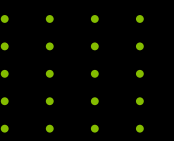




You Want to Be at ELEVATE.

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

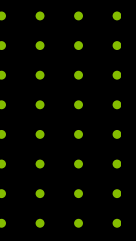
3 The Ask

Ready-to-use messages you can copy and send



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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.



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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.



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