

2024 Mid-West Truck & Trailer Show

SPONSORSHIP OPPORTUNITIES

Promote your business and partner with us at the Mid-West Truck & Trailer Show. Be seen by over 5,000 attendees walking the floor along with hundreds of decision makers who will be attending the show.

We have marketing opportunities to fit every budget. Check out our main sponsorships below and if you have an idea that is not listed, let us know about it. We like to get creative in our sponsorships.

Platinum Level Sponsor – Starting at \$10,000

- Logo or Name on Platinum level signage inside Truck & Trailer Show
- Two monthly *Keep on Truckin' News* magazine half-page ads
- Recognition in *Keep on Truckin' News* magazine truck show edition
- Logo or Name in promotional pieces – print, digital and video
- Recognition during Annual Convention “Welcoming Remarks”
- Logo or Name on cover of Truck & Trailer Show Program Booklet
- Full Page Ad in Truck & Trailer Show Program Booklet
- Digital Ad on all Truck & Trailer Show Email Blasts
- Digital Ad on Truck & Trailer Show Website as Platinum Sponsor

Gold Level Sponsor – Starting at \$5,000

- Logo or Name on Gold Level signage inside Truck & Trailer Show
- One monthly *Keep on Truckin' News* magazine half-page ad
- Recognition in *Keep on Truckin' News* magazine truck show edition
- Full page Ad in Truck & Trailer Show Program Booklet
- Logo or Name on Sponsorship Page of Program Booklet
- Digital Ad on all Truck & Trailer Show Email Blasts
- Digital Ad on Truck & Trailer Show Website as Gold Sponsor

Silver Level Sponsor – Starting at \$2,500

- Logo or Name on Silver Level signage inside Truck & Trailer Show
- Quarter-page Ad in *Keep on Truckin' News* monthly magazine
- Recognition in *Keep on Truckin' News* magazine truck show edition
- Half Page Ad in Truck & Trailer Show Program Booklet
- Logo or Name on Sponsorship Page of Program Booklet
- Digital Ad on Truck & Trailer Show Website as Silver Sponsor

Bronze Level Sponsor – Starting at \$1,000

- Logo or name on Bronze Level signage inside Truck & Trailer Show
- Recognition in *Keep on Truckin' News* magazine truck show edition
- Half Page Ad in Truck & Trailer Show Program Booklet
- Logo or Name on Sponsorship Page of Program Booklet
- Digital Ad on Truck & Trailer Show Website as Bronze Sponsor

www.midwesttruckshow.com



Individual Sponsorships:

- Coffee Break Sponsor
 - Charging Station
- Hospitality Room Sponsor
- Friday Luncheon Sponsor
- Saturday Luncheon Sponsor
- Saturday Banquet Sponsors
- Convention Shopping Bags
 - Fishbowl Sponsors
 - Name Badge Sponsor
- Trucker's Pride Sponsor
- Kid's Activity Sponsor

All individual sponsorships are on a first come, first serve basis, with guaranteed first option for that sponsorship the following year.

Contact us for more details

To participate as a sponsor at the Mid-West Truck & Trailer Show call Todd, Don or Matt at 217-525-0310 or email todds@midwesttruckers.com

Final deadline for any sponsorship is January 12, 2024