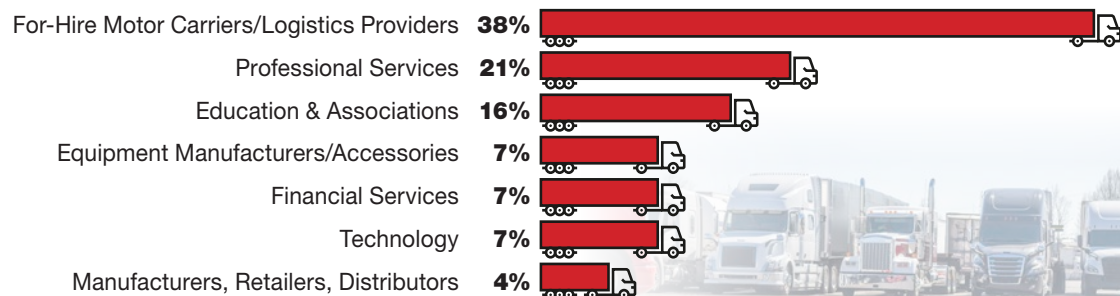
Important Links:

[Specifications and Samples](#)

[Accelerate! Conference & Expo Sponsorship & Exhibiting](#)

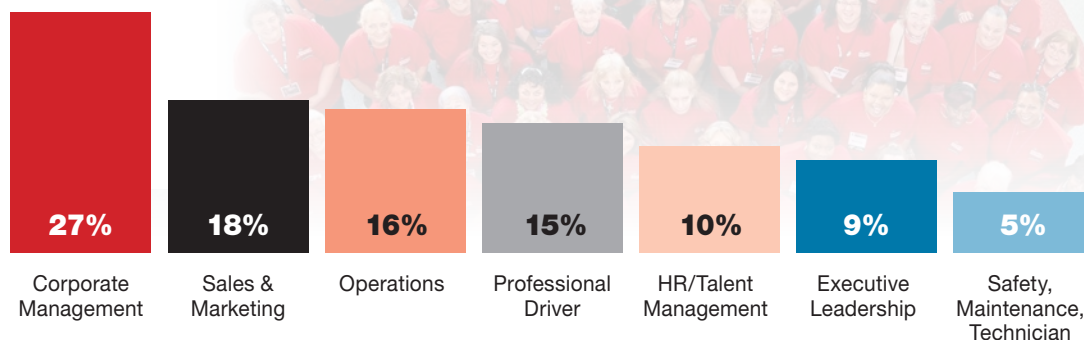
WIT MARKET DEMOGRAPHICS (MEMBERSHIP AS OF DECEMBER 2023)

Market Segment



Job Titles*

*Based on members reporting their titles



Gender



Geographic Regions

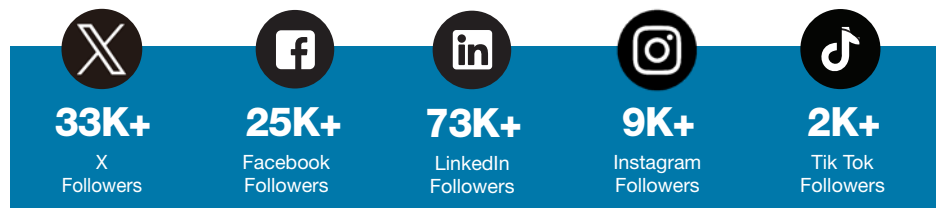


Canada	4%	South	46%
West	13%	Northeast	9%
Midwest	26%	International	1%

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

Nearly **130,000** Followers | **3 million** Impressions | **111k+** Interactions



Redefining the Road
The official magazine of the Women In Trucking Association

WOMEN IN TRUCKING

WIT eNews

20,000 print, digital and pass-along readership

WIT eNews Readership:
8,400+ members and prospects

2023 WEBSITE AND BLOG VISITORS: 397,000+

WOMEN IN TRUCKING - CORPORATE PARTNERS

Gold Partners



Silver Partners



Bronze Partners



Media Friends



For Corporate Partnership opportunities and exposure, contact Carleen Herndon at 615-696-1870 or carleen@womenintrucking.org.

Find out more about [WIT Corporate Partners](#) on our website.

2025 EDITORIAL CALENDAR

Redefining the Road

The official magazine of the Women In Trucking Association

2025 Editorial content subject to change.

An award-winning magazine, *Redefining The Road* is distributed three times a year to our entire membership, at industry events, and is available in a digital format to reach thousands more. This magazine leverages an editorial staff with nearly 100 years combined experience in transportation, logistics and supply chain management.



ISSUE	COVER STORY	FEATURE 1	FEATURE 2	FEATURE 3	FEATURE 4	RESOURCE GUIDE	BEST PRACTICES	NEWS BRIEFS
Edition 1	Career Lessons that Will Change Your Life	Best Practices in Retention & Engagement (HR/Talent Management)	Best Practices in Safety (On and Off the Road)	Artificial Intelligence and its Impact on Women in Trucking	Top Women to Watch, Influential Woman in Trucking	Workforce Resources	Case studies, Ask the Expert and Spotlight articles	Salute Preview 2024 WIT Annual Report Image Team/WITney® Educational Trailer Foundation Update HERstories: Members of the Month Accelerate! Conference Review (2024) I Heart Trucking® Photo Contest Promotion Membership Update/Feature
Edition 2	How Leaders Inspire	Living Your Best Life Behind the Wheel (Drivers)	Drug and Alcohol Testing	Emerging Technologies in Trucking: Autonomous Trucks, Electric Vehicles	Distinguished Woman in Logistics, Driver of the Year	Entrepreneurial Resources	Case studies, Ask the Expert and Spotlight articles	Board of Directors Update/Profile Salute and Canadian Salute HERstories: Members of the Month I Heart Trucking® Photo Contest In Pictures Membership Update/Feature Foundation Update Accelerate! Conference Preview (2025)
Edition 3	How to Become an Employer of Choice	Best Practices in Operations & Safety	Fraud & Theft	Cybersecurity	Top Companies for Women to Work in Transportation	Transportation Resources	Case studies, Ask the Expert and Spotlight articles	Image Team/WITney® Educational Trailer Accelerate! Conference Preview (2025) Board of Directors Update/Profile HERstories: Members of the Month Foundation Update Membership Update/Feature



Women In Trucking (WIT) was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles they face.

RECOGNIZING THE ACHIEVEMENTS OF WIT MEMBERS

Has your company (or individual professionals within your organization) achieved success and made a difference? Throughout 2025, you have the opportunity to nominate your organization and individuals who you believe are worthy of recognition through *Redefining the Road* magazine and sponsored content.



Countless women in transportation are making great strides in their careers while positively impacting their companies and helping to promote greater gender diversity. In Edition 1 of *Redefining the Road*, we will feature these “Top Women to Watch in Transportation.” Nominate a woman who is worthy of this distinction, whether her role is in Leadership, Operations & Safety, HR/Talent Management, Sales & Marketing or a Driver. Provide rationale for the nomination, describe accomplishments she has made in her career during the past 12-18 months, and explain ways in which she exemplifies WIT’s mission for more gender diversification in transportation.

[> Details and Call for Nominations](#)



Many women say they want employers with a corporate culture supportive of gender diversity, flexible hours and work requirements to accommodate family and life balance, competitive compensation and benefits, training and continued professional development, and career advancement opportunities. In Edition 3, we will feature “Top Companies for Women to Work For in Transportation.” Nominate your company if it exemplifies these characteristics. If your nomination is accepted, the marketplace then votes to validate your nomination.*

[> Details and Call for Nominations](#)

RESOURCE GUIDES IN EACH EDITION OF REDEFINING THE ROAD!

Redefining the Road
The official magazine of the Women In Trucking Association

In each edition of *Redefining the Road*, you'll find a Resource Guide tailored to help key decision-makers in the transportation industry connect with companies like yours. All WIT Corporate Members are eligible for a free Basic listing. We offer additional affordable listing options to enhance your listing and elevate your brand. For just \$295, get a Standard Listing, which includes your Company Name, Website, Phone, Email, and a 50-word description. Upgrade to a Comprehensive Listing for \$495 to include a 100-word description plus a color logo to make your company stand out even more.

Place your comprehensive listing(s) and advertisement(s) in our three Buyer's Guides:

**Click Here
for More
Info**



Workforce Resource Guide (Edition 1)

(Hiring, Training & Professional Development)

Features Recruiting & Training Resources, Driver Schools & Corporations Offering Driver Training, Colleges / Universities, Associations, Consultants, and more.



Entrepreneur's Guide (Edition 2)

(Woman-Owned Businesses & Resources That Support Them)

Features Woman-Owned Businesses, Accounting, Marketing, Consultants, Legal, Financial & Insurance Companies, and more.



Transportation Resource Guide (Edition 3)

Features For-Hire Trucking Companies, Intermediaries, Technology Innovators, Professional Services, OEMs, Parking Solutions, and more.

BASIC LISTING — FREE WITH CORPORATE MEMBERSHIP

ABC Logistics
Abclogistics.bz

STANDARD LISTING — \$295

ABC Logistics
Abclogistics.bz
800-555-1212
sales@abclogistics.bz
Founded in 1995, ABC Logistics provides full truckload, LTL, and temperature-controlled logistics services, along with warehousing and distribution services, to food manufacturers and retailers. Based in Chicago, IL, we have a mixed fleet of 250 temperature-controlled and dry vans for your food chain needs.

COMPREHENSIVE LISTING — \$495

ABC Logistics
Abclogistics.bz
800-555-1212
sales@abclogistics.bz

Company Logo

Preserve the quality of your fresh, frozen, temperature-sensitive, and processed foods and beverages throughout the supply chain. Founded in 1995, ABC Logistics provides comprehensive full truckload, LTL, and temperature-controlled logistics services, along with warehousing and distribution services, to food manufacturers and retailers. Based in Chicago, IL, our fleet assets include a mixed fleet of 250 temperature-controlled and dry vans for your food chain needs. When food safety, profits, and your reputation are on the line, your products need to arrive fresh and fast. Secure vetted, high-quality capacity and cold storage when you need it most, backed by market-leading technology.

2025 AD RATES

ALL ADS ARE IN FULL COLOR

MEMBER RATES

Ad Size	1x Rate	2x Rate	3x Rate
2-Page Spread	\$4,650	\$4,550	\$4,450
Full Page	\$3,400	\$3,300	\$3,200
2/3 Page	\$3,000	\$2,900	\$2,800
1/2 Page Vertical	\$2,600	\$2,500	\$2,400
1/2 Page Horz.	\$2,500	\$2,400	\$2,300
1/4 Page Banner	\$1,900	\$1,800	\$1,700
1/4 Page Horz.	\$1,900	\$1,800	\$1,700
1/4 Page Vertical	\$1,900	\$1,800	\$1,700

All based upon Member-Discounted rates. If you are not a WIT member, add \$200. All rates in U.S. dollars.

COVER POSITIONS

Outside Back	\$5,600	\$5,500	\$5,400
Inside Front	\$4,900	\$4,800	\$4,700
Inside Back	\$4,900	\$4,800	\$4,700

Cover space available on a first-come, first-served basis and must be secured in writing, and therefore is noncancelable.

ADVERTISING FAQs

Top List 1/4 Page Ad	Vertical Only
Guaranteed Position	Add 15% to total.
Advertising Agencies	Please add your commission to these published rates, all rates are net.

Terms of payment due upon receipt of invoice.
2% will be added per month to invoices over 60 days.

DEADLINES:	Edition 1	Edition 2	Edition 3
Advertising Close Date	Feb. 7	June 6	Sept. 12
Ad Files/Materials Due	Feb. 21	June 20	Sept. 26
Publish Date	Mar. 28	July 28	Oct. 29

For more information and to place advertising:

Carleen Herndon • 888-464-9482 • Carleen@WomenInTrucking.org

PRODUCTION SPECS

The preferred method for receiving completed digital ad artwork is as a high-quality (300 dpi minimum), press-ready PDF file. Ensure that all fonts have been embedded and all color has been converted to CMYK.

Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat). See deadlines on page 11.

Note: Bleeds allowed only on full or 2-page spread ads. "Top List" ads must be vertical format if quarter-page size.

Email files to Carleen@WomenInTrucking.org



For more information and to place advertising:

Carleen Herndon
615-696-1870
Carleen@WomenInTrucking.org

Ad Sizes



2-Page Spread
W. 16 3/4 x H. 10 7/8*
(Trim Space)



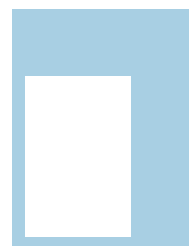
Full Page
W. 7 x H. 9 1/2 or
W. 8 3/8 x H. 10 7/8*



2/3 Page Vertical
W. 4 5/8 x H. 9 1/2



1/2 Page Horizontal
W. 7 x H. 4 5/8



1/2 Page Vertical
W. 4 5/8 x H. 7



1/4 Page Banner
W. 7 x H. 2 1/8



1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/4 Page Horizontal
W. 4 5/8 x H. 3 3/8

All measurements are in inches

Live Space W. 7 x H. 9 1/2

Trim Space W. 8 3/8 x H. 10 7/8

*Bleed W. 8 5/8 x H. 11 1/8

2-Pg. Spread W. 17 x H. 11 1/8

Professional Driver Digital Sponsored Content Package

The WIT Career Center's [Driver Hub](#) is a tremendous resource for females who currently are professional drivers or considering attaining their CDL. Through this Career Center, you can leverage a new Driver Recruiting Sponsored Content opportunities to reach professional drivers who are women likely looking for new opportunities.

How it Works

If you have a brief recruiting, safety, training or branding video that's focused on engaging professional female drivers (recommended 60-120 seconds with a strong Call to Action), we offer you a cost-effective opportunity to reach these targeted prospects. Advertise with your driver-oriented video, and you will generate thousands of views each month along with qualified potential leads/candidates.

This Sponsored Content Package includes:

- Your video hosted on the Career Center of the Driver Hub (Ideally 60-120 seconds telling a compelling story, Creative must be provided)
- Duration: Package duration is 12 months
- Minimal Competition with Other Advertisers (Maximum 9 videos at any given time)
- 6 social posts in Facebook Driver Discussion Group (Reach 11K followers)
- 3 sponsored content links to your video in WIT eNews

Total Investment:

Only \$5,900 for up to full 12-month period



LEVERAGE OUR ONLINE CHANNELS

WIT eNews

WIT eNews is distributed weekly to our entire membership for more timely industry news and need-to-know information for WIT members and other industry professionals.

Banner Advertising

- **Top Banner: \$2,000**
(premier position immediately under masthead)
- **Lower Banner: \$1,700**
(prominent position below top stories)
- **Standard Top Banner: \$995**
(placement between stories)
- **Standard Bottom Banner: \$895**
(placed at footer)

Feature Article

In Text Call-Out format: image, 5-10 word headline. 25-word description. See Blog/Thought Leadership column for full article details.

Minimum package: 3 issues/year (5+ receives additional 10% discount). There is a limit of ads per edition, so first-come, first-served.

Blog/Thought Leadership

Position your company or executive as a thought leader by contributing an article published in the WIT eNews and housed on the WIT Blog. Your article can be in any of the following formats (\$2,500):

Bylined Column

Spotlight an industry issue, challenge or opportunity that is aligned to your own corporate strategy or value. Keep this educational for optimum results.

Corporate Spotlight

Highlight the amazing things your company is doing and the value you provide to the industry.

Product Showcase

Launching a new product? Have a stellar existing product to highlight? This is an opportunity to showcase your unique products and services.

Promote on our Social Media channels for maximum exposure.

[Content Specifications](#)

Social Media

Social Posts

Promote your content through WIT's social media channels, including LinkedIn, Facebook, X (formerly Twitter), TikTok and Instagram.

- \$750 for 1x social post
- \$2,200 for package of 3 social posts

In Video Call-Out format: Preferred video file uses encoding of the MPEG-4 and audio is saved with AAC compression, ideally no longer than 60 seconds.

Reach by Channel



33K+

X (formerly Twitter)
Followers



25K+

Facebook
Followers



73K+

LinkedIn
Followers



9K+

Instagram
Followers



2K+

Tik Tok
Followers

Note: All rates reflect Member-Discounts. If you are not a WIT member, add \$200. All rates in U.S. dollars.

LEVERAGE OUR ONLINE CHANNELS

Whitepapers and Sponsored Content:

Lead Gen and Branding

To hit your lead generation, sales and revenue goals, creating a marketing campaign with a strong Call to Action of something your target market needs is critical. Content marketing comes in many forms, but relevant and unique whitepapers are an ideal solution – and our team can help if you don't have the resources. Our content development team will leverage decades of combined experience in food supply chain, transportation and logistics to help develop a lead generation and/or branding strategy that meets your business goals.

We'll collaborate with you to:

- Identify a topic that appeals to your target audience (and tie to your business)
- Develop unique content that will generate downloads (and qualified leads)
- Package this content that is branded as a marketing asset for your company
- Promote this branded whitepaper through multiple WIT channels.

What does it look like? Original research-based whitepapers driven by feedback and engagement from target audiences can generate impressive leads and business results – and also unique market intelligence to help develop new products or services, improve your customer experience, or form a new business strategy. If you don't have the business need or budget for original research, we also can develop a whitepaper based upon your own executives' expertise and/or from other third-party sources. Whatever the approach, our experienced team will help you to develop the best B2B lead gen/branding campaign that will generate the sales and business results you need.

Webinar Sponsorship

WIT Webinars happen monthly. Sponsoring a webinar is an excellent opportunity to have your executives present on an educational topic as a “thought leader,” moderate a discussion, or introduce the speaker. Or if you'd prefer, WIT will fully coordinate the content and your company would simply be identified as the sponsor. You'll benefit from the following:

- Verbal recognition on live and on-demand webinars
- Brand sponsor recognition on all social media promotion
- Recognition as a sponsor on the WIT website and WIT eNewsletter
- Access to the pre-registration list

Investment: \$2,700

Rate reflects Member-Discount. If you are not a WIT member, add \$200.

Dedicated Sponsored Emails

Supplement your own email program with an email under the Women In Trucking banner

- Feature your content exclusively
- Promote a whitepaper, guide or ebook; distribute a survey; or share your thought leadership
- Target either or both business professionals or professional drivers
- Directly link to your lead generation form for instant results
- Pricing begins at \$3,100 for a single, exclusive sponsored email.
- No Driver Recruiting Content/Advertising will be accepted.

Lead Generation Program

Showcase your knowledge to the transportation and logistics industry-and generate sales leads!

- We accept whitepapers, reports, e-books, and other quality lead-generating content. Note: Advertiser must provide, unless you are interested in engaging us in helping to create your marketing asset an additional cost.
- WIT posts your whitepaper or content on our website for 12 months. This includes a link to a landing page featuring a summary of your whitepaper and key takeaways, plus your logo and contact information; a download button linked with a lead generation form; promotion to the WIT audience, including through WIT eNews, banner ads and social channels.
- Prices start at \$4,750

Note: All rates reflect Member-Discounts. If you are not a WIT member, add \$200. All rates in U.S. dollars.

**No Driver Recruiting Content/Advertising will be Accepted.*

SPONSORED CONTENT - INTEGRATED MARKETING

Integrated Marketing Packages

Choose one of these packages to strategically integrate relevant content that highlights your company and/or executives as industry thought leaders into our channels. The results will maximize your brand impact, market penetration, and return on investment.

Preferred Format (Choose 1):

Our Editorial Team will work closely with you to develop/approve your content using one of these format approaches (note: content must be educational in nature):

- ☐ Industry Issue Feature (Your company and/or executive perspective is incorporated)
- ☐ Case Study (Customers and/or partners featured can be named or anonymous)
- ☐ Associate Spotlight (Your associate or executive is highlighted in relevant context)
- ☐ Original Issue-Based or Problem/Solution-Based Whitepaper Content
- ☐ Original Research-Based Whitepaper Content (If interested in engaging us to develop an original, comprehensive whitepaper, consult with your sales executive on scope of work and cost estimate.)



Resource Guide Listing (Digital & Print*)

	Basic Branding \$4,950 (Value: \$9,300)	Standard Branding \$7,950 (Value: \$13,900)	Premium Branding \$13,950 (Value: \$18,500)	Standard Lead Gen \$15,950 (Value: \$16,850)	Premium Lead Gen \$23,950 (Value: \$24,500)
Resource Guide Listing (Digital & Print*)	1	1	1	1	1
Blog	1 (Mention)	1 (Integrated)	1 (Exclusive)	1 (Integrated)	1 (Exclusive)
WIT eNews Article	2	3	4		
WIT eNews Banner Ad	2	3	4	4	6
Redefining the Road magazine feature			1 (Exclusive)*		1 (Exclusive)*
Social Media	2	3	4	4	6
Conference Speaking				Panel	Panel or Single Presenter
Webinar Includes email & leads				1	1

Definition Of Sponsored Content Integrated Into Article

Mention: Your company mentioned strategically into article.

Integrated: Your company is seamlessly embedded into the article, complete with an executive quote.

Exclusive: Your company is exclusively featured in the article, with substantial commentary from an executive included.

Interested in an original Whitepaper Content Program that will provide you with unique branding/lead generation value and maximum ROI? Looking to amplify your brand or lead generation through additional print advertising in RTR? Ask your sales rep for details.

*Only if media buy is made prior to publication of the Resource Guide in print.

Note: All rates reflect Member-Discounts. If you are not a WIT member, add \$200. All rates in U.S. dollars.

Elevate Your Partnership as a WIT Member Approved Provider!

Women In Trucking now offers an elevated level of partnership and will truly endorse your product and/or service as a Member Approved Provider. Not only will your company receive the Women In Trucking Member Approved Provider Program (WIT MAP) seal to use in all your channels, it also will be featured and promoted in all of ours.



Benefits of Becoming a WIT Member-Approved Provider

Receive these deliverables from Women In Trucking as part of your participation and integrated strategic marketing package:

- Priority listing on the public Member Benefits Page as a Member Approved Provider.
- Your product or service featured on the private Members Only Page under Member Approved Provider with optional informational video highlighting the benefits of the product/service (provider to supply video).
- WIT to make a preliminary announcement in the WIT eNews.
- Your product or service promoted in various WIT channels. Deliverables based upon marketing package chosen, but can include: banner ads, social media promotion, thought leadership, bylined columns, sponsored videos, product showcase, lead generation campaigns, etc.

Application Process to Become a WIT Member-Approved Provider

Follow these eight steps to be considered as a WIT Member-Approved Provider:

1. Complete the [WIT Member Approved Provider Application](#)
2. Review: The WIT Member Approved Provider Task Force will review your application.
3. Interview: Completed applications will be scheduled for an interview with the Task Force.
4. Approval: After successfully completing steps 1-3 you will be contacted about the status of your application.
5. Once approved, ensure your Corporate Membership is current.
6. Pay WIT Member Approved Provider (WIT MAP Seal Fee: U.S. \$2,495).
7. Integrated Strategic Marketing Plan: Consult with WIT to create a branding or lead generation integrated, strategic plan. *(Note: The minimum investment required is \$14,000, which can be used for the Premium Branding Integrated Digital Marketing Package or can be customized).*
8. Launch: Begin the launch of our new joint venture.



2025 Accelerate! Sponsor & Exhibitor Opportunities

Women In Trucking Association's Accelerate! Conference & Expo takes place Nov. 9-12 at the Hilton Anatole in Dallas, Texas. One of the largest conferences in the transportation industry, Accelerate! will attract more than 2,000 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

Sponsorship & Exhibitor Information



Accelerate! Conference & Expo

Hilton Anatole, Dallas, TX USA

Nov. 9-12, 2025



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

