

NOVEMBER 12-13, 2019

 FREIGHTWAVES[®]
LIVE

SPONSORSHIP OPPORTUNITIES

MCCORMICK PLACE, CHICAGO, IL

It's basically the place to be for any tech company in this space. All of the different providers, investors...**I love being a part of that community and being here!**

Torie Runzel, COO, CoLane

"It's a fantastic event. The logistics industry has been looking for an event like this for a long time. This is really the tech crunch for the logistics industry."

Ashutosh Prasad, Founder & CEO,
KoiReader Technologies

"CES of Transportation? Given the impressive size and breadth of the event — as well as the growing relevance of the topic to both industry players and investors — we would not be surprised if this conference grows to become the Transportation equivalent of what CES has become to the auto industry."

Ravi Shanker, Analyst, Morgan Stanley

"The opportunity to have a booth here at Transparency has been really awesome for us. Really high traffic. Really engaged attendees that want to learn about what you're doing and see if they could benefit from using your technology."

Erin Well, Sr. Marketing Manager, Shipwell

"The quality of attendees is definitely diverse! You're dealing with people who represent the industry from a variety of service standpoints."

Blythe Brumleve,
Owner, Digital Dispatch



SPONSORSHIPS

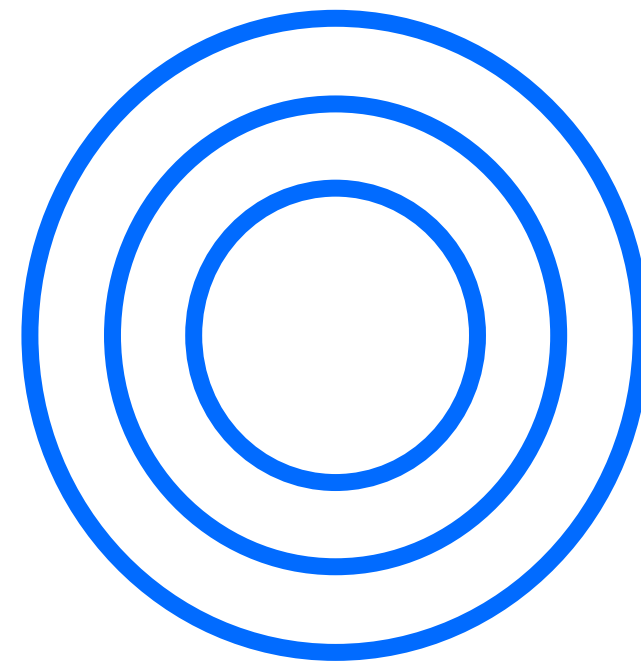
Welcome to the enhanced FreightWaves LIVE event sponsorship offerings! You now have more options, more flexibility, and the ability to enhance your organization's experience at our events. We've combined our event sponsorships with sponsored content in an effort to give our sponsors more flexibility and value.

By becoming a Universal, Global, National or Regional partner, you will showcase your brand and offerings to the top technology centric and forward thinking minds in the transportation and logistics industry. The base packages that follow give you resources to improve your visibility and ROI while at the event itself.

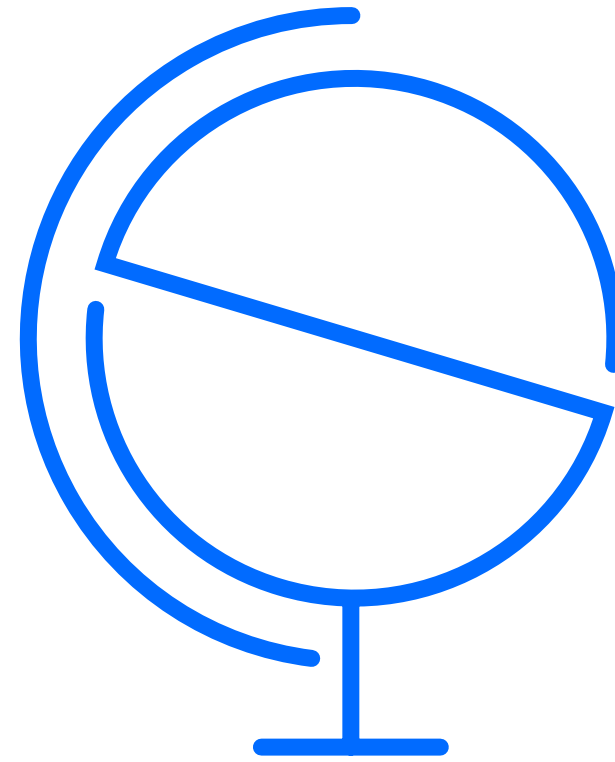
If you don't see what you're looking for, please contact us. All sponsorship levels can be customized to fit your needs and budget.



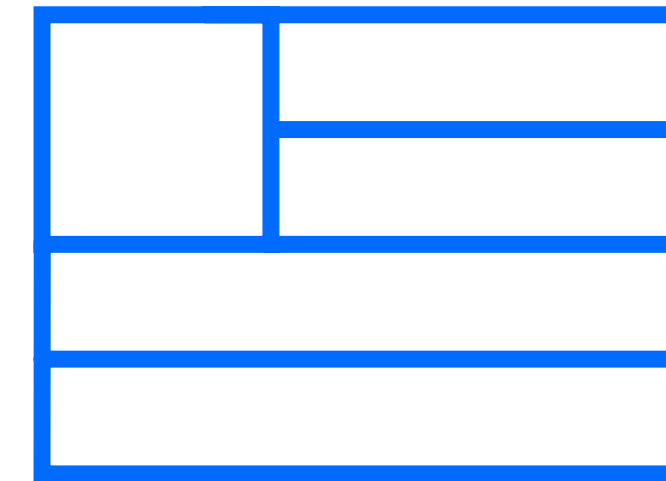
#FWLIVE



UNIVERSAL



GLOBAL



NATIONAL



REGIONAL

Elevate your sponsorship, elevate your brand!

DESCRIPTION	UNIVERSAL	GLOBAL	NATIONAL	REGIONAL
Base Package	\$65,000	\$50,000	\$35,000	\$15,000
Base Package + Tiers*	\$150,000	\$100,000	\$50,000	\$25,000
Inclusion in Expo Map	X	X	X	X
LED uplighting	X	X	X	X
Logo Included in Event program	X	X	X	X
Monitor	2	2	1	1
Monitor Size	60 Inch	60 Inch	55 Inch	55 Inch
Furniture	2 Sofas	2 Sofas	2 Sofas	2 Chairs
Event Passes	10	8	6	4
Discounted Passes	25	15	10	8
Booth Signage	Digital LED	3’x4’	3’x4’	2’x3’

* Upgrade your base package to include content and be eligible to make selections from tiers 1-5.

DESCRIPTION	UNIVERSAL	GLOBAL	NATIONAL	REGIONAL
FreightWaves Research Discount	15%	10%	5%	5%
Featured in Event Mobile App Sponsorship Section	X	X	X	X
Inclusion on Registration Banner	X	X	X	X
Ability to bring 2’ wide banner stand and banner	X	X	X	X
Logo included in pre-event emails	X	X	X	X
Featured in Event Mobile App Demo Company Section (companies that do not select Demo participation from Option 2 will be excluded)	X	X	X	X
“HDMI compatible Plug N’ Play space (HDMI cables included)	X	X	X	X

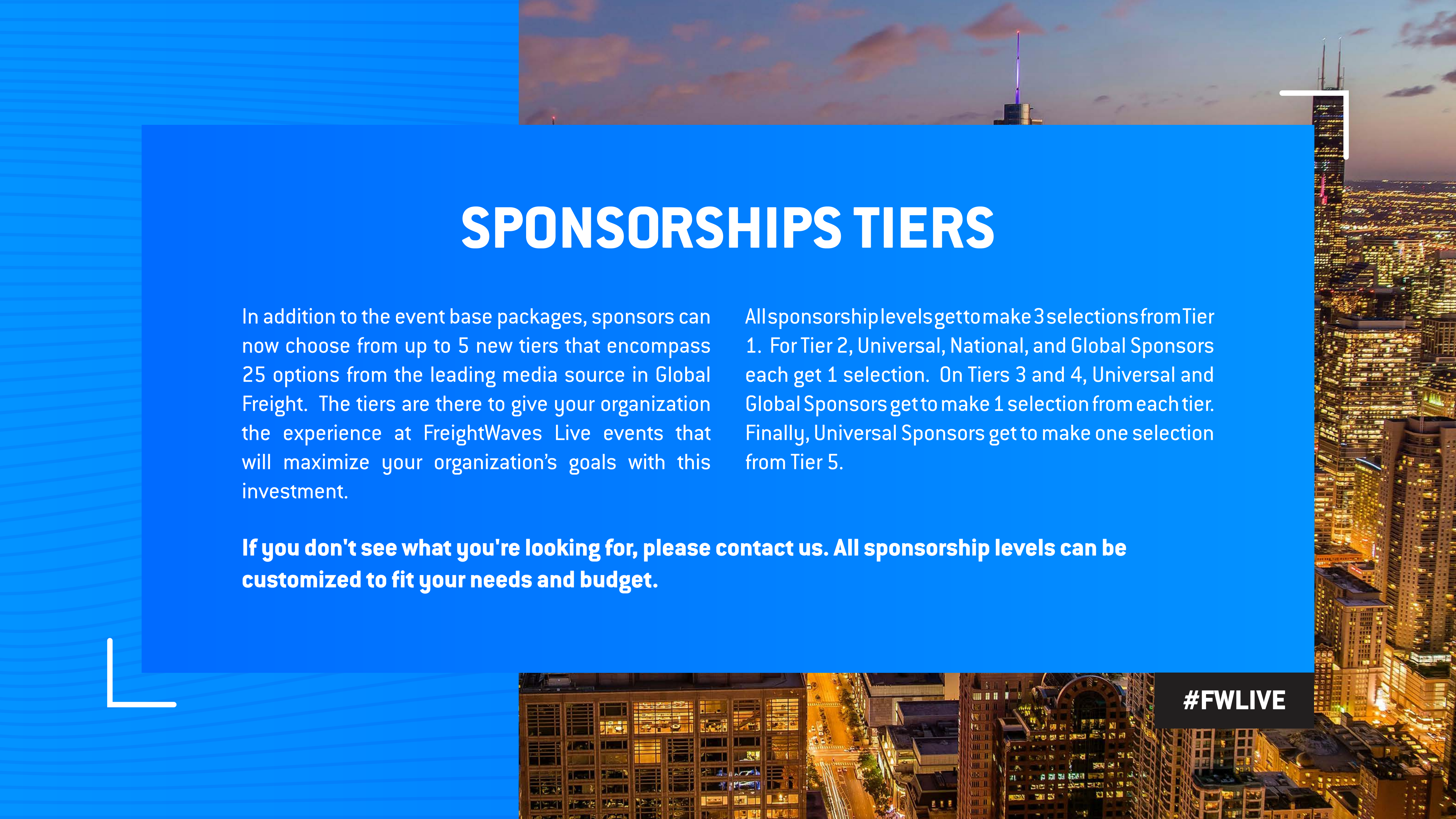
BASE PACKAGE

#FWLIVE

SPONSOR — ?

DESCRIPTION	UNIVERSAL	GLOBAL	NATIONAL	REGIONAL
Lead Retrieval & QR Code Scanning	X	X	X	X
WiFi included	X	X	X	X
Furnished Space	10x20	10x20	10x10	6x6 Kiosk
Promotion on Social Media Pre Event	X	X	X	X
Attendee list	X	X	X	
Ability to reserve meeting room onsite or at hotel* (subject to change and availability)	X	X		
Promotion on Social Media Post Event	X			
Description included in Post Event Thank You email	X			

? — FREIGHTWAVESLIVE.COM

A nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated. A large blue rectangular overlay covers the left and center portions of the image. The Willis Tower is prominent on the right side, and the Empire State Building is visible in the lower right. The sky is dark with some clouds.

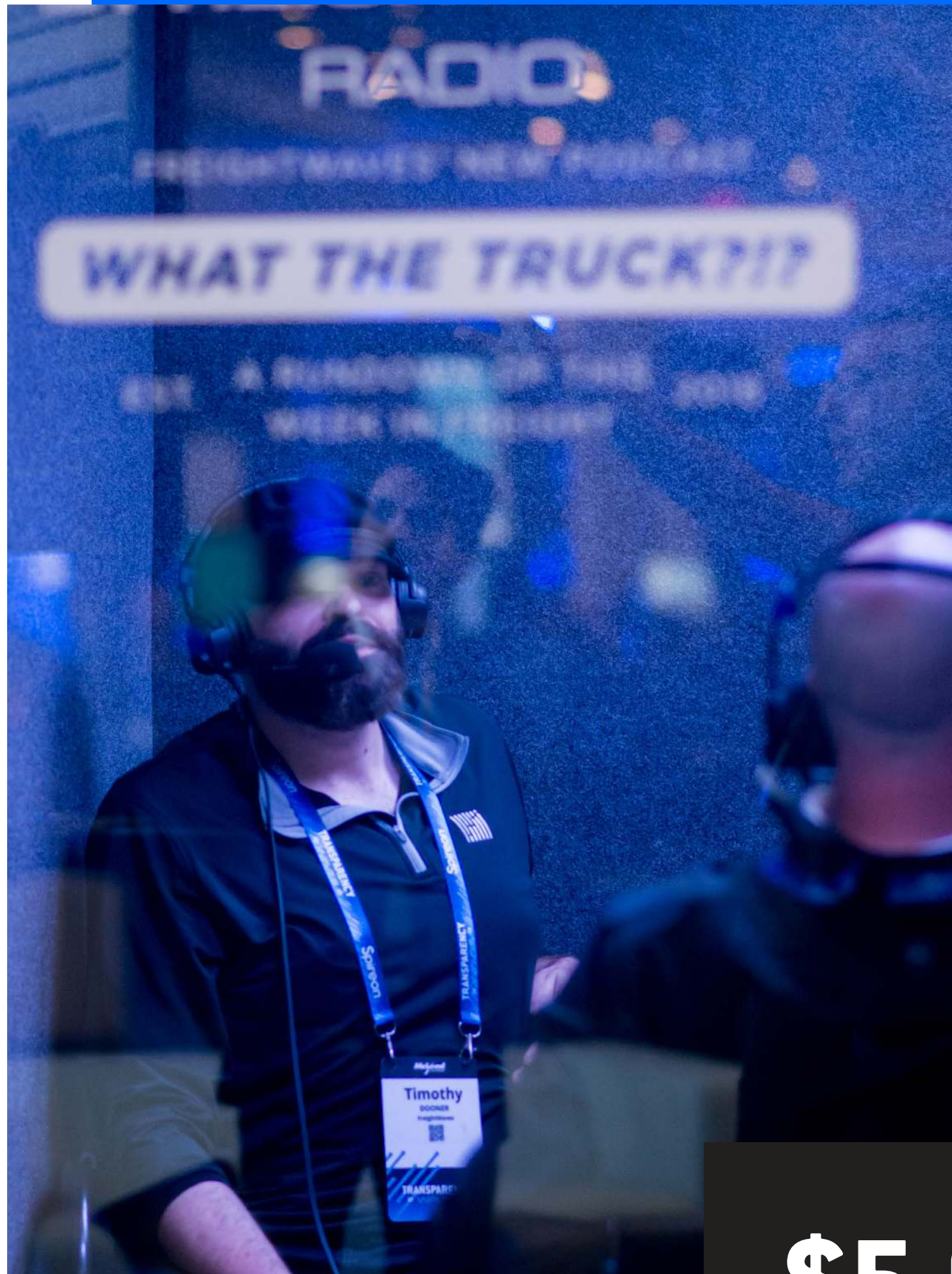
SPONSORSHIPS TIERS

In addition to the event base packages, sponsors can now choose from up to 5 new tiers that encompass 25 options from the leading media source in Global Freight. The tiers are there to give your organization the experience at FreightWaves Live events that will maximize your organization's goals with this investment.

All sponsorship levels get to make 3 selections from Tier 1. For Tier 2, Universal, National, and Global Sponsors each get 1 selection. On Tiers 3 and 4, Universal and Global Sponsors get to make 1 selection from each tier. Finally, Universal Sponsors get to make one selection from Tier 5.

If you don't see what you're looking for, please contact us. All sponsorship levels can be customized to fit your needs and budget.

#FWLIVE

**\$5,000**

PICK 3 >>

**Headline, Universal
Global, National,
Regional**

- Infographic
- 1 Page Advertisement in Event Program
- Whitepaper Promotion 1 month
- Freight Waves Editorial article
- FW Radio Spot onsite Sirius XM
- What the Truck Podcast onsite interview

* Subject to inventory availability



PICK 1 >>

**Headline, Universal
Global, National**

\$10,000

- Insert in Conference Bag
- Swag in Conference Bag
- Custom Video Package featuring sponsor at the event
- Demo Day Participation with professionally recorded 7 min demo clip and eligible for Best in Show



PICK 1 >>

Headline, Universal Global

\$15,000

- FreightWaves TV Weekly Digest: Shipper Edition
- FreightWaves TV Weekly Digest: Intermediary Edition
- FreightWaves TV Weekly Digest: Carrier Edition
- FreightWaves TV Weekly Digest: Driver Edition
- What the Truck Video Edition bi-weekly Sponsorship
- SONAR Daily Watch Newsletter Sponsorship
- NightShift Podcast
- Research Whitepaper

* Subject to inventory availability



PICK 1 >>

**Headline, Universal
Global**

\$20,000

- FreightWavesNOW - Daily Shipper Edition
- FreightWavesNOW - Daily Intermediary Edition
- FreightWavesNOW - Daily Carrier Edition
- FreightWavesNOW - Daily Weather Edition
- FreightWavesNOW - Daily Driver Edition

* Subject to inventory availability

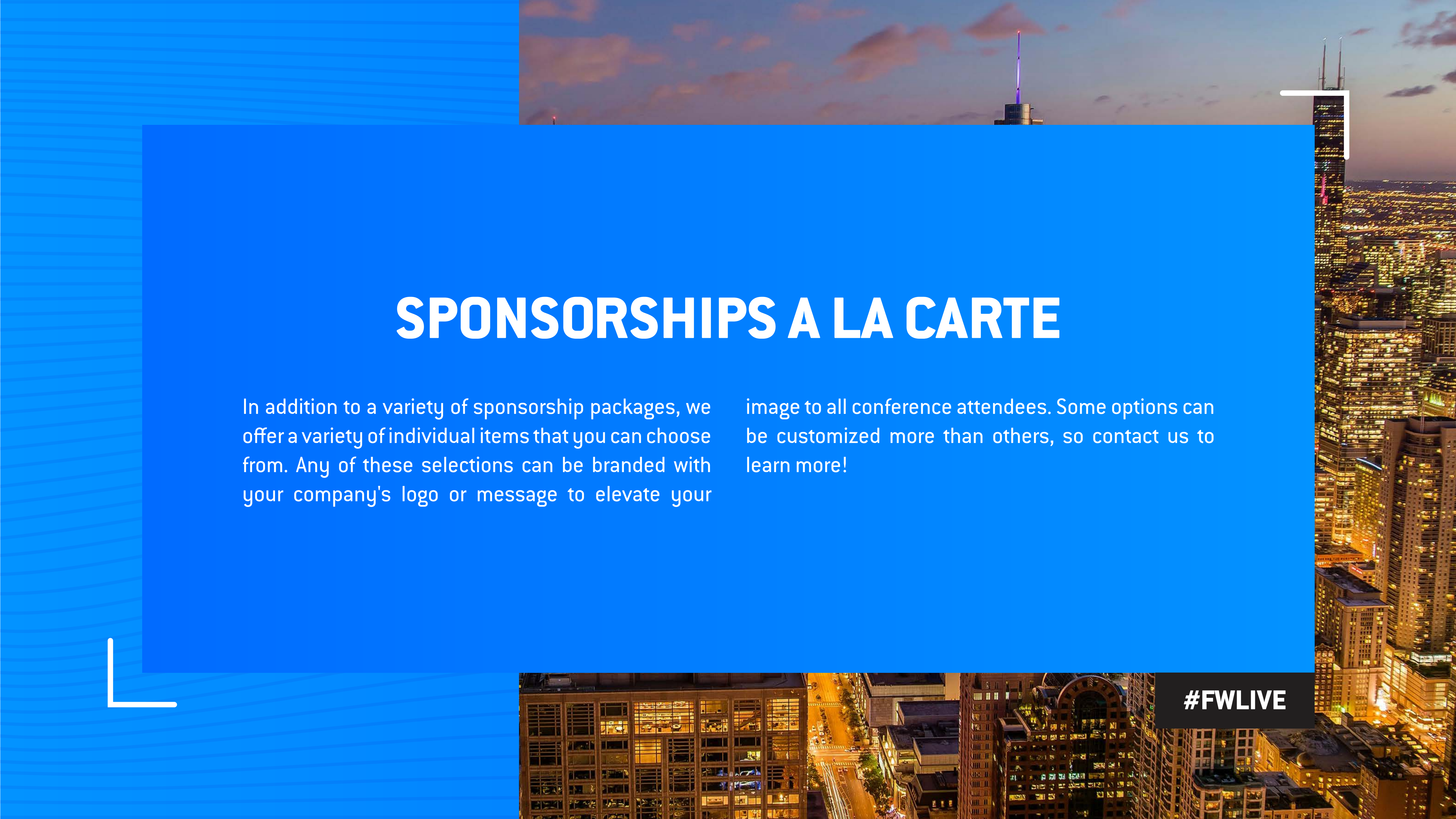


PICK 1 >>

Headline, Universal

\$25,000 +

- | | |
|---------------------------------|----------|
| - FreightWaves Studio Tech Hit | \$25,000 |
| - FreightWaves Studio Road Trip | \$35,000 |
| - FreightWaves On-site Podcast | \$30,000 |
| - FreightWaves Meetup | \$25,000 |

A nighttime photograph of a city skyline, likely Chicago, with numerous skyscrapers illuminated. A large blue rectangular overlay covers the left and center portions of the image. The title 'SPONSORSHIPS A LA CARTE' is centered in white text within this blue area. Below the title, two columns of text are also in white. The bottom right corner features a dark grey box with the hashtag #FWLIVE in white. White L-shaped graphic elements are positioned in the top right and bottom left corners of the blue area.

SPONSORSHIPS A LA CARTE

In addition to a variety of sponsorship packages, we offer a variety of individual items that you can choose from. Any of these selections can be branded with your company's logo or message to elevate your

image to all conference attendees. Some options can be customized more than others, so contact us to learn more!

#FWLIVE

DESCRIPTION	QUANTITY	PRICE
SOLD OUT Radio Sponsorship	1	Contact Us
SOLD OUT Event Entry	1	Contact Us
SOLD OUT iStock Compass Mobile App	1	Contact Us
SOLD OUT T-shirt	1	\$20,000
SOLD OUT Hoodie	1	\$20,000
SOLD OUT Water	1	\$10,000
SOLD OUT Recycled Bottled Water	1	\$20,000
SOLD OUT Key Cards	1	\$15,000
SOLD OUT Hat	1	\$20,000
Media Room	1	\$5,000
Green Room	1	\$10,000
Moleskin Notebooks	1	\$30,000

DESCRIPTION	QUANTITY	PRICE
Conference Water Bottle	1	\$20,000
Computer Sleeve	1	\$30,000
Hand Sanitizer	1	\$10,000
Expo Bag	1	\$10,000
Vocal Booth	1	\$10,000
Charging Stations	6	\$4,000
3 Graphic Cubes 48x48"	4	\$15,000
3 Graphic Cubes 36x36"	4	\$12,000
Social Media Vending Machine	2	\$50,000
Live Graphic Artist (Sketch Effect) per day	2	\$30,000
Espresso Stand	2	\$10,000
FreightTech Award	1	\$75,000

LIVE GRAPHIC ARTIST

Ever imagined a keynote speech as a shareable design? Enjoy a live graphic artist's rendering of the day's speeches, debates, fireside chats, and town halls. Your company's logo will be included on all of the sketches produced that day. After the event, the artwork is yours to keep!

ESPRESSO STAND

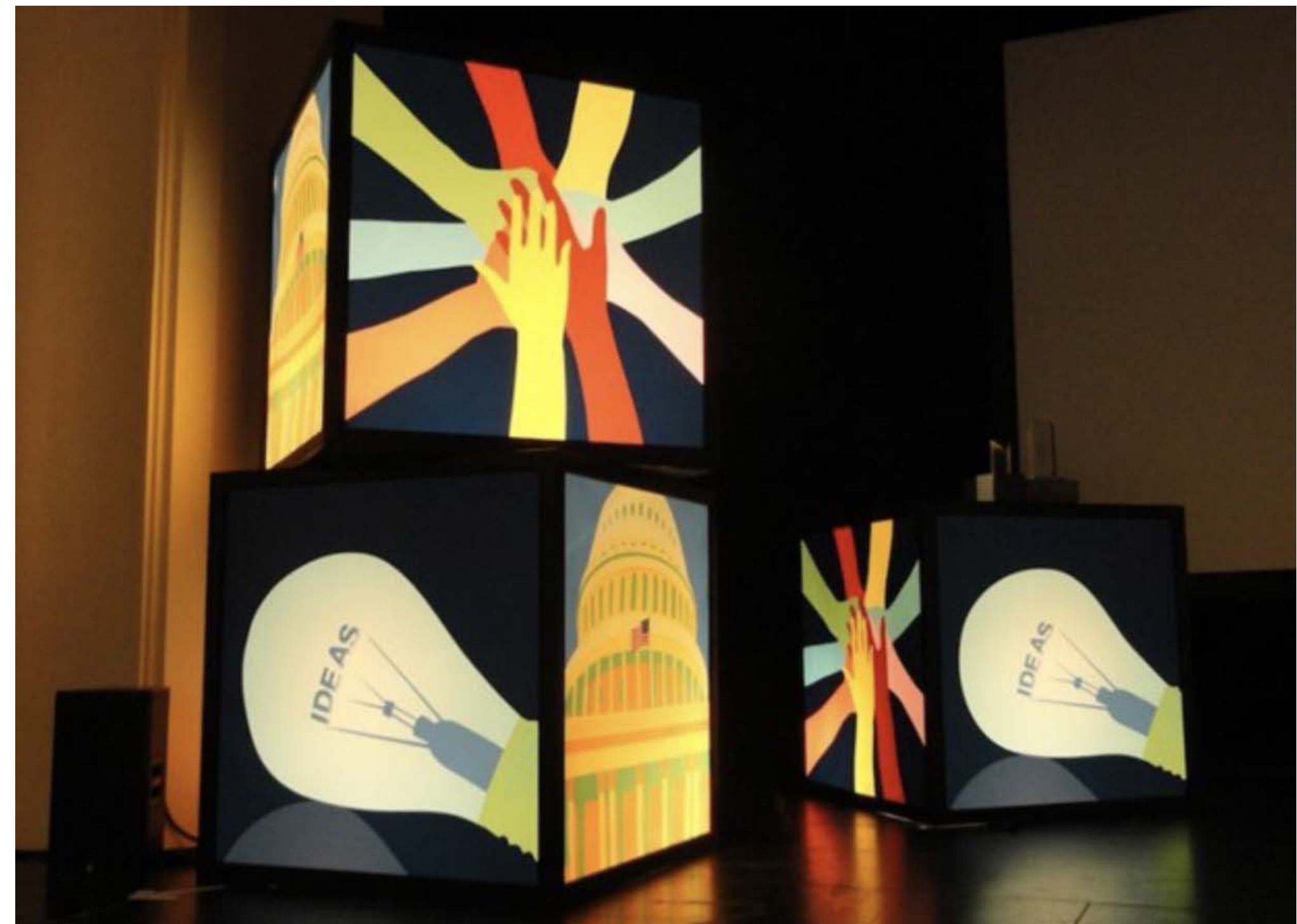
If there's one thing that's constant at conferences it's the need for caffeine! We'll set up an espresso stand in the networking area and plaster your brand all over it. Watch the masses flock to get their quick pick up throughout the day. Your brand is their energy!

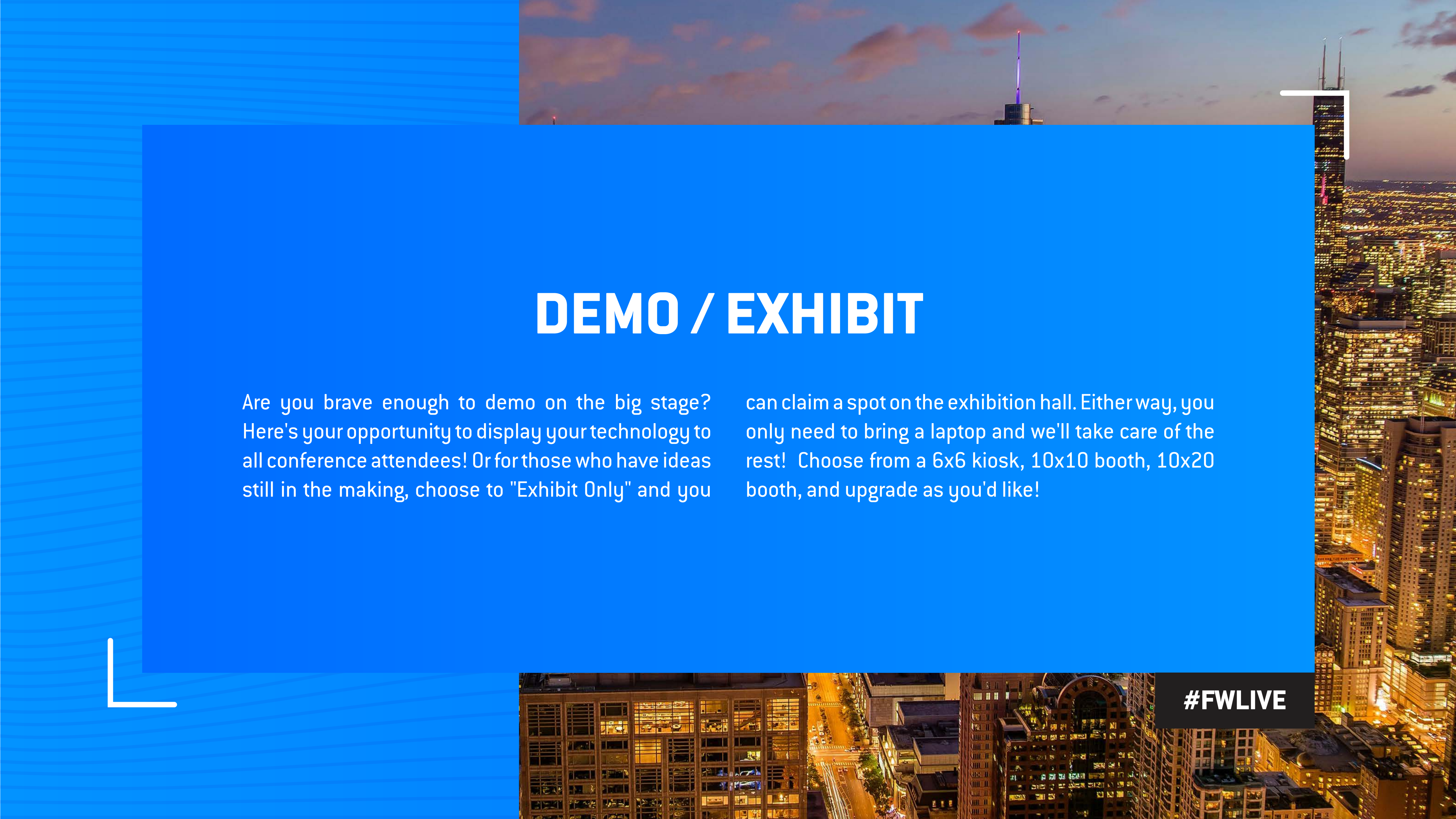
SOCIAL MEDIA VENDING MACHINE

This vending machine doesn't want your money, it wants your tweets! Instead of fumbling through their pockets for quarters and nickels, guests will be asked to tweet using specific hashtags and handles in order to retrieve snacks. Plaster your brand all over this unique machine

3 GRAPHIC CUBES

Place your brand on a stack of cubes in the exhibition hall, the most highly trafficked area of the event! By placing your message on this modern structure in the exhibition hall, you'll increase brand awareness and visibility to all in attendance.



A nighttime photograph of a city skyline, likely Chicago, with numerous skyscrapers illuminated. A large blue rectangular overlay covers the left and center portions of the image. The text 'DEMO / EXHIBIT' is centered in white on this blue background. Below the text, there are two columns of white text. In the bottom right corner, there is a dark grey rectangle containing the hashtag '#FWLIVE' in white. The overall composition is modern and professional, typical of a conference or event promotional graphic.

DEMO / EXHIBIT

Are you brave enough to demo on the big stage? Here's your opportunity to display your technology to all conference attendees! Or for those who have ideas still in the making, choose to "Exhibit Only" and you

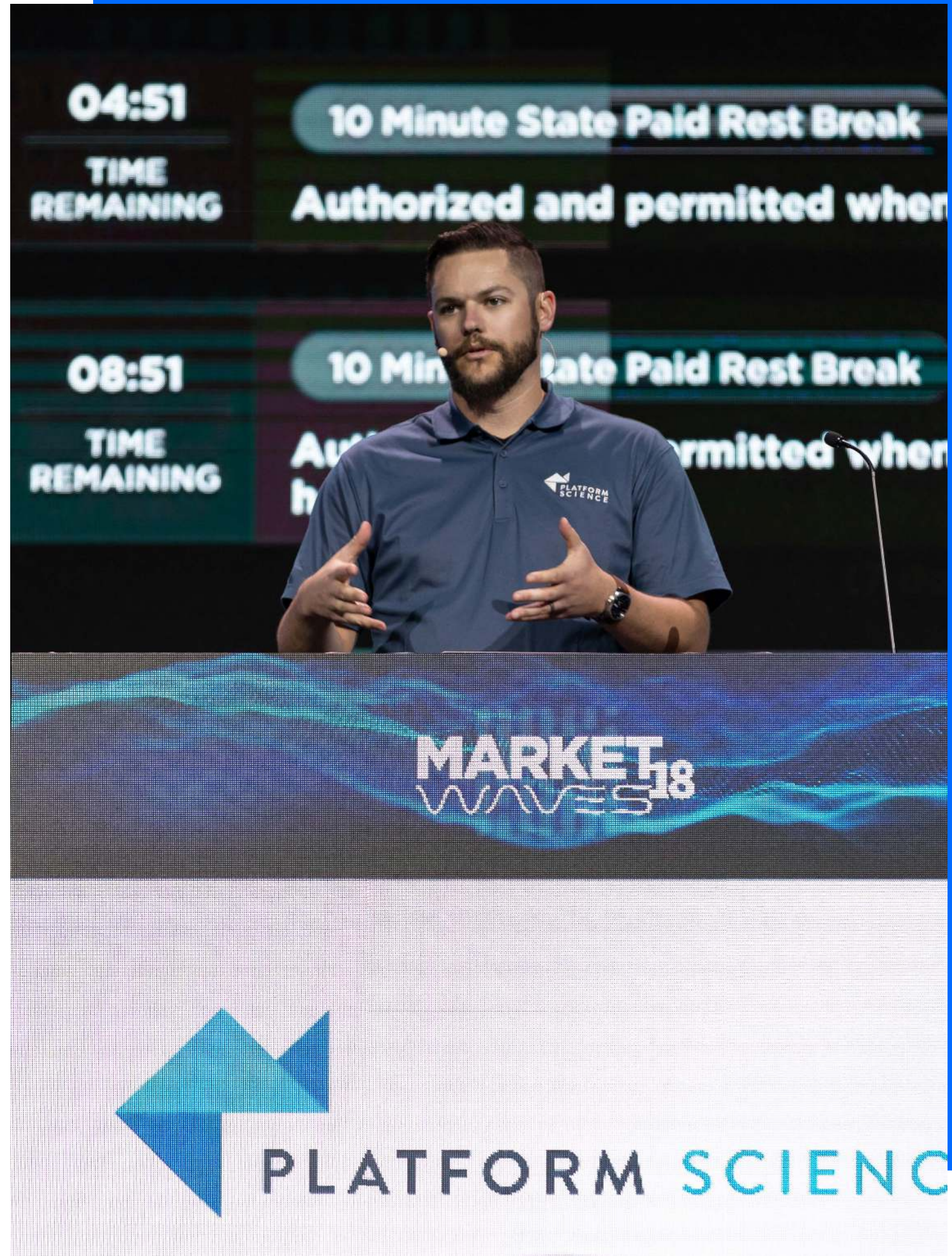
can claim a spot on the exhibition hall. Either way, you only need to bring a laptop and we'll take care of the rest! Choose from a 6x6 kiosk, 10x10 booth, 10x20 booth, and upgrade as you'd like!

#FWLIVE

BASE PACKAGE

#FWLIVE

DESCRIPTION	DEMO	EXHIBIT
Furnished Space	6x6 Kiosk	6x6 Kiosk
HDMI compatible Plug N’ Play space (HDMI cables included)	X	X
Lead Retrieval & QR Code Scanning	X	X
WiFi included	X	X
Inclusion in Expo Map	X	X
LED uplighting	X	X
Logo Included in Event program	X	X
Monitor	1	1
Monitor Size	32 Inch	32 Inch
Event Passes	2	2
Discounted Passes	2	2
Booth Signage	2’x3’	2’x3’
7-Minute Rapid-Fire Demo	X	
Featured in Event Mobile App Demo Company Section (companies that do not select Demo participation from Option 2 will be excluded)	X	



QUICK-FIRE DEMOS

#FWLIVE

FreightWaves LIVE is the industry’s largest tech event. It is the perfect setting to demo your product in front of industry leaders. The event hosts more than 20% C-suite executives and decision makers.

You may have presented in other industry demo days, but FreightWaves LIVE’s demo experience is elevated.

NO POWERPOINT OR SLIDES ALLOWED HERE.

FreightWaves LIVE platform is a 7-minute live demo of your product. Yes, we said live! It is a true immersive demo experience for the audience. Your company will have 7-minutes on stage to introduce your company and demo your product live. If you go one second over 7 minutes, lights and audio will be cut and a buzzer will sound.

These quick-fire demos will be peppered into FreightWaves LIVE content over two days. All you need to provide is your computer or device and appropriate connectors or dongles to support HDMI connection.

6 x 6

\$12,500

- 6' x 6' exhibit kiosk
- 32-in. monitor
- Provided signage
- 7-minute on-stage live demo before entire attending audience



10 x 10

\$15,000

- 10' x 10' exhibit space
- 60-in. monitor
- Provided signage
- 7-minute on-stage live demo before entire attending audience

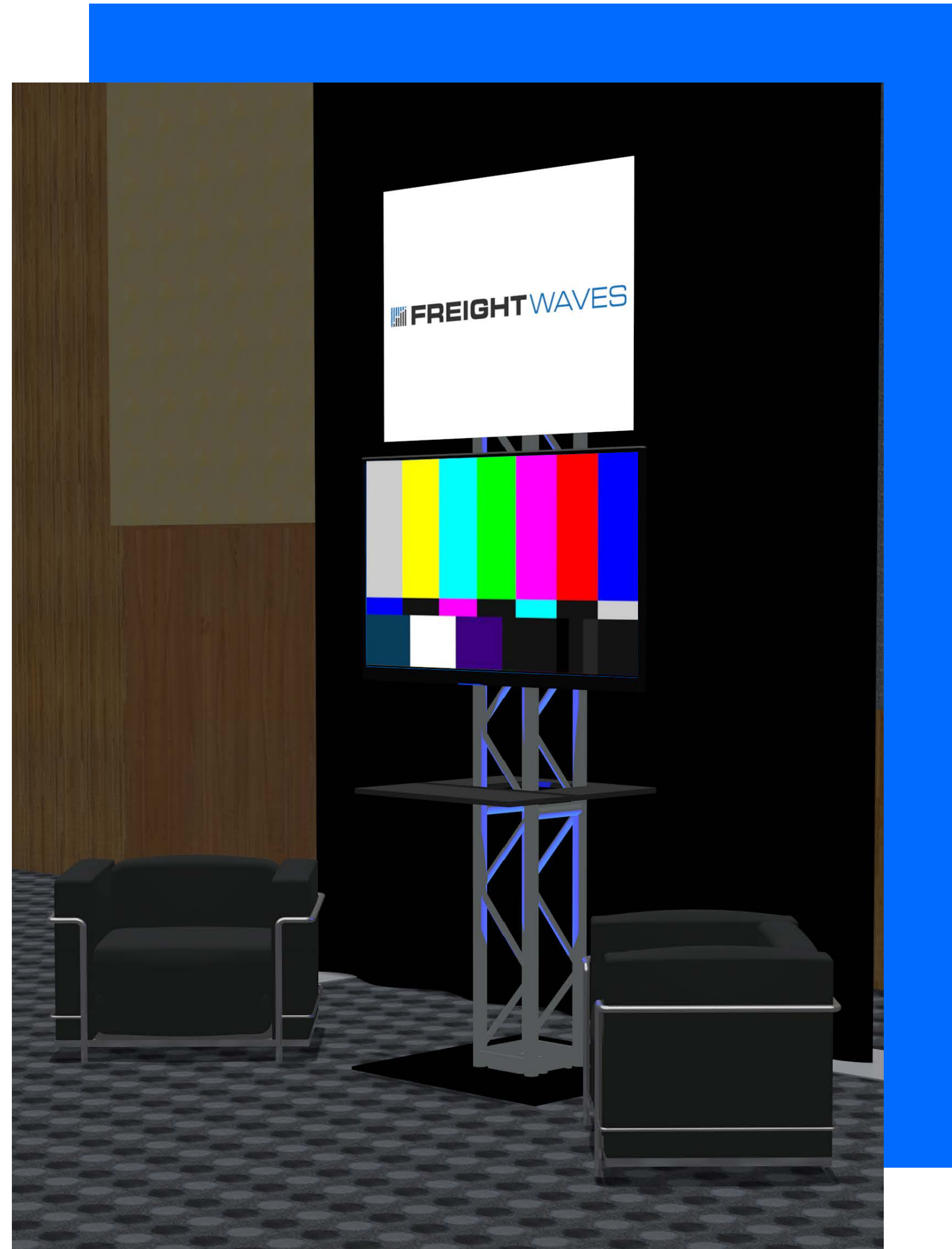


10 x 20

\$20,000

- 20' x 10' exhibit kiosk
- 55-in. monitor
- Provided signage
- 7-minute on-stage live demo before entire attending audience





KIOSK UPGRADES

#FWLIVE

10 X 10 BOOTH UPGRADE

- 60" flat-screen monitor
- Bigger networking space
- Two chairs

> **Additional \$5,000**



KIOSK UPGRADES

#FWLIVE

10 X 20 BOOTH UPGRADE

- Widescreen LED panel
- Two 60" flat-screen monitors
- Bigger networking space
- Two couches

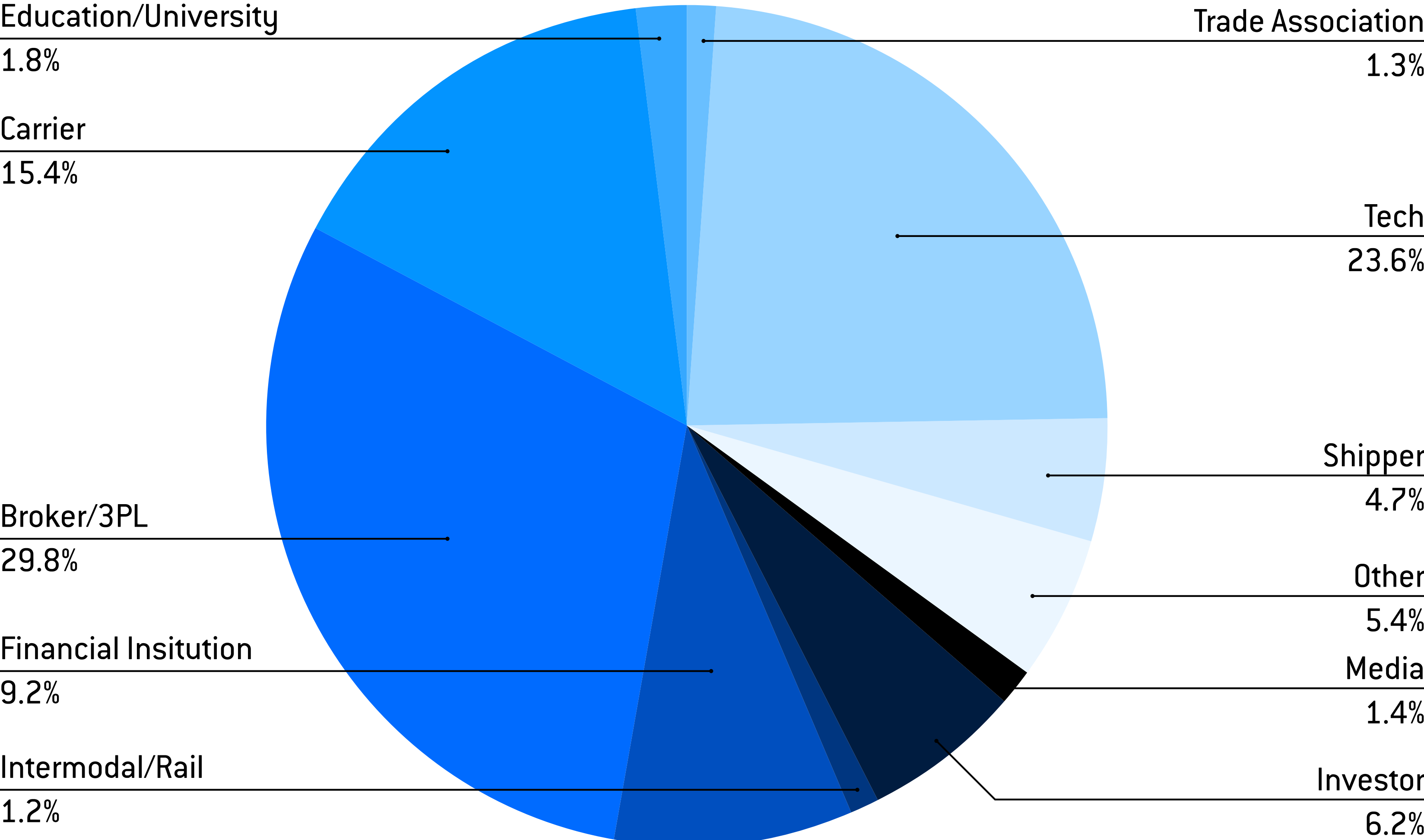
> **Additional \$10,000**

DEMOGRAPHICS

#FWLIVE

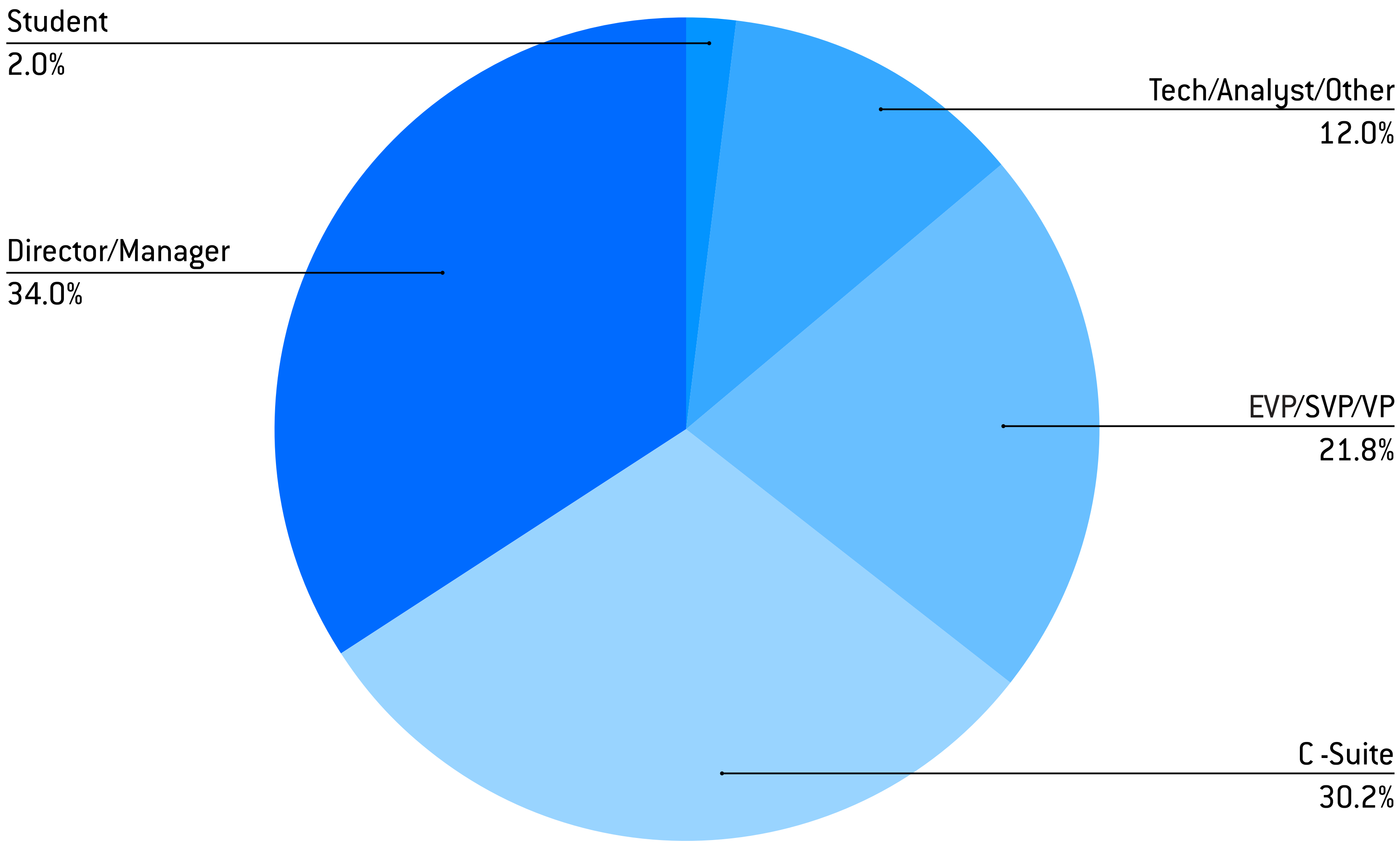
ATTENDEES BY INDUSTRY

#FWLIVE



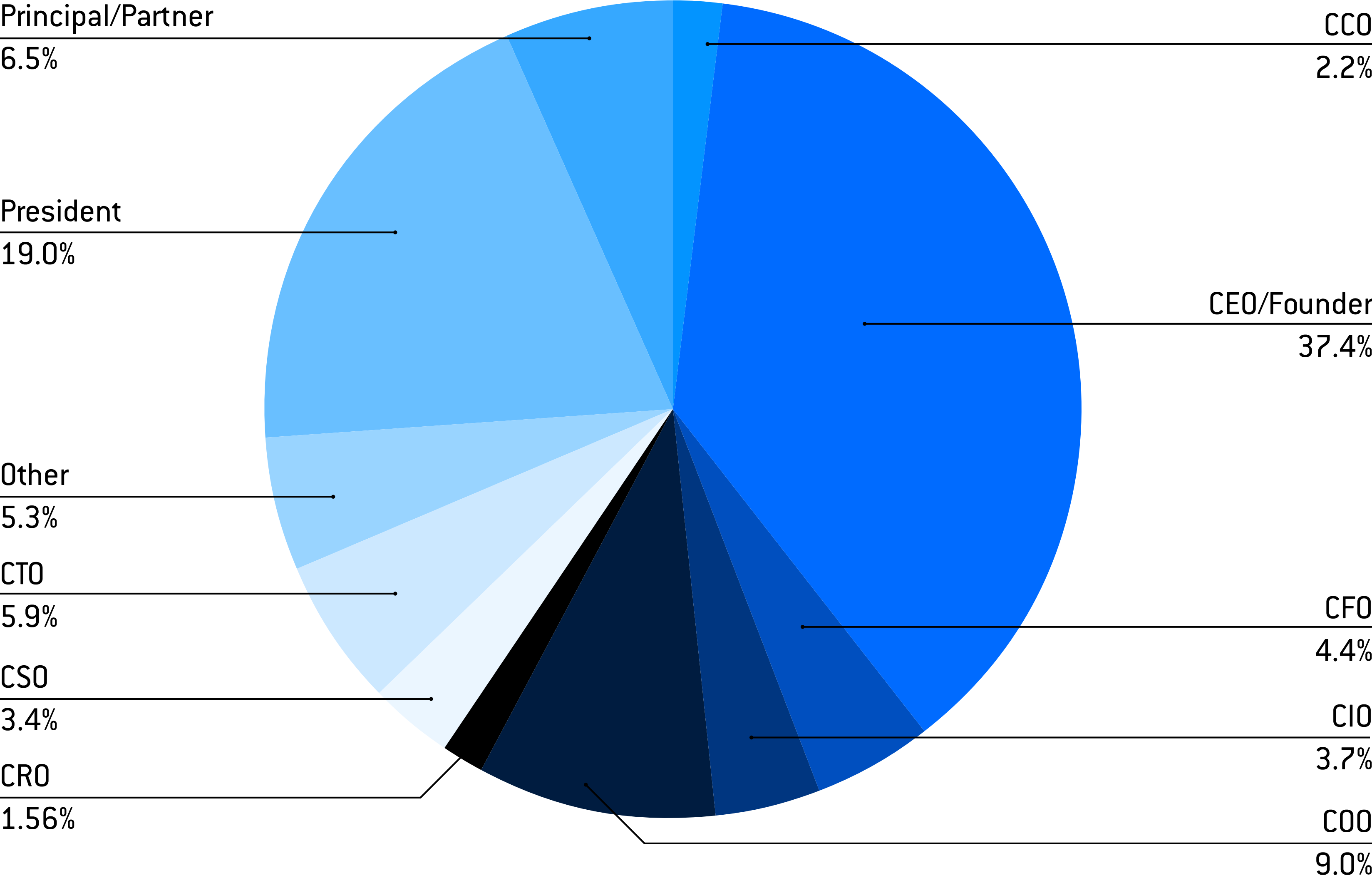
ATTENDEES BY TITLE

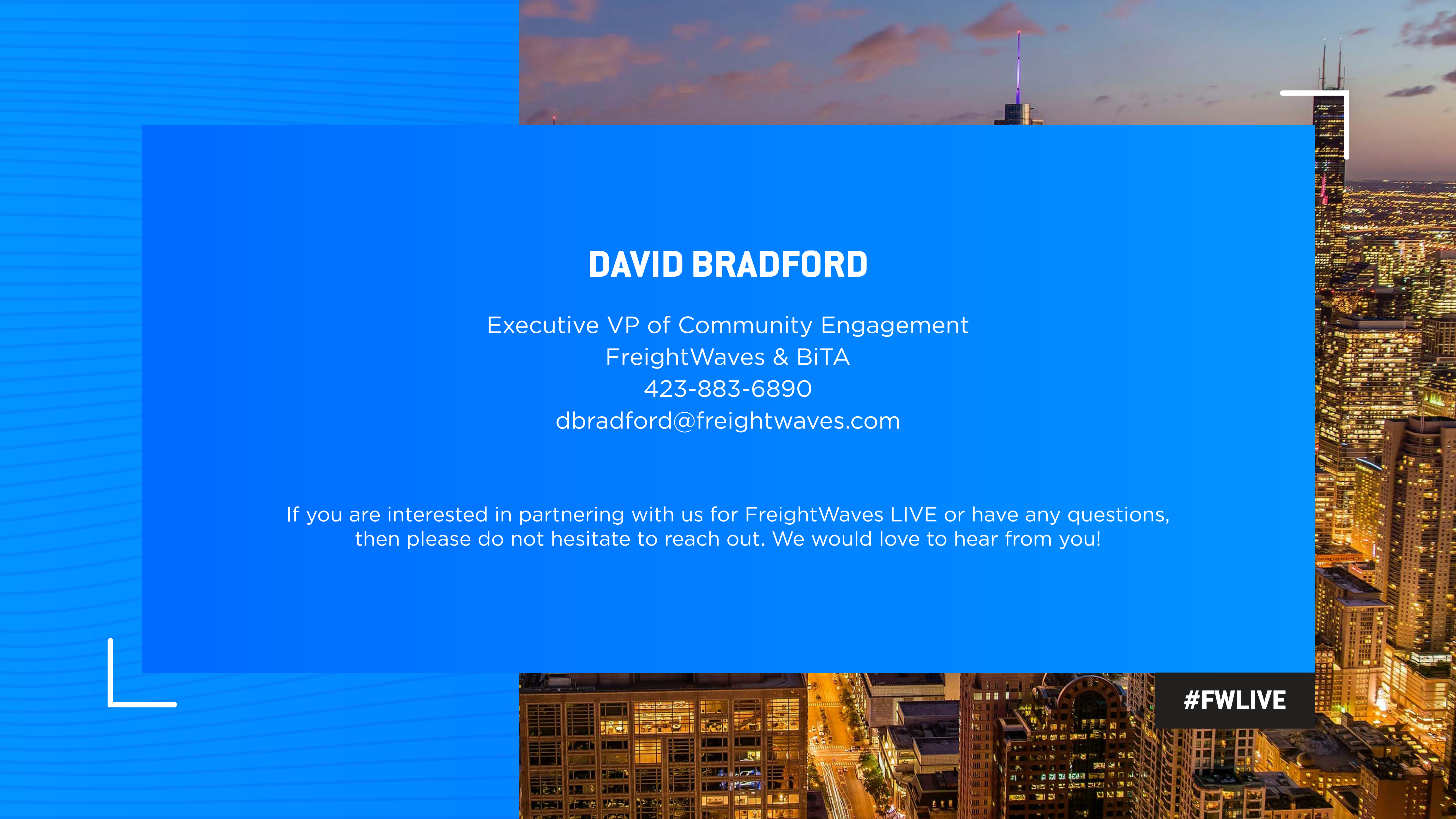
#FWLIVE



C-SUITE BREAKDOWN

#FWLIVE



A nighttime photograph of a city skyline, likely Chicago, with numerous skyscrapers illuminated. A large blue rectangular overlay covers the center of the image, containing white text. The text is centered and includes a name, title, phone number, and email address. At the bottom right, there is a dark grey box with the hashtag #FWLIVE in white. The overall composition is professional and promotional.

DAVID BRADFORD

Executive VP of Community Engagement
FreightWaves & BiTA

423-883-6890

dbradford@freightwaves.com

If you are interested in partnering with us for FreightWaves LIVE or have any questions,
then please do not hesitate to reach out. We would love to hear from you!

#FWLIVE