



You Want to Be  
at ELEVATE.

Let's Help You  
Get There.

A practical toolkit to help you get approval to attend.

**ELEVATE**  
**TMSA CONFERENCE**

June 7–9, 2026 | Denver, CO

# What's Inside

## 1 The Business Case & ROI

What attendees learn, how it applies to their work, and what the company gets back

## 2 Estimated Investment

A realistic view of registration, travel, and lodging costs

## 3 The Ask

Ready-to-use messages you can copy and send



**ELEVATE**  
TMSA CONFERENCE

# Why ELEVATE Is a Smart Investment

## What You Get as a Professional

- **Connection with peers who get it**

Perspective from others who understand the day-to-day realities of your role, even if you're a team of one.

- **Industry insight you can trust**

Hear directly from shippers, economists, and experts on what's shaping the market and customer expectations.

- **Role-relevant learning**

Role-based Tracks keep the focus on what actually applies to your job.

- **Clearer focus**

Step back from execution and return with better priorities and confidence in your decisions.

## What Your Company Gets

- **A more informed contributor**

Someone who understands market conditions and how they affect customers and revenue.

- **Fewer blind spots**

Exposure to how peers approach similar challenges leads to better ideas and decisions.

- **Stronger alignment**

Shared perspective that helps sales and marketing work together more effectively.

- **Knowledge that extends beyond one person**

Takeaways that can be shared with the broader team.

# Estimated Investment to Attend ELEVATE

## Registration

- Member: \$920
- Non-Member: \$1,385

## Hotel

- Official TMSA hotel rate: \$209 per night
- Resort fee waived; taxes apply
- Typical stay: 3 nights

Estimated hotel total (with taxes): ~\$700–\$725

## Airfare

- Round-trip flight (Eastern U.S. → Denver): ~\$250–\$450

## Ground Transportation & Incidentals

- Airport transportation, meals outside conference programming, misc.: ~\$125–\$225

## Estimated Total Investment

- Member Attendee: ~\$2,100–\$2,200
- Non-Member Attendee: ~\$2,550–\$2,650

*Actual costs may vary based on travel location, booking timing, and individual preferences.*



**ELEVATE**  
**TMSA** CONFERENCE

# The Ask

## Email:

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

Hi \_\_\_\_\_,

I'm requesting approval to attend TMSA ELEVATE, June 7–9, 2026 in Denver.

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

Given how challenging the current market has been, I see this as an opportunity to bring back insight we can actually apply: how others are prioritizing work, adjusting strategy, and responding to customer expectations with limited resources.

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

Happy to discuss further.

Thanks,

## Slack/Teams:

Hi \_\_\_\_\_ — I'm requesting approval to attend TMSA ELEVATE, June 7–9, 2026 in Denver.

It's a sales and marketing conference for transportation and logistics, with panels from shippers, economists, and industry experts, plus role-based Tracks focused on practical ideas teams are using right now, not just trends.

Given how tight the market has been, I see this as a way to bring back insight we can actually apply: how peers are prioritizing work, adjusting strategy, and responding to customer expectations with limited resources.

Estimated total cost is ~\$2.1–\$2.2K (member) or ~\$2.55–\$2.65K (non-member). Happy to share takeaways with the team after.

Let me know if you want to talk it through.

# Need Anything Else?

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



**Jennifer Karpus-Romain**

Executive Director

[jennifer@tmsatoday.org](mailto:jennifer@tmsatoday.org)



**Eileen Dabrowski**

Programs and Member Director

[eileen@tmsatoday.org](mailto:eileen@tmsatoday.org)



**Tiffany Yates**

Operations & HubSpot Systems

Coordinator

[tiffany@tmsatoday.org](mailto:tiffany@tmsatoday.org)