

SHOWCASE YOUR EXPERTISE



Sponsor a TCA Live Learning webinar to highlight your brand and become a go-to resource for the industry

Whether you want your branding prominently featured for a webinar developed by TCA's education team, or your team of experts wants to present on a topic of your choosing, sponsoring a Live Learning webinar provides guaranteed returns without any hassle!

PROMOTE YOUR BRAND TO INDUSTRY LEADERS



Have your branding appear on all promotions related to the webinar

Promote your webinar to your customers with TCA-supplied email templates

Include branded messaging in communications to registrants

Have a company representative give a two-minute introduction to the webinar

Display your company logo and contact info on-screen for participants and those who access the recording through the Truckload Academy On-demand

SUPPORT EDUCATION & ADVANCE THE INDUSTRY

Show the industry that your company recognizes the value of continuing education

Provide needed knowledge without charge to TCA Members

Broadcast your message to 4x as many participants on your live event than on a webinar with fees

Receive thanks from key decision makers in the industry:

"I appreciate that webinars allow members to stay current on timely issues with no costs or major schedule interruptions."



GENERATE RETURN



Let TCA's experienced education team do the heavy lifting—promoting your brand and helping develop content to save your team time and generate measurable ROI

Provide five of your customers with complimentary registration for the webinar, even if they aren't TCA members

Experience ongoing exposure to an unlimited digital audience through hosting a recording of the webinar on the Truckload Academy On-demand

Make new connections from the provided list of webinar registrants

Find a Sponsorship Level that meets your marketing goals today

CONTACT INFORMATION

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"By sponsoring TCA webinars, we are able to provide the truckload industry with the most up-to-date information that gets to the heart of the issues that matter to carriers. It is the best investment of staff's time for learning how to do their jobs more efficiently and effectively, and the best investment of a sponsor's time and resources for meeting marketing goals." Lana Batts, Driver iQ