

2027 CONFERENCE SPONSORSHIP OPPORTUNITIES

SMC³ Jump Start

Your buyers are already in the room.

SMC³ produces North America's only conferences dedicated to the mission of less than truckload. Jump Start provides the content and networking opportunities to jump start your year — concentrating the LTL decision-makers who buy, evaluate and modernize less than truckload, from asset purchases to the software solutions that keep freight moving.

725+

the largest single gathering
of LTL decision-makers

100%

LTL focus — no
divided attention

100%

access to the biggest
brands in LTL



Sponsorship built around purchasing power.

Unlike broad logistics shows that split attention across every mode, Jump Start is built exclusively for less than truckload — putting your brand beside the carriers, 3PLs, shippers and technology leaders whose decisions drive freight's biggest spending categories.

WHO SHOULD SPONSOR

- LTL carriers and 3PLs
- Technology and freight tech — TMS, telematics, dimensioners, AI services
- Truck and tractor OEMs, trailer manufacturers, add-on solutions, autonomous vehicle manufacturers and other suppliers
- Parts, maintenance, tires and fleet services
- Financial consultants, insurance providers, sustainability experts, safety experts and other professional services

Audience mix: 35% 3PL · 30% carrier · 10% technology · 5% shipper

Build your package.

A la carte opportunities layer on top of any tier, on a first-come basis.

STAGE & CONTENT		FOOD, BEVERAGE, HOSPITALITY & ACCESS	
Conference keynote and onstage intro (90 sec. intro., must not be commercial in nature.)	\$10,000	Reception — Monday PM, includes 4 bars (1.5 hr.)	\$10,000
Premium session sponsor (limited qty.)	\$5,000	Private meeting space (limited availability)	\$5,000
General session sponsor	\$5,000	Tuesday night dinner — reserved table of 10, forward position	\$3,500
Breakout session sponsor	\$2,500	Premium networking break — Mon., Tues. or Wed. AM beverage break	\$3,000
		Premium networking break — Mon. or Tues. PM beverage break	\$3,000
		Premium afternoon dessert bar — Monday or Tuesday only	\$2,500
BRAND, TECHNOLOGY & VISIBILITY		TUESDAY NIGHT ENTERTAINMENT · CASINO NIGHT	
Conference primary attendee gift, co-branded with Jump Start and sponsor logos (700-plus qty.)	\$25,000	Casino Night prize — prize level 1 (multiple prizes)	\$750
Conference app	\$10,000	Casino Night prize — prize level 2 (multiple prizes)	\$500
Social media tower — attendees load photos via QR code, photos rotate	\$3,000	Casino Night prize — prize level 3 (multiple prizes)	\$250
Charging station, tabletop recognition networking area (2 opportunities)	\$3,000		
Room slip / door drop (per day, limited availability)	\$2,500		

Casino Night: attendees drop the tickets they earn through the evening into a bucket beneath each prize, and winning names are drawn on site.

All add-ons receive recognition from stage and/or e-signage at SMC's discretion. Prices shown are for Jump Start 2027. SMC reserves the right to change pricing at any time and to reject any sponsorship request.

Session sponsorship provides brand association and recognition only. SMC retains sole authority over all conference content, speakers, moderators, topics, recordings and educational direction. Sponsorship does not include stage participation or editorial influence.

“ As a top 10 3PL, we invest where the return is clear — and Jump Start delivers. It is the one place where senior leaders from across LTL gather to set the tone for the next twelve months.

3PL executive

“ For us, Jump Start is unmatched — real ROI, real relationships and the entire LTL leadership community in one room. We save thousands in travel, and what we come away with is invaluable.

Jump Start sponsor

What each tier receives.

BENEFIT	DIAMOND	PLATINUM	GOLD	SILVER
Inventory — sponsors available	1	2	5	Unlimited
Jump Start sponsor fee	\$40,000	\$30,000	\$17,000	\$9,500
First right of refusal	●	●	●	—
Included registrations	4	3	2	1
Additional registrations at \$1,495 per registration (must work for sponsor)	Unlimited	Unlimited	Unlimited	Unlimited
Branded hotel room card (if available)	●	—	—	—
Website sponsor profile and link	Lead placement (25% larger)	Premium placement	Standard	Standard
Website logo/link remain active 60 days post event	●	●	●	●
Photography — head shots (if available)	●	●	—	—
Conf. app logo, hyperlink and 100-word description	●	●	●	●
Conf. app push notification (1 per day)	Mon.–Wed. AM	Mon.–Tues. PM	—	—
Conf. app push notification 1X	Tuesday dinner	—	—	—
WiFi	●	—	—	—
Breakfast — Monday, Tuesday, Wednesday	—	—	●	—
Lunch — Monday, Tuesday	—	—	—	●
Tuesday night dinner — recognized on menu (25% larger)	●	●	—	—
Tuesday night dinner — table top item (sponsor provided)	●	—	—	—
Tuesday night dinner bars (4)	●	—	—	—
Tuesday night dinner — round of 10 (forward position)	Premium location	Premium location	—	—
Pre-event email recognition	Lead placement (25% larger)	Premium	Standard	Standard
Post-event email recognition	Lead placement (25% larger)	Premium	Standard	Standard
On-site sponsor e-signage	Lead placement	Premium	Standard	Standard
Onstage sponsor recognition	Single slide	Single slide	All Gold	All sponsors
Pre-recorded audio recognition	Single recording	Single recording	All sponsors	All sponsors
Daily QR code on screen	2 each day	1 each day	—	—
Screen banner — “Thank You”	2 each day	1 each day	—	—
Sponsor gobo	●	●	—	—
General session seat drop	Monday AM	Tuesday AM	—	—
Private meeting room (if available)	1 daily	1 daily	—	—
Networking space	Premium location	Priority location	Standard	Standard
Pre-event opt-in attendee list (name, title, company provided 4 weeks prior)	●	●	●	●
Post-event opt-in attendee list (name, title, company, includes email)	●	●	●	—
Digital signage recognition	Diamond sponsor	Platinum sponsors	Gold sponsors	Silver sponsors
A la carte selection priority consideration	First	Second	General	General
Audience Q&A (Slido)	●	—	—	—
Premium session sponsor 1X	●	—	—	—
General session sponsor 1X	—	●	—	—
Content influence or stage rights	—	—	—	—

WHY SPONSOR

The room that defines the future of LTL.

Attendance counts the seats. Buying influence counts what those seats control. The Jump Start audience skews decisively toward the people who set budgets and sign contracts.

BUYING INFLUENCE BY TITLE



Our attendees are final decision-makers, budget owners and influencers across pricing, yield management, operations, technology, fleet M&R, safety, sustainability and executive leadership.

"The networking and the content are both best in class — Jump Start is the one-stop conference for everything LTL, and the definitive knowledge hub for this industry."

Senior carrier executive

SMC³ JUMP START

January 25–27, 2027

Renaissance Waverly · Atlanta, GA

Access to the full spectrum of LTL professionals, from emerging leaders to the C-suite, for practical education and industry intelligence through content that focuses on the most important issues facing less than truckload.

SMC³ CONNECTIONS

June 21–23, 2027

Terranea Resort · Rancho Palos Verdes, CA

Access to a very senior leadership audience of executive decision-makers in a high-level strategic forum built for concentrated relationship time and the year's most senior LTL conversations.

Let SMC³ help you build your 2027
Jump Start sponsorship.

Tell us who you need to reach and we will assemble the tier
and the moments that put you in front of them.



The knowledge hub for LTL transportation · www.smc3.com

Tom Swinson
tswinson@smc3.com

Kristin Allen
kallen@smc3.com