



SPONSORSHIP OPPORTUNITIES

2026





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NCTA PREMIUM PARTNER PROGRAM

PACKAGE VALUE	\$36,250	\$27,250	\$18,000	\$10,500
PACKAGE OFFERED TO YOU	\$25,500 (\$10,750 Savings)	\$19,500 (\$7,750 Savings)	\$13,500 (\$4,500 Savings)	\$8,500 (\$2,000 Savings)

2026 OPPORTUNITIES

2026 NCTA WOMEN IN TRUCKING SUMMIT : FEBRUARY 3-5	ELITE	DIAMOND	GOLD	SILVER
Complimentary Registrations	4	3	2	1
Complimentary & Premium Exhibitor w/ One Comp. Attendee				
Company Video Played at NCTA WIT OR Councils				
Welcome Attendees & Introduce Keynote Speaker				
2026 TDC & TOP TECH COMPETITION : JUNE 4-6				
Featured Barricade Sponsor				
Complimentary Banquet Tickets	5	4	3	2
2026 ANNUAL MANAGEMENT CONFERENCE : JULY 19-21				
Complimentary Registrations	4	3	2	1
First Look at Add On Opportunities				
Reserved Table at General Session				
Complimentary & Premium Exhibitor w/ One Comp. Attendee				
Featured Breakfast Sponsor of one Breakfast				
Welcome Attendees & Introduce General Session Speaker				
Company Video Played During General Session Break				

2026 ANNUAL COUNCILS CONFERENCE : OCTOBER 14-15	ELITE	DIAMOND	GOLD	SILVER
Complimentary Registrations	4	3	2	1
Complimentary & Premium Exhibitor w/ One Comp. Attendee				
Company Video Played at Councils OR NCTA WIT				
Welcome Attendees & Introduce Keynote Speaker				
2026 LITIGATION, CONTROLLERS AND WORKERS' COMPENSATION WORKSHOPS				
Complimentary Registrations	2	2	2	2
COMMUNICATIONS				
Full-Page Advertisement in Tarheel Wheels				
Logo in every Issue of Tarheel Wheels				
Logo on NCTA Website Homepage with URL				
Logo in NCTA Member E-Newsletters				
Social Media Highlight & Recognition at NCTA Events				
Spotlight in NCTA Member Newsletter				
2026 NCTA QUARTERLY BUSINESS REVIEW				
Quarterly review with NCTA to discuss partnership				
Concierge service with one point of contact for NCTA needs				

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NCTA WOMEN IN TRUCKING SUMMIT

EVENT INFORMATION



SPONSORSHIP OPPORTUNITIES

Elite Sponsor Base Level*	\$5,000
Diamond Sponsor Base Level*	\$3,500
Gold Sponsor Base Level*	\$2,500
Silver Sponsor Base Level*	\$1,000

*Base level required for all add-ons.

ADD ONS	
Keynote Speaker Sponsor	\$3,500
Welcome Dinner Sponsor	\$2,500
Hotel Room Keycard Sponsor	\$2,000
Headshot Booth Sponsor	\$1,500
NCTA WIT Panel Discussion	\$1,500
Happy Hour Sponsor	\$1,500
Table Gifts Sponsor	\$1,500
Stationery and Pen Sponsor	\$1,500
Conference Lanyard Sponsor	\$1,500
Candy Bar Sponsor	\$1,500
Coffee Break Sponsor	\$750
Breakout Session Sponsor	\$750
Breakfast Sponsor	\$500
Table Topic Sponsor <i>(No base sponsor required)</i>	\$100/per



EXHIBITOR PRICING

**EXHIBIT BOOTH
\$1,250**

Includes 1 full registration

Exhibit booths are available only to members who are a sponsor at this event. You will receive one conference registration with your Exhibit Booth.

REGISTRATION PRICING

Motor Carrier Registration	\$375 (Early Bird \$300)
Allied Non-Sponsor Registration	\$975 (Early Bird \$875)
Sponsor Discount Registration	\$475 (Early Bird \$425)

2026

NC TDC | TOP TECH | INSPECTORS' CHALLENGE

EVENT INFORMATION



SPONSORSHIP OPPORTUNITIES

Elite Sponsor Base Level*	\$5,000
Diamond Sponsor Base Level*	\$3,500
Gold Sponsor Base Level*	\$2,500
Silver Sponsor Base Level*	\$1,000
Bronze Sponsor Base Level*	\$500

*Base level required for all add-ons.

ADD ONS	
Awards Lunch Sponsor	\$2,000
Volunteer Vest Sponsor	\$1,500
Volunteer Lunch Sponsor	\$1,500
Top Tech Lunch Sponsor	\$750
Top Tech Break Station Sponsor	\$500
Coffee Break Sponsor	\$375
Golf Cart Sponsor	\$250

REGISTRATION PRICING

Driver Registration	\$150
NC Top Tech Challenge Contestant	\$75
NC Top Tech Challenge Student Contestant	\$0



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NCTA ANNUAL MANAGEMENT CONFERENCE

EVENT INFORMATION

Each Exhibitor Booth includes one exhibitor ONLY registration, one 6-foot table, two chairs, pipe and drape and signage with company name.

Exhibiting includes one conference registration.

EXHIBITOR PRICING

\$1,500

Exhibit Booths are available only to members who are a sponsor at this event. You will receive one conference registration with your Exhibit Booth.

SPONSORSHIP OPPORTUNITIES

Elite Sponsor Base Level*	\$5,000
Diamond Sponsor Base Level*	\$3,500
Gold Sponsor Base Level*	\$2,500
Silver Sponsor Base Level*	\$1,000

*Base level required for all add-ons.

REGISTRATION PRICING

Motor Carrier Registration*	\$575 (Early Bird \$475)
Shippers Registration*	\$575 (Early Bird \$475)
Allied with Sponsorship Level*	\$775 (Early Bird \$675)
Allied Non-Sponsor Registration Fee*	\$1,375 (Early Bird \$1,175)
Jr. Trucker Program	\$150
Youth 13 - 18	\$300
Adult Children (18+)	\$450

*Price includes one (1) spouse/companion registration.

ADD ONS	
Sunday Evening Entertainment Sponsor	\$10,000
Tuesday Evening Entertainment Sponsor	\$10,000
Keynote Sponsor	\$10,000
Lanyards Sponsor	\$5,000
Hotel Room Keycard Sponsor	\$5,000
Stationery and Pen Sponsor	\$5,000
Hot Air Balloon Sponsor	\$5,000
Table Gift Sponsor	\$2,500
Candy Bar Sponsor	\$2,500
Jr. Truckers Club Sponsor**	\$1,500
Cornhole Tournament Sponsor	\$1,500
Pickleball Tournament Sponsor	\$1,500
Golf Tournament Beverage Cart Sponsor	\$1,500
Cornhole & Pickleball Beverage Sponsor	\$1,000
Golf Tournament Lunch Sponsor	\$1,000
Monday Coffee Break Sponsor	\$1,000
Tuesday Coffee Break Sponsor	\$1,000
Monday End of General Session Beer Station Sponsor	\$750
Tuesday End of General Session Beer Station Sponsor	\$750
Golf Tournament Gift Sponsor	\$500
Golf Tournament Hole Sponsor**	\$150
Tuesday Breakfast Table Topic Sponsor**	\$150
Spouse/Companion Brunch Sponsor**	\$100

** No base sponsor required.

2026

NCTA ANNUAL COUNCILS CONFERENCE

EVENT INFORMATION



SPONSORSHIP OPPORTUNITIES

Elite Sponsor Base Level*	\$5,000
Diamond Sponsor Base Level*	\$3,500
Gold Sponsor Base Level*	\$2,500
Silver Sponsor Base Level*	\$1,000

*Base level required for all add-ons.

ADD ONS	
Keynote Speaker Sponsor	\$3,500
Panel Discussion Sponsor	\$2,500
Conference Lanyard Sponsor	\$2,500
Hotel Room Keycard Sponsor	\$2,000
Stationery and Pen Sponsor	\$2,000
Cocktail Napkin Sponsor	\$1,500
Awards Dinner Sponsor	\$1,500
Table Gift Sponsor	\$1,500
Business Session Sponsor	\$1,500
Lunch Sponsor	\$1,250
Breakfast Sponsor	\$1,000
Candy Bar Sponsor	\$1,000
Technology & Maintenance Breakout Sponsor	\$750
Human Resources Breakout Sponsor	\$750
Safety and Compliance Breakout Sponsor	\$750
NCTA Women in Trucking Breakout Sponsor	\$750

EXHIBITOR PRICING

\$1,000

Includes 1 full registration

Exhibit booths are available only to members who are a sponsor at this event. You will receive one conference registration with your Exhibit Booth.

REGISTRATION PRICING

<p>Motor Carrier Registration \$525 (Early Bird \$450)</p>
<p>Sponsor Registration \$475 (Early Bird \$450)</p>
<p>Allied Non-Sponsor Conference Registration \$775 (Early Bird \$675)</p>

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NCTA TRUCKING MINI-MBA SPONSORSHIP

TEN FOUNDATIONAL SESSIONS; ONE GREAT PRICE, \$975 EXCLUSIVE NCTA MOTOR CARRIER MEMBERS PRICE.

Need-based scholarships are available.

The North Carolina Trucking Association is proud to launch the Trucking Mini-MBA program. Taught by some of the North Carolina trucking industry's top leaders, these sessions are the perfect fit for new entrants to seasoned trucking veterans.

The program kicks off with six virtual sessions. The remaining four trucking specific sessions are in person at our sponsor's facility, with a virtual component if needed.

Please contact Petrina Lawrence at plawrence@nctrucking.com for more information and sponsorship opportunities.

SPONSOR OPPORTUNITY

\$5,000

SPONSOR BENEFITS:

- Host four trucking specific sessions at your facility
- Sponsor Signage
- Meet & greet attendees at each class, offer facility tours, etc.
- Recognition as premier sponsor on the website.



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NCTA EMERGING LEADERS PROGRAM

NCTA Emerging Leaders Program will launch in January with special programming/training specific to this group. This program runs for one year. Nomination/application is open to motor carrier and allied members.

This program is designed to identify and cultivate the next generation of leaders for the NCTA and trucking in NC as well as across the country. Through a combination of skills training, networking, and mentorship, the NCTA Emerging Leaders Program will equip the next generations of transportation leaders with the resources they need to thrive.

PROGRAM ELIGIBILITY

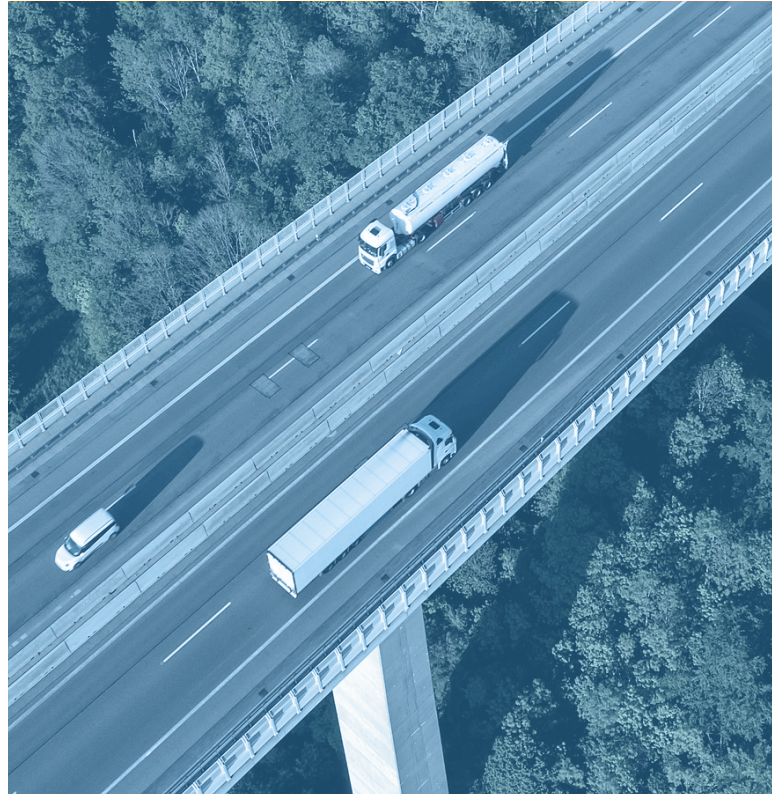
Applicants must be employed by an NCTA member in good standing.

PROGRAM TUITION

\$500 program tuition must be paid in full prior to starting the program. Need-based scholarships are available.

2026 REQUIRED MEETINGS

- Kickoff – January TBD
- Virtual Training - TBD
- Call on Raleigh – May 15
- Legislative Reception – May 15
- Board of Director’s Meeting (Raleigh) – May TBD
- NCTA Annual Management Conference – July 19 - 21



SPONSOR OPPORTUNITY

\$5,000

SPONSOR BENEFITS:

- Recognition at NCTA Annual Management Conference
- Opportunity to welcome group at each meeting throughout the program
- Recognition on NCTA Website 2026

Please reach out to plawrence@nctrucking.com for more information.

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NCTA WORKSHOPS

SPONSOR BENEFITS	GOLD	SILVER	BRONZE
LITIGATION	\$2,500	\$1,000	\$500
Logo Signage			
Name on Signage			
Logo on Workshops Materials			
Name on Workshop Materials			
Social Media Posts Leading Up To and During Event			
Option for Tabletop Gift			
WORKERS' COMPENSATION	\$2,500	\$1,000	\$500
Logo Signage			
Name on Signage			
Logo on Workshops Materials			
Name on Workshop Materials			
Social Media Posts Leading Up To and During Event			
Option for Tabletop Gift			
CONTROLLERS	\$2,500	\$1,000	\$500
Logo Signage			
Name on Signage			
Logo on Workshops Materials			
Name on Workshop Materials			
Social Media Posts Leading Up To and During Event			
Option for Tabletop Gift			



EXHIBITOR PRICING

\$500

Exhibit Booths are available only to members who are a sponsor at this event. You will receive one conference registration with your Exhibit Booth.

REGISTRATION PRICING

NCTA Motor Carrier Member	\$55
NCTA Motor Carrier Non-Member	\$150
NCTA Allied Member, Sponsor	\$100
NCTA Allied Member, Non-Sponsor	\$375

ADD ONS	
Lunch Sponsor	\$1,000
Coffee Break Sponsor	\$500

*Base level required for all add-ons.

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NCTA LEGISLATIVE SPONSORSHIP OPPORTUNITIES

NORTH CAROLINA LEGISLATIVE RECEPTION

SPONSORSHIP OPPORTUNITIES	
Gold Sponsor*	\$1,500
Silver Sponsor*	\$1,000
Bronze Sponsor*	\$500

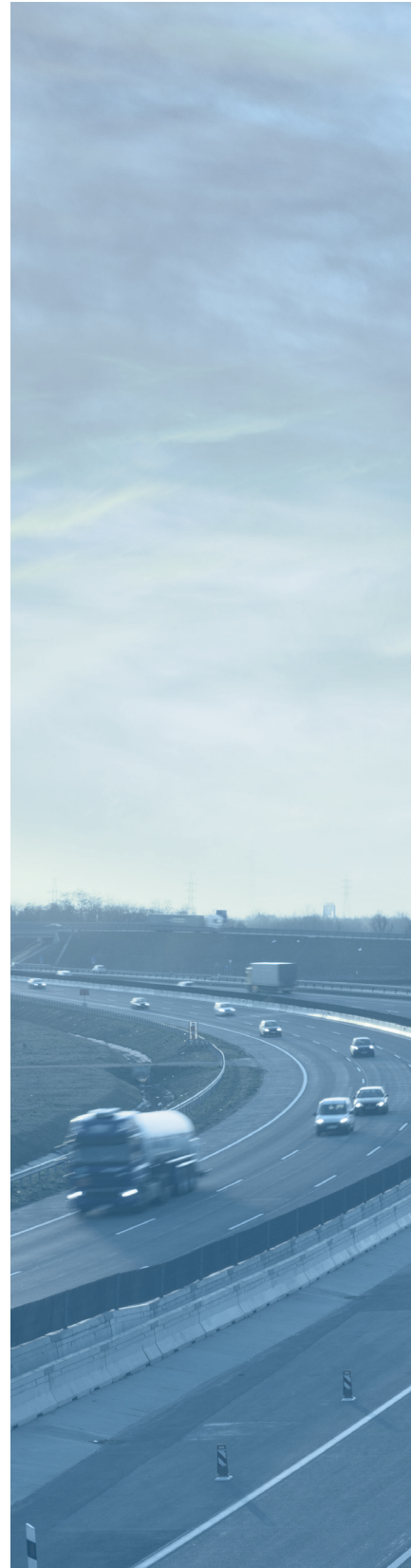
*Base level required for all add-ons.

ADD ONS	
Cocktail Napkins Sponsor	*
Cocktail Cups Sponsor	*
Bar Tab Sponsor	*
Hors' d oeuvres Sponsor	*

*If interested in being a sponsor, please reach out for pricing.
lsheerman@nctrucking.com

NCTA CALL ON RALEIGH

SPONSORSHIP OPPORTUNITIES	
Session Sponsor*	\$500/per



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NCTA OTHER SPONSORSHIP OPPORTUNITIES



In addition to the events listed in this packet, the North Carolina Trucking Association hosts a variety of events throughout the year that offer valuable sponsorship opportunities.

These include:

- Roadside Inspections
- Technology and Maintenance Council Tech Nights
- Safety and Human Resources: Best Practices Roundtable Discussion
- Educational Seminars & Webinars

If you're interested in learning more about these events and the sponsorship opportunities available, please contact NCTA directly at lsberman@nctrucking.com or visit nctrucking.com.

NC TRUCKING ASSOCIATION

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