
You Want to Be at ELEVATE.

Let's Help You Get There.

A practical toolkit to help you get approval to attend.

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SECTION 01

The Business Case & ROI

ELEVATE is built around real-world application, not passive learning. Here's what attending means for you and for your company.

What Is ELEVATE?

TMSA ELEVATE is the annual conference for sales and marketing professionals in transportation and logistics. It's an intimate, curated event intentionally designed for meaningful conversations. No massive expo halls, no aimless wandering.

Sessions are structured around five attendee tracks: Company Leaders, Sales Leaders, Marketing Leaders, Marketing Practitioners, and Sales Practitioners, so content stays relevant to your specific role, not generic.

2026 Agenda Highlights

A sample of what's on the agenda this year:

- **Opening Keynote - Beyond the Buzz: The AI & Tech Moves That Actually Work** Real AI and technology wins from transportation and logistics leaders, with 10-minute talks on what changed and the results achieved.
- **Shippers Panel + Breakouts:** Firsthand voice-of-customer insight on what matters to shippers today, what's shaping their decisions, and what they look for in partners. Followed by small-group breakouts with the panelists.
- **Economic Panel:** Expert economic analysts present on freight volumes, rates, global economic trends, and the signals that matter for 2026.
- **From Signals to Sales:** How logistics teams respond to buying signals with the right timing and outreach to convert intent into pipeline and revenue.
- **Track-Based Breakouts:** Tailored sessions for each role, from executive leadership workshops to practitioner-level skills on brand differentiation, deal-moving discovery, and sales compensation.
- **TMSA Talks:** Fast-paced 20-minute sessions designed to deliver one high-impact idea you can apply immediately.

What You Get as a Professional

Peer perspective you can't get internally

Connect with professionals who understand your day-to-day, even if you're a team of one. ELEVATE draws attendees from sales, marketing, and company leadership across the industry.

Industry insight directly from shippers

The Shippers Panel puts you in the room with the customers you're trying to reach. Hear what's shaping their decisions, what frustrates them, and what makes a partner stand out.

Role-relevant learning

Role-based Tracks mean you won't sit through sessions that don't apply to your job. Every breakout is matched to your specific role and level.

Clearer priorities, stronger decisions

Stepping back from execution gives you space to stress-test assumptions, pressure-check your strategy, and return with better questions for your team.

A network that works for you year-round

Dedicated 1:1 meeting time is built into the schedule. Plus, structured networking at the Opening Reception, Lunch Roundtables, and the Awards Dinner.

A welcoming environment for first-timers

The Newcomers Welcome and Buddy Program pair first-time attendees with veterans. You won't show up and feel lost.

What Your Company Gets

A more informed contributor

Someone who understands current market conditions, shipper expectations, and economic trends and how those factors affect revenue and customer relationships.

Fewer blind spots

Exposure to how peer organizations approach the same challenges your team faces leads to better thinking and smarter decisions.

Stronger sales and marketing alignment

Shared frameworks and shared vocabulary from role-based sessions help sales and marketing work together more effectively when the attendee returns.

Knowledge that extends beyond one person

The expectation at ELEVATE is to bring insights back. Takeaways, session summaries, and practical ideas that can be shared with the broader team.

Competitive intelligence

Understand how peers are prioritizing work, adjusting strategy, and responding to customer expectations with limited resources, in a challenging market.

A better-equipped team leader

For managers attending: frameworks for leading through disruption, aligning compensation to role, and building more effective commercial teams.

P R O O F

What Attendees Say About ELEVATE

Here's what post-conference surveys from 2023–2025 consistently show. These aren't single-year numbers, the trends hold year over year.

100%

Say ELEVATE delivers on why they attend

2023: 98.5% | 2024: 98% | 2025: 100%

~90%

Rate ELEVATE networking highly

2023: 88.9% | 2024: 90.9% | 2025: 89.7%

80%+

Say content is highly relevant

2023: 82.5% | 2024: 81.8% | 2025: 84.6%

90%

Overall Attendee Satisfaction

3-Year Average

Top Reasons Professionals Attend

- Networking Opportunities
- Industry Insights
- Professional Growth

Based on post-conference attendee surveys from 2023–2025.

What past attendees have said:

“The conference exceeded our expectations in every way. The networking opportunities were abundant, from the opening celebration to the breaks, coffee talks, and roundtable discussions.”

— Terry Nawrot, CEO, VideoRequest

“I loved the opportunity to connect with other professionals interested in similar topics. It's never easy coming to an event alone but I had an incredible experience.”

— Kevin Hayes, VP Sales, ContainerPort Group

“Walking through those doors and feeling that I could approach anyone and everyone and have a genuine conversation. And the part that was so awesome to wrap my head around was that I was in the same room as some of my biggest competitors, yet everyone had a genuine interest in helping me succeed and teaching me what worked for them, what didn't work for them.”

— Briana Irwin, Marketing Manager, TCW

Based on post-conference attendee surveys from 2023–2025.

SECTION 02

Estimated Investment

A realistic view of what attending ELEVATE costs. Actual costs vary based on travel location, booking timing, and individual preferences.

Member Attendee

Cost Item	Estimated Cost
Registration: TMSA Member	\$1,180
Hotel: 3 nights at \$209/night + taxes (resort fee waived)	~\$700–\$725
Round-trip airfare (Eastern U.S. to Denver)*	~\$400–\$500
Ground transportation & incidentals	~\$125–\$225
Estimated Total: Member Attendee	~\$2,400–\$2,630

Non-Member Attendee

Cost Item	Estimated Cost
Registration: Non-Member	\$1,640
Hotel — 3 nights at \$209/night + taxes (resort fee waived)	~\$700–\$725
Round-trip airfare (Eastern U.S. to Denver)*	~\$400–\$500
Ground transportation & incidentals	~\$125–\$225
Estimated Total — Non-Member Attendee	~\$2,865–\$3,090

*TMSA is excited to partner with Delta, United, and Southwest Airlines to offer exclusive discounted rates for our attendees.

A note on membership

Becoming a TMSA member before registering saves \$460 on registration alone, often more than the cost of membership itself. If you're not already a member, it's worth evaluating. Group discounts are also available: email jennifer@tmsatoday.org before checking out.

SECTION 03

The Ask

Use the templates below to request approval. Fill in the blanks, personalize where noted, and send.

Before You Send: Personalize Your Ask

The templates below work as-is, but they'll land better with two specific details dropped in.

- One specific challenge your team is currently facing
- One goal you have for the next quarter

Then swap those into the [CUSTOMIZE] field in whichever template you use if you'd like.

Email Template

Subject: Approval Request - TMSA ELEVATE Conference (June 7–9)

Hi [Manager's Name],

I'd like to request approval to attend the TMSA ELEVATE Conference, June 7–9, 2026 in Denver.

ELEVATE is a professional development conference specifically for sales and marketing professionals in transportation and logistics. The agenda includes panels with shippers, economists, and industry experts, paired with role-based learning Tracks focused on practical ideas teams are using right now, not just high-level trends.

Given [how challenging the current market has been or CUSTOMIZE with your specific challenge or goal], I see this as an opportunity to bring back insight we can actually apply; how peers are prioritizing work, adjusting strategy, and responding to customer expectations.

The estimated total investment is approximately \$2,100-\$2,200 (TMSA member) or \$2,550-\$2,650 (non-member), covering registration, hotel, and travel. I plan to document key takeaways and share recommendations with the team after the event.

Happy to discuss further.

Thanks,

Slack / Teams Message

Hi [Name] - I'd like to attend TMSA ELEVATE, June 7–9 in Denver.

It's a sales and marketing conference for transportation and logistics with panels from shippers, economists, and industry experts, plus role-based sessions on practical ideas teams are using right now.

Given [how challenging the current market has been or CUSTOMIZE with your specific challenge or goal], I think this is a good use of budget. I plan to bring back insight

we can actually apply: how peers are prioritizing work, adjusting strategy, and responding to customer expectations with limited resources. Total cost is roughly \$2.1–\$2.2K (TMSA member) or \$2.55–\$2.65K (non-member). Happy to share a full breakdown.

Let me know if you'd like to talk it through.

QUESTIONS?

Need Anything Else?

Our team is happy to help. We look forward to seeing you at ELEVATE.

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TMSA ELEVATE CONFERENCE

June 7-9, 2026 | Denver, Colorado

tmsatoday.org | events.tmsatoday.org