

OPENING BREAKFAST



BREAKFAST SPONSORSHIP

Before the show floor opens, the industry thought leaders and decision-makers gather in one room to share valuable insights. Position your brand as the industry's premier partner. The Opening Breakfast attracts an audience of industry leaders, fleet owners, and owner-operators who are actively seeking solutions to navigate the challenges of 2026. As they network and learn sponsors will be recognized as the essential partners, generating qualified leads and building strategic relationships that last long after the show ends.

\$5,000 Branding Sponsor

- ✓ Logo inclusion in promo materials.
- ✓ Logo included in rotation on-screen at the event.
- ✓ Table tents, throughout event area, with sponsor message.

\$10,000 Premiere Sponsor level

- ✓ All branding sponsor benefits, plus:
- ✓ Sponsor option to provide a branded gift for event attendees.
- ✓ Sponsor option to participate on a panel or in a speaking session.



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Our feedback was better than expected and resulted in eight company-level sales leads immediately after the presentation.

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