



SPONSORSHIP PROSPECTUS

JW Marriott
Nashville, TN

May 26-29,
2026

Let's build what's next for physical operations.

Mark your calendars for Motive's annual innovation conference — **Vision 26** will take place **May 26 -29**, in **Nashville, TN**.

We are gathering leaders in trucking and logistics, oil and gas, construction, field services, and other industries for training, networking, and collaboration. More than 500 investment-minded decision-makers attend Vision to explore the technology and programs that will help them elevate their operations.

We would like to personally invite you to exhibit at Vision 26. Exhibiting is a great way to showcase your company and product to a targeted and influential group of professionals. Vision 26 attendees are a captive audience—they're looking for products and services that can improve the safety, productivity, and profitability of their businesses.

Why exhibit at Vision 26?

1. **Showcase your brand to relevant industries.** Through dedicated marketing touchpoints and branding in conference slides and promotional materials, you will get your company in front of a diverse group of leaders.
2. **Connect with future clients and partners.** Engage face-to-face with decision-makers at dedicated exhibitor showcases, networking receptions, workshops, and social events.
3. **Be a thought leader.** Demonstrate your company's expertise by participating in engagement and exposure opportunities, as well as with an opportunity to speak at Vision.
4. **Access key insights.** Attend keynote presentations, breakout sessions, and interactive workshops to keep up with industry trends, technology, and best practices.

Your attendance also allows you the opportunity to meet and connect with Motive's executive leadership team and build relationships with other Motive partners.

To discuss sponsorship opportunities, please reach out to me directly. We can customize sponsorship packages to meet your goals and budget. My team and I are ready to provide more details and answer your questions.

Whether you join us as an attendee or sponsor, we're excited to see you at Vision 26 in May!

Wishing you continued success,

Abbe Klein, Sr. Partner Marketing Manager
abbe.klein@gomotive.com



What is Vision 26?

Vision 26 is Motive's annual innovation conference. 500+ operations & safety leaders gather to collaborate on strategy, connect with other decision-makers, and get hands-on product training.

Exhibitor benefits

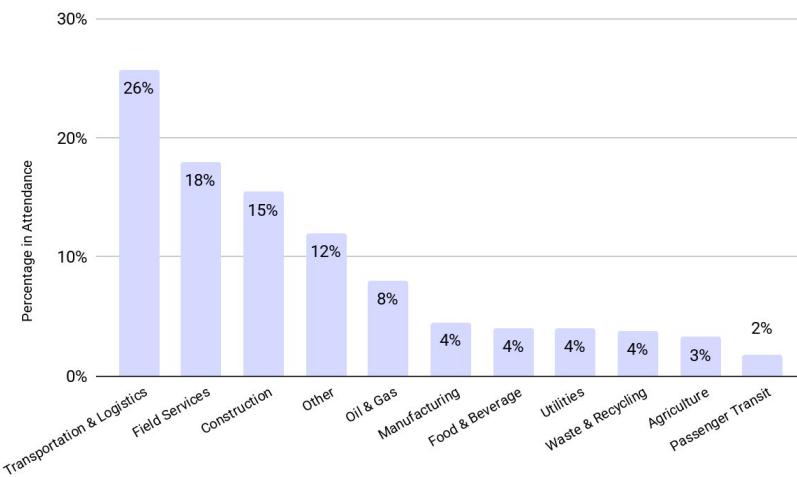
Vision 26 gives exhibitors a chance to connect with the Motive community.

- **Create opportunities:** Demonstrate how your product works with Motive's to enhance fleet management and safety programs.
- **Make connections:** Cultivate relationships with investment-minded leaders looking to take their fleet operations and safety programs to the next level.
- **Gain insights:** Hear directly from the people who use your product and learn more about their needs. Walk away with valuable insights you can take action on.

See why exhibitors love Vision

More than 500 leaders from industries and companies across the physical economy will be attending. Vision 26 is a great way to connect with future clients and partners.

In 2025 we had attendees across the following industries and titles:



Job Function	Job Level
Support	C-level
Operations	VP
Sales	Director
Marketing	Manager
IT	
Product	

Key customers in attendance





Vision 26 exhibitor opportunities

We've curated a menu of exhibitor opportunities to fit your unique goals and budget. Each opportunity allows for high-quality engagement and ample brand exposure.

New this year

- **Diamond Exhibitor:** This exclusive opportunity allows for 20-minutes of main-stage speaking time to amplify your thought leadership.
- **Pre-event marketing:** Diamond and Gold level exhibitors will be featured in emails to registrants prior to the event. Registrants can get to know you and set up meetings before you even arrive in Nashville.
- **Experiential Space:** In addition to your dedicated booth space, you have the opportunity to purchase space for memorable and engaging activations, such as contests, simulations, or fun experiences.

Exhibitor options

	Diamond - 1 \$50,000	Gold - 4 \$25,000	Silver - 5 \$15,000	Bronze - 15 \$10,000
20-Min Speaking Opportunity	✓			
Branded Event Signage	✓			
Dedicated Pre-Event Email to Registrants				
Exclusive CEO Mention on Stage	✓			
Shared Pre-Event Email to Registrants		✓		
15'x6' Booth	✓			
50" Screen	✓	✓		
11'x6 Booth		✓		
43" Screen			✓	
42" Screen				✓
8'x6' Booth			✓	
4'x6' Booth				✓
Demo Table		✓	✓	✓
CEO Round Table Greeting		✓	✓	✓
Free Passes	10	5	2	2
50%-Off Passes	15	10	4	2
Logo on Event Website	✓	✓	✓	✓
Featured in Event App	✓	✓	✓	✓
Logo on Presenter Slides	✓	✓	✓	✓
Attendee List	✓	✓	✓	✓
Complimentary Lead Scanner	✓	✓		

À la carte sponsorships

Enhance your booth sponsorship with these elevated engagement and exposure opportunities.

Talk to our team about purchasing one of these options as an add-on or a stand-alone sponsorship.



Cocktail Sponsor (1) \$5,500	<ul style="list-style-type: none">• Naming of signature cocktail• Branding on agenda & website• Signage at reception• Logo on cocktail napkins
Key Card Sponsor (1) \$5,500	<ul style="list-style-type: none">• Branding on hotel key card used by all attendees, exhibitors, and staff
Wifi Sponsor (1) \$5,500	<ul style="list-style-type: none">• Branded SSID & Network Password used by all event attendees, exhibitors and staff• Branding in event app and signage
Lunch Sponsor (2) \$5,500	<ul style="list-style-type: none">• Branded signage for one lunch• Branding in event app and website
Experiential Space (3) \$4,500	<ul style="list-style-type: none">• Additional 10×10 space in the exhibit hall for a pop-up experience (i.e., product demos, games, contests, etc.)
Breakfast Sponsor (2) \$3,500	<ul style="list-style-type: none">• Branded signage for one breakfast• Branding on agenda & website
Executive Briefing Center Sponsor (1): \$3,500	<ul style="list-style-type: none">• Branded signage at Motive's Executive Briefing Center — a space for top leaders from attending companies• Branding in event app and website
Coffee Sponsor(1): \$2,500	<ul style="list-style-type: none">• Branded signage at all coffee stations• Branding on all coffee sleeves
Lead Capture App \$500	<ul style="list-style-type: none">• Ability to scan and contact leads captured at the event



Vision 26 Booths

Vision sponsor booths are turnkey and designed to minimize setup requirements and provide a clean and consistent look.

Booths will contain

- A wall monitor with sponsor logo & video reel of your choice (*size varies depending on level*)
- A demo counter on which you can display collateral & swag
- Diamond, Gold, & Silver Booths: A reception counter (*size varies depending on level*)
- Diamond & Gold Booths: High top table and chairs
- Wireless mouse, keyboard, & HDMI cable
- 20 amp power drop & power strip

Secure your spot

Signing on as Vision Exhibitor is simple. We walk you through every step of the process to make sure it's seamless and that you're set up for success. Here's what you can expect from the process, start to finish.

Vision exhibitor process

Step 1	Select your sponsorship level and sign the sponsorship agreement to secure your spot - <u>via this form</u> .
Step 2	Once your sponsorship agreement form is completed, Motive will send you an invoice to be paid via ACH.
Step 4	We will connect you with our event partner team, who will ensure we have everything we need from you to set up your turnkey booth. We'll also make sure you have all the event logistics info you need to succeed.
Step 5	Attend Vision! Motive's Vision booths are turnkey and designed to minimize setup needs from you. Our team will manage the booth build and your preferred display. Arrive the morning of Vision to display your collateral & swag.
Step 6	Submit a post-event survey. We want to hear from you on how we can continue to make Vision a success.

Thank you to our 2025 exhibitors

Gold

Drivewyze[®]

 **whiparound**

 **PrePass**[®]

Silver

 **eSquared**
Communication Consulting

 **Route4Me**

 **ORBITAL**
Installation Technologies

 **FLEETROCK**

Bronze

 **DISCOUNT
TIRE
FLEET SERVICES**

PENSKE

boon

 **Fleetio**

wenable

 **Ford
PRO**

 **NIRVANA**



HAAS ALERT



TRUCKER PATH

Refuel

 **eMAXX**
Assurance Group of Companies

 **Love's**

 **RaceTrac**

motive

Vision 26 