

Sponsorship application and agreement

We hereby apply to become a contributor/sponsor of Work Truck Week 2026. Contributor/sponsor agrees to be bound to the terms of (1) the Application, (2) the Exhibitor Rules and Regulations (as applicable) and (3) the other rules, regulations, policies, schedules, terms and conditions promulgated by Trade Show Management related to the sponsorship. Upon acceptance of the Contract by Trade Show Management, sponsor agrees to pay 100% of the full fee no later than Sep. 30, 2025.

Company name _____
(as it should appear in all NTEA materials referring to this sponsorship)

Address _____ City _____ State _____ ZIP _____

Contact name _____ Phone _____ Cell phone _____

On-site contact name _____ On-site contact cell phone _____
(if different from contact above)

Contact email _____ Signature _____ Date _____

By signing this contract, you (1) represent you have reviewed the entire document, and (2) agree to all terms and conditions of this contract and the Exhibitor Rules & Regulations. To the maximum extent permitted by applicable law, a faxed, scanned or electronic signature shall be treated as an original signature.

2026 Sponsorship opportunities

On-site branding

Show entrance units (two locations; exclusive)	\$20,000
Maryland Street food court (exclusive)*	\$15,000
Hoosier hallway danglers (12 total; exclusive)	\$12,000
Wall groove signage (exclusive)*	\$12,000
Show lanyards (exclusive)	\$10,000
Hoosier hallway food court (exclusive)*	\$10,000
JW Marriott Indianapolis end of escalator floor-supported fabric wall (exclusive)*	\$8,500
Hoosier hallway wall banner*	\$7,500
Hotel skywalks (five locations available)* Qty: _____	\$6,500 each
Convention Center Crossroads hallway column wraps (five available) Qty: _____	\$6,000 per column
Pens at registration area (exclusive)	\$5,000
Crossroads hallway table clings (exclusive)	\$5,000
Floor-supported fabric walls and window clings – 2nd floor concourses* (two locations; exclusive) Qty: _____	\$5,000 each
Wabash lobby hanging banners (three available)* Qty: _____	\$5,000 each
Exhibit hall banners (17 locations available; location fee only)* Qty: _____	\$5,000 each
Floor-supported fabric wall – Crossroads hallway (three locations available)* Qty: _____	\$5,000 each
Floor-supported fabric wall – Maryland Street lobby (two locations available)* Qty: _____	\$5,000 each
Plastic tote bag (two sides available; limit one side)	\$5,000 per side
Crossroads hallway banner (8 feet by 8 feet)	\$5,000
Hoosier hallway banners (8 feet by 8 feet; 10 available) Qty: _____	\$5,000 each
Wabash hallway banners (8 feet by 8 feet; five locations available) Qty: _____	\$5,000 each
2nd floor stair/escalator banners – Hyatt & Westin*	\$5,000 each
Crossroads escalator graphic cling*	\$3,000
Wabash hallway wall graphic clings*	\$3,000
Stair graphic signage (six locations available)* Qty: _____	\$2,100 each
Escalator runner signage (six locations available) Qty: _____	\$2,000 each
Park bench (two locations available)*	\$2,000 each
Exhibit hall overhead aisle signs (includes four sides; 54 locations available) Qty: _____	\$2,000 each
"You Are Here" booth locator boards (six available) Qty: _____	\$2,000 each
Escalator sides – top & bottom (10 available options) Qty: _____	\$1,800 each
Convention Center floor graphics (3 feet by 5 feet; 20 available) Qty: _____	\$1,200 each
Directional signs (11 signs available) Qty: _____	\$1,200 each
Exhibit hall floor graphics (4 feet by 4 feet; 50 available) Qty: _____	\$1,000 each

Traffic drivers

Member Lounge (exclusive)	\$15,000
Coffee service (two locations; exclusive)*	\$10,000
Coat check (two locations; exclusive; includes space for one hallway vehicle adjacent to Maryland Street location)*	\$7,500

Sponsorship rules and requirements

Sponsorships are awarded on a first-come, first-served basis. Work Truck Week 2025 sponsors have first right of refusal for the following year and have until **Aug. 1, 2025** to confirm in writing. After this date, the opportunity will become publicly available regardless of exhibitor status. NTEA reserves the right to approve and assign all sponsorships.

Upon approval, each company will receive an invoice for the full contribution due no later than **Sep. 30, 2025** and a schedule of materials deadlines, if applicable. Sponsorships will not be considered official, and promotion of designated sponsors will not begin, until the required remittance is received by NTEA. NTEA reserves the right to cancel and resell any sponsorships which are unpaid as of **Jan. 2, 2026**.

Only those companies at or above the \$3,000 level are designated as sponsors and recognized in event materials. All recognition of sponsors is solely the responsibility of NTEA. The Association's recognition and promotion of sponsors in no way constitutes its endorsement of any sponsor, its products, services or facilities.

Contract can be cancelled without penalty if request is received, in writing, on or before **Sep. 30, 2025**. After Sep. 30, 2025, sponsor is responsible for 100% of the contracted fee, due Sep. 30, 2025. Companies which are not exhibiting at Work Truck Week can still purchase sponsorships, but at 1.5X the rates listed above. If exhibit space is not available when the sponsorship is contracted and sponsor has not previously declined available exhibit space, sponsor will receive the exhibitor rates listed above.

Media relations

Pressroom (exclusive)*	\$7,500
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Special events

NTEA's Annual Meeting (including breakfast; exclusive)	\$40,000
Work Truck Week Ride & Drive (exclusive)	\$18,500
Opening Reception napkins (exclusive)	\$5,000
Canadian Reception	\$2,000

Attendee focus

Event registration package (two locations; exclusive)*	\$25,000
Floor plan back cover ad (exclusive)	\$6,000

On-site brochure

Back cover (four-color)	\$5,150
Inside back cover (four-color)	\$4,150
Inside front cover (four-color)	\$4,150
Full-page ad (four-color)	\$2,100
Half-page ad (four-color)	\$1,500

Digital elements

worktruckweek.com top banner ad (exclusive)	\$10,000
worktruckweek.com anchor banner ad (three available)	\$7,500
Mobile app (exclusive)	\$7,500
Registration confirmation ad	\$7,500
Work Truck Week News (monthly newsletter) top banner ad (one available)	\$5,000
middle banner ads (seven available)	\$4,000
anchor banner ad (one available)	\$3,000
Hotel confirmation ad (exclusive)	\$3,500
Live from Work Truck Week (ad placement in daily newsletter March 9–13, 2026; exclusive)	\$3,000

Social profiles (list all you'd like tagged)

Facebook _____	Instagram _____
Twitter / X _____	YouTube _____
LinkedIn _____	Threads _____

By listing your company's social profiles, you grant NTEA the right to use this information in connection with event promotion and marketing.

*** PLACEMENT FEE ONLY – sponsor is responsible for all production and rigging fees associated with purchase of sponsorship item(s).**

Return Form and/or Contact for Questions

Kailey Spieser kailey@ntea.com
37400 Hills Tech Drive 248-479-8191
Farmington Hills, MI 48331

NTEA use only

Total \$ _____
Approved by _____
Date _____