

Sponsorship & Marketing Prospectus

Driving the Marketing & Sales of Logistics



TMISA

*Transportation Marketing
& Sales Association*



2023

Dear Prospective Partners and Sponsors,

The Transportation Marketing and Sales Association (TMSA) is the place for sales and marketing professionals in transportation and logistics to unite, grow and advance. The association has been around for nearly 100 years, and we are thrilled to be able to grow and evolve with the industry.

Solution providers working within transportation and logistics are extremely important to us because of the tremendous value they bring to our association. Our members are always looking for new and better ways to engage their customers. That is why we are so happy to have you here!

The supply chain is moving faster than ever before, and your solutions allow our members to do what they do.... even better.

TMSA is a unique organization that lets you engage with sales and marketing professionals inside the supply chain. These individuals are decision makers or influencers who are looking to make connections with industry partners.

TMSA's sponsorship offerings are focused on giving you the best ways to showcase your services through real conversations and engagement. Options range from event packages to year-round bundles to a la carte items. We aim to meet you where your budget is.

If you are looking to sponsor or engage with TMSA, we are always open to customized options.



As a trade non-profit, your sponsorship dollars directly correlate to our programming, events, networking, and the overall success of the organization and our members.

Check out this prospectus to learn more about TMSA, its programming and events.

Welcome to the TMSA community.

I look forward to working with you,



Jennifer Karpus-Romain

Jennifer Karpus-Romain

TMSA Executive Director

jennifer@tmsatoday.org

2023 Sponsorship & Marketing Opportunities

**Drive Growth. Increase Visibility.
Build Relationships. Get Leads.**

The TMSA Differentiator

TMSA is the only nonprofit association of its kind. There is no other entity in the marketplace strategically designed to advance the practices of sales, marketing and communications in the logistics industry. With TMSA, you don't just stand at a booth for a few days at a conference just to gain access to an attendee list. It's a year-round network.

Members of TMSA have a purpose to advance their individual development, business strategy, and strengthen their industry knowledge through education, resources, and connections.

Companies involved with TMSA generate more than \$500 billion in revenue and invest sizeable sales and marketing budgets to grow their business.



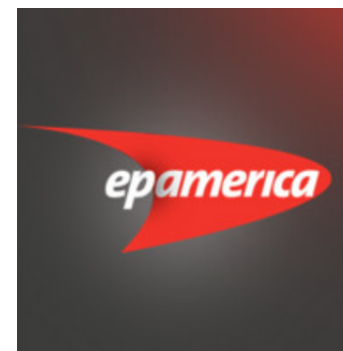
What does this mean for you?

It means that when you join the TMSA community, you are directly connected to the decision makers and influencers who are consistently looking to build better processes, improve marketing and sales initiatives and leverage technology to create efficiency.

TMSA members are the senior leaders responsible for marketing, sales, and communications in all market segments of transportation and logistics, including motor carriers, railroads, air carrier, ocean liners, 3PLs, warehousing/distribution specialists, technology innovators, and equipment manufacturers.

2023 Sponsorship & Marketing Opportunities

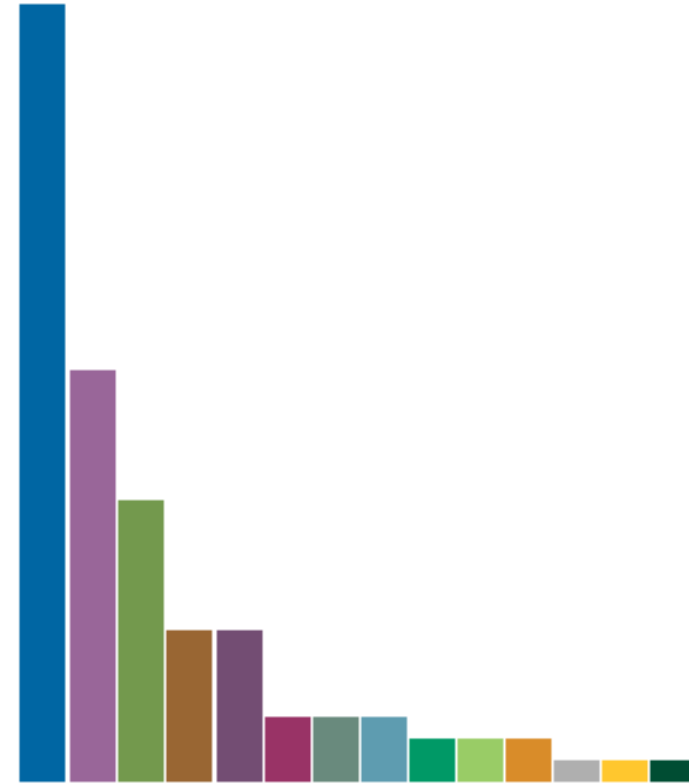
Snapshot of TMSA Membership



TMSA Membership

Organization Type

58.06% 3PL/IMC/Freight Forwarder/Truck Broker	30.65% Motor Carrier	20.97% Warehousing/Fulfillment	11.29% Technology
11.29% Consultant	4.84% Leasing	4.84% Manufacturer	4.84% Marine Port
3.23% Parcel/Home Delivery/Last Mile	3.23% Railroad	3.23% Air Carrier	1.61% Association/Education
1.61% Ocean Carrier	1.61% Government		



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Company Size



22.58% Large Enterprise (1,000 - 4,999 employees)	20.97% SMB Enterprise (100 - 499 employees)	19.35% Micro Enterprise (Less than 50 employees)	16.13% Small Enterprise (50 - 99 employees)
11.29% Medium Enterprise (500 - 1,000 employees)	6.45% Major Enterprise (5,000 - 9,999 employees)	3.23% Giant Enterprise (More than 10,000 employees)	

*Statistics pulled from 2022 TMSA Metrics Study.

Sales and Marketing Budgets

Sales Budgets



33.33% Do Not Know/ Decline to Answer

16.67% \$250,000 - \$499,000

13.33% Less than \$250,000

13.33% \$500,000 - \$999,000

10% \$2 Million - \$4.99 Million

6.67% \$1 Million - \$1.99 Million

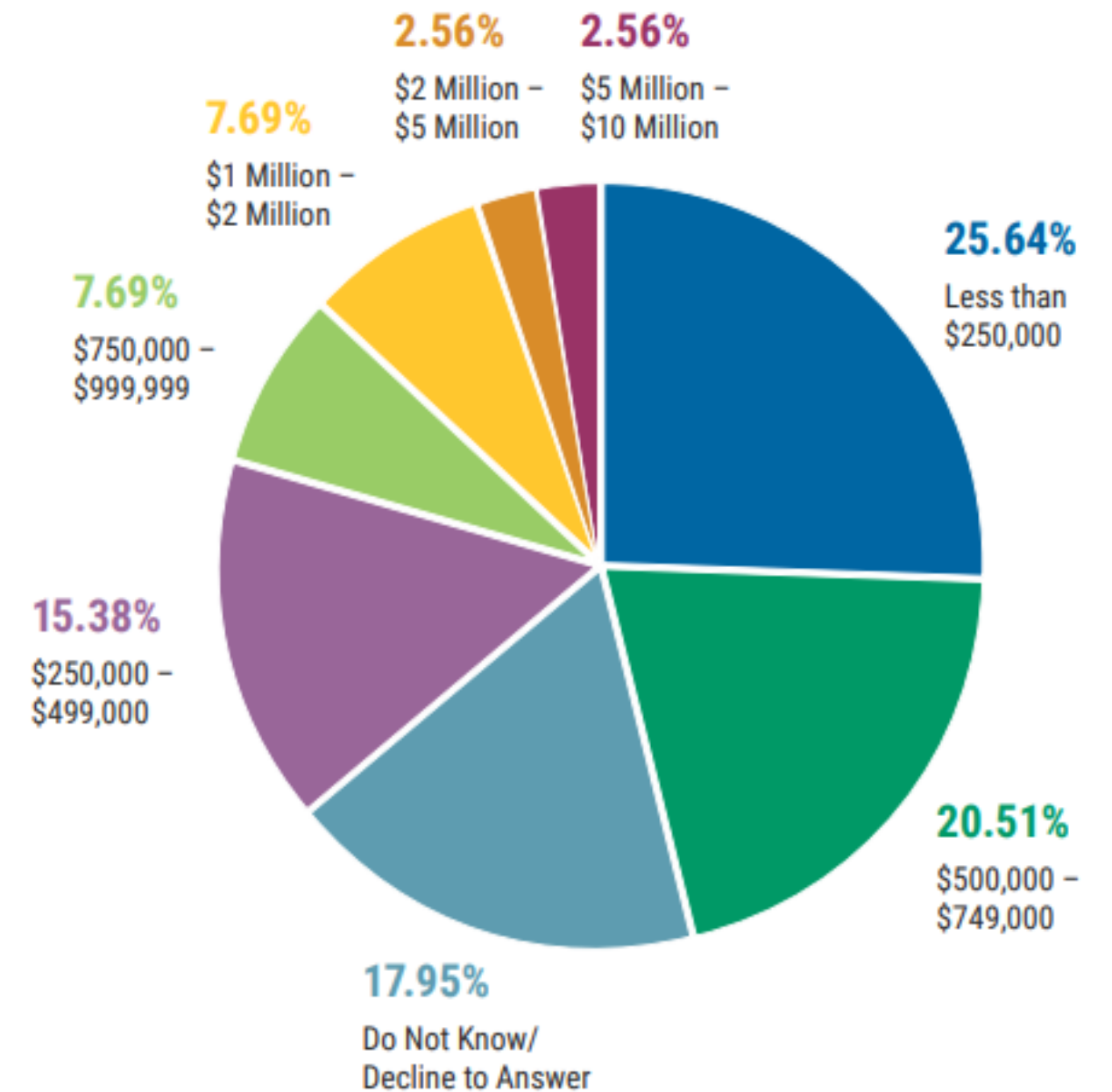
3.33% \$10 Million - \$19.99 Million

3.33% \$20 Million or More

TMSA members are actively seeking partnerships with experts in the transportation and logistics industry to help them create better and more efficient marketing and sales practices.

More now than ever, sales and marketing professionals are tasked with increased responsibilities, as well as proof of ROI for initiatives.

Marketing Budget Estimates



*Statistics pulled from 2022 TMSA Metrics Study.

Solutions TMSA Members are Looking to Find

Whether in our personal or professional lives, we all know a referral goes miles further than a cold call. TMSA connects members to solution providers who have already been vetted for industry expertise and quality service. This creates successful partnerships for proven, trusted support in a variety of areas. Current solutions include:



Public Relations



Recruitment & Talent Management



Insurance



Market Research



Advertising & Media Planning



Digital Marketing



Copywriting



Custom Software Solutions



Sales Training & Development



Marketing Strategy, Branding & Consulting



Promotional Products



CRM & Automation Software



Marketing Technology Services



Customer Experience & Voice of Customer



SEO Solutions



Profit Improvement



Lead Management Services



Risk Management



Sales Strategy & Consulting



Graphic Design



Join the TMSA Network

If you're a company or individual that provides valuable products or services for marketing, communications, or business strategy, and you have a target market of the logistics and transportation industry, you should become a TMSA Partner Member.

Partner Membership includes:

- Up to 10 individuals assigned to the membership
- Access to qualified buyers through TMSA's Member Directory
- Benefit from referrals generated as a part of the TMSA Partner Network
- Company profile featured in TMSA's Partner Network
- Discounted event registration fees
- Discounts to industry partnerships and programs
- Access to market intelligence, best practices, and relevant marketing and sales content
- Opportunity to actively volunteer on committees
- Ability to showcase your thought leadership on the TMSA blog

Join as a partner member and gain 10% discount on sponsorship packages.

Total investment: \$995 annual dues



Ways to Engage

Conferences	Continued Education	Networking
<p>ELEVATE CONFERENCE Where logistics marketing and sales professionals go to grow & network. TMSA's summer conference is the biggest TMSA event each year. The association is going down to New Orleans in 2024 on June 9-11, 2024 at the Royal Sonesta. Stay tuned for 2024 sponsor opportunities.</p>	<p>WEBINARS/LINKEDIN LIVES TMSA Conferences are not the only way to increase your industry knowledge and best practices. With twice-monthly webinars and frequent LinkedInLive events, TMSA jam packs its educational line-up throughout the year.</p>	<p>LOCAL NETWORKING TMSA is more than just seeing people once a year, it's about growing your network. Local Networking Events allow you to mix and mingle with other industry professionals in your local communities.</p>
<p>EXECUTIVE SUMMIT TMSA's Executive Summit is the single most important place to find the "best of the best" in sales and marketing in the logistics & transportation industry this fall. As the ultimate source for where sales & marketing pros go to grow, TMSA's Executive Summit brings together the smartest, most modern growth agents on October 11-12, 2023 at the Intercontinental Magnificent Mile in Chicago.</p> <p><u>Learn more about the Executive Summit on pages 11-12.</u></p>	<p>MEMBER PORTAL The TMSA Member Portal is chock full of content and resources. From the TMSA Metrics Study to recorded webinars over the past five years, there's something for everyone. Members can find each other inside the TMSA Member Directory, or search for potential partners inside the partner Network.</p>	<p>VIRTUAL ROUNDTABLES Do you want more informal conversations around best practices and what is trending right now in the industry? Then TMSA Virtual Roundtables are for you! These monthly discussions bring together others who are interested in the same topics. These conversations are not recorded so everyone is free to engage with the group.</p>

Sponsorship Options 2023

EXECUTIVE SUMMIT



Looking to engage with executives responsible for growth in their company? The TMSA Executive Summit is geared toward high-level executives, in budget season.

À LA CARTE



From webinars to being the featured partner in the partner Network, there's much to choose from.

Looking to create a custom bundle? No problem.

Executive Summit Sponsorship Packages

CHICAGO - OCTOBER 11-12, 2023

10% discount for sponsor packages for partner members

Gold

- Sponsored speaking session
- Logo exposure on conference materials and promotions
- Attendee list
- One-year membership
- Two conference registrations

Package Price: \$7,000

Slots Available: 2



Silver

- Lunch roundtable facilitator
- Logo exposure on conference materials and promotions
- Attendee list
- One-year membership
- One conference registration

Package Price: \$4,000

Slots Available: 4



Bundle Options

*Can be added to either of the above packages

- One webinar
- One virtual roundtable
- Promoted social media posts
- Two Moving Forward Advertisements
- Two month's Featured Partner

Package Price: \$3,000

Price if unbundled: \$4,500



- One webinar or one virtual roundtable
- Promoted social media posts
- One Moving Forward Advertisements
- One month's Featured Partner

Package Price: \$1,750

Price if unbundled: \$2,500



2023 Sponsorship & Marketing Opportunities

À La Carte Executive Summit Options

Co-Branded Lanyard

Get the visibility on every attendee by sponsoring the badge lanyard.

Price: \$2,000

Slots Available: 1

Opening Cocktail Reception

Sponsorship of the Opening Cocktail Reception, including an opening toast with a 2-minute pitch.

Price: \$2,000

Slots Available: 1

Meals

Sponsor breakfast or lunch to gain logo exposure throughout the meal. Meals sponsors can showcase a pop-up banner in meal space.

Price: \$1,500

Spots Available: 1

Conference WIFI

Gain exposure by becoming the Executive Summit's WIFI password.

Price: \$3,000

Slots Available: 1

Breakroom

In the TMSA Breakroom, you can have both, as well as all-day coffee, water, and snacks. Sponsors will have logo exposure in the space.

Price: Varies: \$1,500

Slots Available: 2

Summit App

Connecting with other participants and understanding where everything is at an event is crucial.

Price: \$3,000

Spots Available: 1

Looking for something else? We are here to hear it.

Looking to Engage with TMSA Members Outside a Conference?

Check out our digital à la carte options.

Webinar

Do you have a relevant topic that will bring value to TMSA? Lead a webinar and build your thought leadership in the TMSA community.

Price: \$1,500

Email Sponsored Content

Whether you want to promote a new content piece or a new program, get in front of TMSA members with a targeted email send.

Price: Begins at \$1,500

Moving Forward Advertisements

Produced 26 times a year, this twice monthly e-newsletter is distributed to all TMSA members, as well as prospects who have subscribed.

Price: Begins at \$500

Website Sponsored Content

Feature your company's content for three months on the TMSA website (various positions available, based upon your particular goals). A great opportunity to showcase a long-form content piece, infographic, or video infographic for 3 months.

Price: Begins at \$1,500

Virtual Roundtable

Lead a virtual peer-to-peer networking session on a topic of your choosing with interested parties who meet to share ideas, best practices, challenges and solutions.

Price: \$500

Social Posts

Promote your content through TMSA's social media channels, including LinkedIn, Facebook, Instagram, and Twitter.

Price: Begins at \$1,000



Reserve Your Sponsorship Today!



[Request a Meeting](#)