



ROAD SAFETY SPONSOR PROGRAM

CONNECT
ENGAGE
PARTNER



trafficsafety.org



ABOUT NETS

The Network of Employers for Traffic Safety (NETS) is a trusted community of employer road safety leaders advancing safety for employees, families, and communities. Members represent private industry and government fleets ranging from fewer than 100 to more than 50,000 vehicles.

BECOME A NETS SPONSOR:

ENGAGE DIRECTLY WITH FLEET & SAFETY DECISION-MAKERS!

The NETS Road Safety Sponsor Program connects leading safety suppliers with employer decision-makers.



AGRICULTURE



CONSUMER
GOODS &
SERVICES



HEALTHCARE



INSURANCE



OIL & GAS



TELECOM-
MUNICATIONS



TRANSPORTATION
SERVICES



UTILITIES



GOVERNMENT/
NON-PROFIT



OTHER

ABOUT THE CONFERENCE

The NETS Strength IN Numbers® Fleet Safety Conference convenes safety, risk, and fleet leaders shaping road safety strategy and implementation.

To expand NETS' reach while preserving what makes our event unique, the 2026 conference will be co-located with the NSC Safety Congress & Expo – with our own dedicated agenda, registration, and exhibit space to ensure the intimate NETS experience remains unchanged.

2026 CONFERENCE AT-A-GLANCE

Event: NETS 2026 Strength IN Numbers® Fleet Safety Conference

Dates: Sept. 15–17, 2026

Location: Indianapolis, Indiana

Venue: Hyatt Regency

Co-Location: NSC Safety Congress & Expo (with NETS stand-alone program & exhibit space)

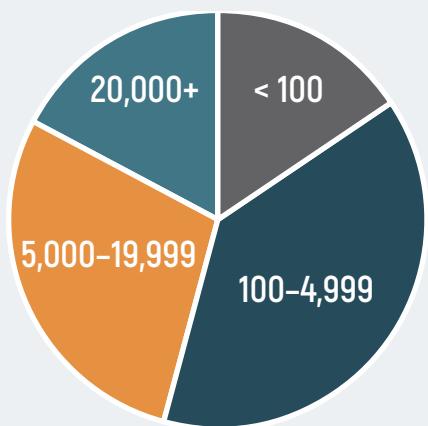
Format: Half-day sector meetings and Annual Road Safety Awards Dinner • Full conference day • Half-day close*

Sponsor Engagement: Exhibits are open during meals and generous breaks so sponsors can attend sessions alongside attendees while still benefiting from focused networking time.

*Subject to change pending agenda finalization.

WHO ATTENDS

ATTENDEE FLEET SIZE (# OF VEHICLES)



More than 84% of attendees operate fleets of 100+ vehicles, including a significant concentration of large, complex, and global operations.

ATTENDEE SENIORITY

Executive (26%)

C-SUITE, PRESIDENTS,
FOUNDERS,
VICE PRESIDENTS

Senior (27%)

DIRECTORS, SENIOR
DIRECTORS

Operational (47%)

MANAGERS, PROGRAM MANAGERS,
CONSULTANTS, ANALYSTS,
SPECIALISTS

Source: survey responses from approximately 70% of 2025 attendees.

2026 THOUGHT LEADERSHIP OPPORTUNITIES

Sponsor Presentations

Speaking opportunities at the NETS Strength IN Numbers® Conference are intentionally limited to ensure practical, case-study-driven learning for attendees.



- » Sponsored speaking opportunities are available **exclusively through the Platinum with Presentation package.**
- » Sponsored presentation slots are *not* awarded on a first-come, first-served basis.
- » All sponsor presentations must be delivered jointly with a NETS member and centered on a real-world case study. *Proposals without a confirmed NETS member partner will not be considered.* If you have a partner who is not a NETS member, incentives are available for them to join NETS prior to the conference. Contact NETS for details.
- » **30-minute general session including Q&A.**
- » Proposals are evaluated based on relevance, quality, and learning value – not sales content.
- » **Proposal deadline: April 1, 2026.**

Sector-Specific Presentations

Sector meetings offer sponsors a more flexible way to engage with peers who share similar operational road safety challenges. These sessions are designed for focused conversations within a specific industry sector.

- » **Available as a \$2,000 add-on for sponsors at all tiers**
- » Offered within four NETS Sector Groups: Insurance, Utility, Supply Chain/HGV, and Agriculture
- » Smaller, focused audiences (typically 15–40 participants)
- » Proposal-based, with approval by the Sector Lead
- » Designed to be **educational and discussion-oriented**, rather than sales presentations
- » **Proposal deadline: June 1, 2026**

Submit presentation proposals:

Sponsor: <https://trafficsafety.org/sponsor-submit/>
Sector: <https://trafficsafety.org/sector-submit/>

All inquiries: lmorrissey@trafficsafety.org

WHY SPONSORS RETURN

- » Direct access to safety, risk, and fleet decision-makers
- » Credible, peer-driven engagement
- » Alignment with a mission-driven road safety community

PARTNERING WITH NETS

Sponsors are integrated into the NETS community as contributors to peer learning, dialogue, and shared progress toward safer roads – not as traditional exhibitors. Sponsorship opportunities are designed to support visibility, relationship-building, and meaningful engagement.



With Presentation: \$20,000

only 4 spots available

Without Presentation: \$13,000

up to 10 spots available

VISIBILITY FOR ONE CALENDAR YEAR

- » Access to the members-only section of NETS website
- » Access to online Road Safety Leaders FORUM
- » Access to NETS' annual STRENGTH in NUMBERS® Benchmark Report
- » Logo featured on NETS website
- » Hyperlink to sponsor's website from NETS website
- » Enhanced NETS Sponsor website: current Sponsor company news, blogs, or other relevant road safety info
- » One article featured in NETSWork monthly newsletter
- » Logo and hyperlink in monthly NETSWork e-newsletter every month
- » One annual informational email blast to NETS members promoting products or services

VISIBILITY AT NETS ANNUAL CONFERENCE

- » One conference-related email blast to conference attendees
- » Name/logo featured in conference promotional materials
- » Dedicated Sponsor Meet & Greet table during breakfast & lunch
- » Complimentary conference registrations: four
- » Banner ads and "exhibit booth" in Whova platform
- » Lead generation through Whova conference app and in-person exhibit booth
- » Dedicated 10' exhibit booth/table space
- » Sponsorship during breaks/lunchtime (logo shown on screen)
- » Sponsorship of conference Breakfast, Lunch, or Break
- » Opportunity to provide attendee gift on conference tables between conference sessions
- » Dedicated Sponsor/NETS Member 30-Minute Presentation during General Sessions (only 4 spots available!)
- » Sponsor company banner displayed at entrance of main conference hall



**Two sponsor companies,
One joint presentation:**

\$28,000

only 1 spot available

- » Two sponsor companies partner, 30% fee reduction shared between companies, includes joint presentation with NETS member at annual conference
- » Both companies receive all PLATINUM Level benefits with one joint NETS Member Case Study Presentation during General Conference Sessions

Sponsorship Sign-up:

<https://trafficsafety.org/sponsor-membership-signup>





Gold Level Sponsorship: \$12,000

up to 6 spots available

VISIBILITY FOR ONE CALENDAR YEAR

- » Access to the members-only section of NETS website
- » Access to online Road Safety Leaders FORUM
- » Access to NETS' annual STRENGTH in NUMBERS® Benchmark Report
- » Logo featured on NETS website
- » Hyperlink to sponsor's website from NETS website
- » Enhanced NETS Sponsor website: current Sponsor company news, blogs, or other relevant road safety info
- » One article featured in NETSWork monthly newsletter

VISIBILITY AT NETS ANNUAL CONFERENCE

- » One conference-related email blast to conference attendees
- » Name/logo featured in conference promotional materials
- » Dedicated Sponsor Meet & Greet table during breakfast & lunch
- » Complimentary conference registrations: three
- » Banner ads and "exhibit booth" in Whova platform
- » Lead generation through Whova conference app and in-person exhibit booth
- » Dedicated 10' exhibit booth/table space
- » Sponsorship during breaks/lunchtime (logo shown on screen)
- » Promotional company video shown during general session (three minutes or less)
- » Opportunity to provide attendee gift on conference tables between conference sessions

Sponsorship Sign-up:

<https://trafficsafety.org/sponsor-membership-signup>



NETS retains discretion in selecting sponsors to further its mission of promoting traffic safety according to the needs, interests, and relevance of the sponsor companies' products and services. Sponsor organizations may be selected based upon products and services that represent new, emerging, or potential concepts for NETS current membership. Sponsor membership may also be limited due to registration deadlines and/or conference venue space restrictions.



Silver Level Sponsorship: \$6,000

up to 10 spots available

VISIBILITY FOR ONE CALENDAR YEAR

- » Access to the members-only section of NETS website
- » Access to online Road Safety Leaders FORUM
- » Access to NETS' annual STRENGTH in NUMBERS® Benchmark Report
- » Logo featured on NETS website
- » Hyperlink to sponsor's website from NETS website
- » Enhanced NETS Sponsor website: current Sponsor company news, blogs, or other relevant road safety info

VISIBILITY AT NETS ANNUAL CONFERENCE

- » One conference-related email blast to conference attendees
- » Name/logo featured in conference promotional materials
- » Complimentary conference registrations: two
- » Banner ads and "exhibit booth" in Whova platform
- » Lead generation through Whova conference app and in-person exhibit booth
- » Dedicated 10' exhibit booth/table space
- » Sponsorship during breaks/lunchtime (logo shown on screen)

Bronze Level Sponsorship: \$4,000

no conference exhibit table,
unlimited spots available



VISIBILITY FOR ONE CALENDAR YEAR

- » Access to the members-only section of NETS website
- » Access to online Road Safety Leaders FORUM
- » Access to NETS' annual STRENGTH in NUMBERS® Benchmark Report
- » Logo featured on NETS website
- » Hyperlink to sponsor's website from NETS website
- » Enhanced NETS Sponsor website: current Sponsor company news, blogs, or other relevant road safety info

VISIBILITY AT NETS ANNUAL CONFERENCE

- » One conference-related email blast to conference attendees
- » Name/logo featured in conference promotional materials
- » Complimentary conference registrations: one
- » Banner ads and "exhibit booth" in Whova platform
- » Lead generation through Whova conference app and in-person exhibit booth
- » Sponsorship during breaks/lunchtime (logo shown on screen)

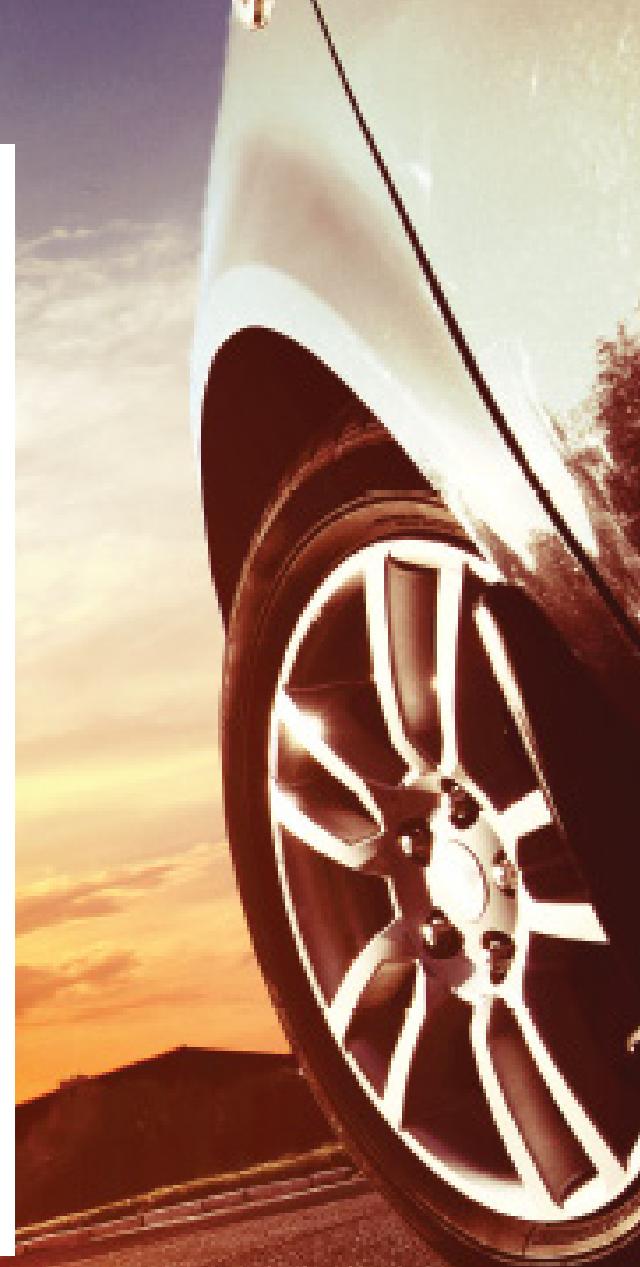
SPONSORSHIP FEATURES	BRONZE \$4,000	SILVER \$6,000	GOLD \$12,000	PLATINUM \$13,000	PLATINUM \$20,000
VISIBILITY THROUGHOUT THE YEAR					
Access to the members-only section of NETS website	✓	✓	✓	✓	✓
Access to online Road Safety Leaders FORUM	✓	✓	✓	✓	✓
Access to NETS' annual STRENGTH in NUMBERS® Benchmark Report	✓	✓	✓	✓	✓
Logos featured on NETS website	✓	✓	✓	✓	✓
Hyperlink to sponsor's website from NETS website	✓	✓	✓	✓	✓
Enhanced NETS Sponsor website: current Sponsor company news, blogs, or other relevant road safety info	✓	✓	✓	✓	✓
One article featured in NETSWork monthly newsletter			✓	✓	✓
Logo and hyperlink in monthly NETSWork e-newsletter every month				✓	✓
One annual informational email blast to NETS members promoting products or services				✓	✓
VISIBILITY AT NETS ANNUAL CONFERENCE					
One conference-related email blast to conference attendees, conference mailing list of registered attendees provided	✓	✓	✓	✓	✓
Name/logo featured in conference promotional materials	✓	✓	✓	✓	✓
Dedicated Sponsor Meet & Greet table during breakfast & lunch			✓	✓	✓
Complimentary conference registrations	1	2	3	4	4
Banner ads and "exhibit booth" in Whova platform	✓	✓	✓	✓	✓
Lead generation through Whova conference app and in-person exhibit booth	✓	✓	✓	✓	✓
Dedicated 10' exhibit booth/table space		✓	✓	✓	✓
Sponsorship during breaks/lunchtime (logo shown on screen)	✓	✓	✓	✓	✓
Promotional company video shown during general session (three minutes or less)			✓		
Sponsorship of conference Breakfast, Lunch, or Break				✓	✓
Opportunity to provide attendee gift on conference tables between conference sessions			✓	✓	✓
Dedicated Sponsor/NETS Member Case Study Presentation during General Sessions (limited availability)					✓
Sponsor company banner displayed at entrance of main conference hall				✓	✓
NETS Platinum Level Partner Sponsorship Opportunity					
Both companies receive all PLATINUM Level benefits with one joint NETS Member Case Study Presentation during General Conference Sessions. (30% fee reduction)					PLATINUM PARTNER \$28,000

HELP US WITH MEMBERSHIP RECRUITMENT AND RECEIVE **ADDITIONAL VALUE!**

Proactively promote the NETS mission to employers within your network circle and receive a discount on your next sponsorship renewal! Earn a \$500 credit **for each new member** (up to three total) who signs up for membership within 90 days of your referral. In addition, any non-NETS member who registers for the conference based on your referral may receive a discounted Sponsor Referral Conference rate.

If you wish to become a sponsor or if you have questions about any part of the NETS Road Safety Sponsor Program, please contact:

Lynda Morrissey
NETS Operations Manager
LMorrissey@trafficsafety.org



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