

Learn + Go

Cost - \$3,000



**TRUCKLOAD
2024**

TCA is conducting 20-minute educational sessions from the exhibit floor with focused and timely information applicable to every carrier. Following the 20-minute presentations, we will encourage audience participation with a 10-minute Q&A session.

We are inviting industry expert speakers to submit their proposals for these sessions which will take place in between 1:30 - 3:30 on Monday, March 25 and 12:00 p.m. - 2:00 p.m. on Tuesday, March 26.

Sponsorship Submission Requirements + Process

Sponsor must select from one of the below topic focus areas:

<i>Safety & Risk Management</i>	<i>Security</i>	<i>HR</i>
<i>Emerging Issues</i>	<i>Operations</i>	<i>Technology</i>
<i>Leadership & Productivity</i>	<i>Culture & Communications</i>	<i>Finance</i>

- Two designated speakers (Sponsor Representative and a Carrier), to include speaker profile information, bio and headshot photo.
- Presentation title and description/synopsis.
- One submission per sponsor company is permitted.
- Sponsor proposals will be reviewed and TCA will contact submitters to inform them if their proposal has been accepted.
- If the proposal is accepted, a sponsorship hold of \$3,000 will be processed.
- TCA will follow-up with all accepted sponsors with speaker agreement forms and next steps.

Fill out the submission form here.

Learn + Go



**TRUCKLOAD
2024**

Sponsorship Benefits

- Sponsors will have their company name and logo on all TCA promotional items referencing the session (website, emails, social media and app push notifications).
- Sponsors will be visible on the Learn and Go stage within the exhibit hall with a representative speaker, providing company exposure.
- Sponsor logo will be on signage onsite at the session area and in the exhibit hall.
- Sponsor logo will be shown during a general session at the event.
- Sponsors will have the opportunity to direct attendees to their booth post-session for follow-up and more details regarding their company.

Learn + Go Setup

Located in a dedicated space in the Exhibit Hall.

Setup includes riser, seating for 90 attendees, backdrop, audio, screen, microphones, and a provided laptop with pre-loaded presentation* and presentation remote control.

*Sponsors will be required to provide the final presentation prior to the date noted on the speaker agreement.

Contact

Contact TCA's Senior Director of Education, Lilly Grossman for more information.
lgrossman@truckload.org