



The Tire Society 2026 Conference Sponsorships

The Tire Society
 c/o Knowledge Works Global, Ltd.
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 Glen Allen, VA 23059
www.tiresociety.org Phone: 1-231-577-6092, Email: tst@am.kwglobal.com

Sponsorship puts your company in front of the Tire Industry's most respected and influential experts at our Annual Conference, while ensuring the critical work of the Tire Society continues to grow in the years to come.

Sponsorship Level	H-Rated Silver	V-Rated Gold	ZR-Rated Platinum
Number Available			1
Donation	\$2,000	\$3,500	\$5,000
Benefits			
Exclusive mention in dedicated mailing to potential registrants			X
Logo on either lanyard or bag			X
Exhibit Space		Space in break / banquet room ¹	Space in break / banquet room ¹
Content played during breaks	Up to 1 minute	Up to 1 1/2 minutes	Up to 2 minutes, played at start or end of break
Content or comparably timed verbal sponsor statement presented during the conference	Up to 1 minute	Up to 1 1/2 minutes	Up to 2 minutes
Profile in Conference program ²	1/4 page	1/2 page	1 full page
Complimentary Conference Registration & Membership	1	2	3
Pull-Up Banner Display ³	Inside Break Room	Break Room Entrance	Main Session Entrance
Logo on Tire Society Website Conference Page, in Conference Mailings/Newsletters/Social Media and shown in Conference Slide Deck	X	X	X
Logo ² in Conference program	X	X	X
Literature available at Registration	X	X	X
Conference Attendee List	X	X	X

¹ZR Sponsor will have a 300 sq. ft. area in the break/banquet room and up to three 8-foot tables available for exhibits. Gold Sponsors will have a 100 sq. ft. area able to accommodate a 10-foot-wide table or display (100 sq. ft.), and one 8-foot table available. Exhibit spaces will be allocated in order of receipt of sponsorship, with the ZR sponsor receiving priority. It is expected that one ZR and the first five Gold Sponsors can be accommodated in the break/banquet room. Booths for other sponsors will be adjacent to the break/banquet room.

²Any content for the Program (advertisement or written profile) must be provided to the Tire Society at tst@am.kwglobal.com by August 1st to be included in the program.

³Sponsors are responsible for supplying and transporting their own banner to display in areas outside of their exhibit space.