



WHEATON | BEKINS EVENT PROSPECTUS

WHEATONBEKINS.COM

HEADLIGHTS LIVE

Monthly during Peak Season

MARKETING SUCCESS GROUP

Monthly

VAN LINE SUMMIT & AWARDS GALA

Charleston, February 16-18, 2027

BOOT CAMP | SALES TRAINING & MARKETING SUMMIT

Indianapolis, Fall 2026

ABOUT WHEATON | BEKINS

Wheaton | Bekins is one of the world's most highly regarded providers of transportation services. The van line owns five household goods relocation brands, including Wheaton World Wide Moving, Bekins Van Lines, Stevens Worldwide Van Lines, Arpin Van Lines and Clark & Reid. The van line is the fourth largest household goods carrier. Headquartered in Indianapolis, Ind., through its brands Wheaton | Bekins offers private and corporate domestic and international household goods relocation services as well as special commodities and logistic services. The van line is partner to more than 350 agents nationwide.

THANK YOU TO OUR 2026 GALA SPONSORS!

PINNACLE				
DIAMOND				
PLATINUM				
SILVER				
BRONZE				
				

THANK YOU TO OUR WINTER 2025 SALES TRAINING SPONSORS!

DIAMOND			
PLATINUM			
GOLD			SILVER 
BRONZE			

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PARTNER COMPANIES



Join us at the 2027 Van Line Summit & Awards Gala, the only annual in-person exhibit hall event for Wheaton and Bekins agents. Set in downtown Charleston at the Charleston Marriott Hotel, this dynamic event offers unparalleled opportunities to develop relationships with agency owners and general managers from the more than 350 Wheaton | Bekins agents in the network.

With additional sponsorship opportunities for the van line's monthly virtual webinars, and Fall 2026 Boot Camp | Sales Training & Marketing Summit, the van line event schedule offers your business the frequency you need to build and maintain brand recognition with your target market.

More than a series of meetings, the Wheaton | Bekins event schedule provides the chance to expand your business and professional network.

➤ WHY BRING YOUR TEAM TO CHARLESTON?

In the household goods moving and storage industry, van lines and third party vendors work together to give customers a moving experience.

➤ WHO ATTENDS THE VAN LINE SUMMIT & AWARDS GALA?

- Wheaton World Wide Moving agent representatives from across the country, including agency owners, general managers and some sales managers / directors
- Bekins Van Line agent representatives from across the country, including agency owners and general managers and some sales managers / directors
- Agents of the Year, Drivers of the Year, the Lifetime Achievement Award Winner & the Extra Mile Award Winner
- Wheaton | Bekins Leadership Team, including CEO Jim Gaw, CFO Kyle Patz, CIO Christian Fordham, and Vice Presidents Fred McBroom (Agency Development & Claims), Kevin Miller (Operations) and April Milner (Sales, Marketing & Move Management)
- Wheaton | Bekins Directors, including Laura Pung (Claims), Ryan Lamar (Business Development), Paul Salmon (Eastern Regional Sales), Roger Wise (Western Regional Sales) and Jaymie Shook (Marketing)
- Third Party Vendors attending as Sponsors and / or Exhibitors, including representatives of such verticals as Auto Transport, Crating, Equipment, Insurance, International Shipping, Leads, Marketing, Non-Profits, Packaging, Pet Shipping, Printing Services, Relo Services, Software, and Uniforms / Apparel



➤ WHO ATTENDS THE SALES TRAINING & MARKETING SUMMIT?

- Wheaton World Wide Moving agent sales people and marketing professionals
- Bekins Van Line agent sales people and marketing professionals
- Presidents Club winners, Leaders Club winners, and Achievers Club winners personally invited by their RSD
- Wheaton | Bekins Leadership Team, including CEO Jim Gaw and Vice Presidents Fred McBroom (Agency Development & Claims) and April Milner (Sales, Marketing & Move Management)
- Wheaton | Bekins Directors, including Laura Pung (Claims), Ryan Lamar (Business Development), Paul Salmon (Eastern Regional Sales), Roger Wise (Western Regional Sales) and Jaymie Shook (Marketing)
- Third Party Vendors attending as Sponsors and / or Exhibitors, including representatives of such verticals as Auto Transport, Crating, International Shipping, Leads, Marketing, Printing Services, Relo Services, Software, and Uniforms / Apparel
- In Fall 2026, the STMS will take place alongside Boot Camp, which will bring Wheaton and Bekins network operations folks and owners to talk about hauling opportunities (not occurring in Fall 2025)

➤ WHO ATTENDS THE MONTHLY HEADLIGHTS LIVE WEBINARS?

- Between 60 and 80 Wheaton & Bekins agent representatives, including agency owners, general managers, sales managers / directors, sales people, and marketing professionals
- Wheaton | Bekins Leadership Team, including CEO Jim Gaw, CFO Kyle Patz, CIO Christian Fordham, and Vice Presidents Fred McBroom (Agency Development & Claims), Kevin Miller (Operations) and April Milner (Sales, Marketing & Move Management)
- Wheaton | Bekins Directors, including Laura Pung (Claims), Ryan Lamar (Business Development), Paul Salmon (Eastern Regional Sales), Roger Wise (Western Regional Sales) and Jaymie Shook (Marketing)

➤ WHO ATTENDS THE MONTHLY MARKETING SUCCESS GROUP?

- Between 15 and 25 Wheaton and Bekins agent representatives, including sales managers / directors, sales people, and marketing professionals
- Wheaton | Bekins Leadership Team, including CEO Jim Gaw and April Milner (Sales, Marketing & Move Management)
- Wheaton | Bekins Directors, including Ryan Lamar (Business Development), Paul Salmon (Eastern Regional Sales), Roger Wise (Western Regional Sales) and Jaymie Shook (Marketing)

IMPORTANT DATES & SCHEDULING INFORMATION

➤ SALES BEGIN FOR SALES TRAINING & MARKETING SUMMIT (STMS) SPONSORS

TBD - Sponsorship sales are open to all vendors.

➤ SALES BEGIN FOR VAN LINE SUMMIT & AWARDS GALA (GALA)

Tuesday, September 1, 2026 - Exhibitor and sponsorship sales are open exclusively to last year's sponsors.
Tuesday, September 15, 2026 - Exhibitor and sponsorship sales are open to all vendors.

➤ STMS SPONSOR ITEMS DUE TO WHEATON | BEKINS

TBD - All registration bag sponsor items for the Sales Training & Marketing Summit must be received at Wheaton | Bekins.

➤ SALES BEGIN FOR HEADLIGHTS LIVE & MARKETING SUCCESS GROUP SPONSORS

Tuesday, December 1, 2026 - Sponsorship sales are open to all vendors.

➤ HOTEL RESERVATION CUT-OFF

Friday, January 22, 2027 - The Charleston Marriott will no longer honor the group room rate after this date.

➤ SCHEDULE YOUR TRAVEL

Monday, January 25, 2027 - If you've not already scheduled your flights / rental cars / other modes of travel, make sure you do so by today. If you plan to leave the event Thursday right after exhibit breakdown (i.e. do not plan to stay for the Thursday Awards Dinner and After-Party, please email wheatonmarketing@wvlcorp.com by Jan. 26 so catering numbers can be updated).

➤ GALA SPONSOR ITEMS DUE TO WHEATON | BEKINS

Monday, January 25, 2027 - All registration bag sponsor items for the Van Line Summit & Awards Gala must be received at Wheaton | Bekins.

➤ GALA EXPO HALL HOURS

Exhibiting vendor partners are welcome to attend all business sessions at the Van Line Summit & Awards Gala, but here is the exhibit hall schedule if your time is limited. Times subject to change. For more details, see section 10, Exhibit Hours, of the Rules & Regulations on page 11.

Tuesday, Feb. 16, 2027

If we have enough vendors choose to sponsor a Welcome Reception, the exhibit hall will be open from 6 - 9 PM, with exhibitor setup occurring from 4-6 PM.

Wednesday, Feb. 17, 2027

7-8 AM	Exhibitor setup
8-9 AM	Breakfast; Exhibits open (prize giveaway at 8:30 AM)
11 AM - 11:30 AM	Break; Exhibits open (prize giveaway at 11:15 AM)
11:30 - 12:30 PM	Luncheon; Exhibits open (prize giveaway at 12 PM)
5:30 - 7:30 PM	Cocktail/Awards reception; Exhibits open

Thursday, Feb. 18, 2027

8-9 AM	Breakfast; Exhibits open (prize giveaway at 8:30 AM)
10-10:30 AM	Break; Exhibits open (prize giveaway at 10:15 AM)
12-1 PM	Luncheon; Exhibits open (prize giveaway at 12:30 PM)
1-3 PM	Exhibit hall breakdown

Just like at the previous events, the van line will offer prizes to those agents who visit all exhibitor booths.

VAN LINE SUMMIT & AWARDS GALA SCHEDULE

➤ **Tuesday, February 16, 2027**

6 PM – 9 PM: Welcome Reception (Subject to change pending sponsor opt-ins)

➤ **Wednesday, February 17, 2027**

9 AM – 11 AM: Business Session

11:30 – 12:30 PM: Luncheon

12:30 – 1:30 PM: Welcome Remarks

1:30 – 2:30 PM: Keynote Address

2:30 – 5 PM: Business Session

5:30 – 7:30 PM: Cocktail Reception with Awards

Categories to be awarded this evening include Spire, Customer Loyalty and Years of Service.

➤ **Thursday, February 18, 2027**

9 – 10 AM: Business Session

10 AM: 30-Minute Break

10:30 – 12 PM: Business Session

12 – 1 PM: Luncheon

1 – 2 PM: Business Session

2 PM: 15-Minute Break

2:15 – 3:30 PM: Business Session

3:30 – 4 PM: Business Session

4 PM: 90-Minute Break

5:30 – 8:30 PM: Dinner with Special Awards

Categories to be awarded this evening include Individual Sales Clubs, Group Hauling, Group Sales, Drivers of the Year, Lifetime Achievement Award, Rookie of the Year, Top Overall NAT Salesperson, Top Overall COD Salesperson, Top Overall Hauler, Top 10 National Account Sales, and Agents of the Year.

9 – 11 PM: After-Party Celebration

SALES TRAINING & MARKETING SUMMIT SCHEDULE

Day One

9 AM: Welcome Remarks

9:30 AM: Keynote

11 AM: 15-Minute Break

11:15 AM: Business Session

12 PM: Luncheon

1 PM: Business Session

3 PM: 15-Minute Break

3:15 PM: Business Session

5 PM: 1-Hour Break

6-9 PM: Reception

Day Two

9 AM: Business Session

9:45 AM: Breakouts (Sales, Marketing)

12:30 PM: Luncheon

1:30 PM: Business Session

2:30 PM: Business Session

3:30 PM: 15-Minute Break

3:45 PM: Closing Remarks

4:30 PM: 90-Minute Break

6-9 PM: Reception

SPONSOR & LEVEL EXHIBITOR RULES & REGULATIONS

Third party vendor companies (Participant), by purchase of a booth or sponsorship, agree to abide by the following terms and conditions as managed by Wheaton | Bekins (Organizer):

1. Eligibility: To purchase a booth or sponsorship, a participant must be in good standing with the Organizer and its agent representatives and remain in good standing through the end of the event you've registered to attend.

2. Company Information: Your company information will be shared with the general contractor to help execute sponsorship benefits.

3. Participant Code of Conduct:

Personnel representing the Participating company shall be dressed for the professional environment of the event. Participants dressed in an inappropriate manner may be ejected from the event or requested to modify their dress at the sole discretion of the Organizer.

Discrimination and Harassment: Participant agrees that any form of discrimination or harassment by company personnel based on a person's sex (including pregnancy), race, color, religion, national origin, disability, age, sexual orientation, veteran status, genetic information, or other status protected by law will not be tolerated at any Wheaton | Bekins events. Conduct that is discriminatory or offensive to a reasonable person is inappropriate at Wheaton | Bekins events and violates this policy, even if it does not meet the legal definition of unlawful misconduct. Personnel in violation of this policy must leave the premises immediately, without a refund. Personnel must always conduct themselves in a professional manner. Behavior, displays or demonstration that is in any way demeaning, threatening, coercing, and/or abusive, including profane language, or offensive gestures is prohibited. Personnel or displays in violation of this policy will be required to leave the premises immediately, and they along with their employer at the time of the violation may be prohibited from attending Wheaton | Bekins events the following year. Organizer has sole discretion in determining what constitutes a violation of this section, and what sanction is taken.

Should the Participant misrepresent any product or article displayed in a booth, the Organizer may forth with and without any liability whatsoever, terminate this contract for such booth and require the Participant to remove from the premises all its products, equipment, and furniture.

4. Badges: Meeting attendees must wear their badge to access meeting events. Each badge is unique to the registrant and may not be sold, given, or transferred to another individual once printed. For security reasons, Participant must wear, possess, and present their credentials at events. Badges must be worn clearly on the outside layer of clothing while participating in any Wheaton | Bekins event. If credentials are not worn or presented correctly by a Participant, the Organizer reserves the right to deny that Participant's entry into the events. For security reasons, badge swapping is not permitted. Any violation of this policy may result in the removal from an event and the cancellation of the registration associated with the badge, without receiving a refund. In addition, the Organizer reserves the right to deny registration for future events.

SPONSOR & LEVEL EXHIBITOR RULES & REGULATIONS

5. Space Assignments: Exhibit space will be assigned on a first-come, first-served basis. Each company is permitted to purchase one booth only. Any additional booths purchased will be automatically canceled. The organizer reserves the right to adjust booth locations and make final space assignments as needed. All decisions regarding space allocation are at the sole discretion of the organizer.

6. Space Usage: Participants shall not sublet or share space provided by the Organizer. Any space not occupied by the close of the installation period will be forfeited and may be resold or reassigned at the discretion of the Organizer. Participants may not block the view of neighboring exhibitors, and all items must remain within the assigned space. Distribution of literature, product samples, or other materials is limited to the exhibitor's purchased space. Distribution of brochures, gifts, promotional items, or giveaways outside of the assigned booth or designated sponsor activation areas is strictly prohibited, unless expressly authorized in writing by the Organizer.

7. Official Service Contractor: The hotel and its AV vendor are the official service contractors to ensure orderly and efficient installation, operation, removal of the displays and to minimize confusion by the presence or solicitation of unknown or unqualified firms. Participants should reach out to the appropriate hotel contact for information on material handling, furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, computer rental, and recommended transportation carriers.

8. Carry In Policy: Exhibitors may carry in items, one at a time. No item(s) may be rolled into the exhibit hall. The official contractor will stop all roll-in sets up and require contract labor to manage the material handling of your items. Fees for material handling will be charged to the exhibitor.

9. Gala Exhibit Hours

Tuesday, February 16, 2027

If we have enough vendors choose to sponsor a Welcome Reception, the exhibit hall will be open from 6 - 9 PM, with exhibitor setup occurring from 4-6 PM.

Wednesday, Feb. 17, 2027

7-8 AM Exhibitor setup

8-9 AM Breakfast; Exhibits open (prize giveaway at 8:30 AM)

11 AM - 11:30 AM Break; Exhibits open (prize giveaway at 11:15 AM)

11:30 - 12:30 PM Luncheon; Exhibits open (prize giveaway at 12 PM)

5:30 - 7:30 PM Cocktail/Awards reception; Exhibits open

Thursday, Feb. 18, 2027

8-9 AM Breakfast; Exhibits open (prize giveaway at 8:30 AM)

10-10:30 AM Break; Exhibits open (prize giveaway at 10:15 AM)

12-1 PM Luncheon; Exhibits open (prize giveaway at 12:30 PM)

1-3 PM Exhibit hall breakdown

SPONSOR & LEVEL EXHIBITOR RULES & REGULATIONS

10. Safety Regulations: The use or storage of flammable liquids, gases, or solids will not be permitted. Participants must adhere to all municipal and state laws, rules, and regulations. No combustible decorations are permitted, and other materials must comply with the local fire department regulations.

11. Food and Beverage: Food and beverage service is not permitted within your exhibit space. An exception is made for small, individually wrapped candy. Please note that equipment such as coffee machines or beverage dispensers is strictly prohibited.

12. Organizer, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of any Participant property because of fire, theft, or accidents or other causes.

13. Liability: Participant shall be fully responsible for paying any and all damages to property or center, its owners or managers, which results from any act or omission of Participant. Participant agrees to defend, indemnify, and hold harmless the hotel and center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Participants' use of the property. Participants' liability shall include all losses, costs, damages, or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Participant, its agents, employees, and business invitees which arise from or out of the Participant's occupancy and use of premises, the Venue or any part thereof.

14. Payment: Full payment is due at time of registration or, if paying by check, 7 days after registration form is submitted and received. Organizer reserves the right to cancel and reassign exhibit space if payments are not received within 7 days of form submission.

15. Cancellation and Refunds:

Participant Cancellation Policy: To cancel your sponsorship or exhibit booth, please send a written notice of cancellation to wheatonmarketing@wvlcorp.com by the following dates:

90 Days Prior to Event Date: Cancellation fee will be equal to 50% of the total exhibition or sponsorship fee, plus 10% administrative fees.

60 Days Prior to Event Date. The cancellation fee will be equal to 75% of the total exhibition or sponsorship fee, plus 10% administrative fees.

30 Days Prior to Event Date: Cancellation fee will be equal to 100% of the total exhibition or sponsorship fee, plus 10% administrative fees.

SPONSOR & LEVEL EXHIBITOR RULES & REGULATIONS

Cancellation by Organizer: In the event the meeting is canceled due to inclement weather, acts of God, strikes, lockouts, acts of the elements, or other acts or occurrences beyond the Organizer's control, the Participant shall not have any right to claim a refund for money paid by the Participant to Organizer. In rare circumstances, acts or events beyond the Organizer's reasonable control may require the cancellation of the event. The organizer will not be responsible for any additional damages, fees, or costs associated with a cancellation. If the Organizer cancels or postpones the event, the Organizer will apply funds as a credit toward the following year. Registrations will be fully transferable to other colleagues at your organization.

16. Amendment of Terms and Conditions: All matters or questions not specifically covered by the terms and conditions shall be subject solely to the decision of the Organizer and the Venue. These rules and regulations may be amended at any time by the Organizer and the Venue. All amendments shall be binding.

17. Important Note: Exhibit and sponsorship purchases will only be accepted online. No faxes or phone calls will be accepted.

18. 2026-2027 RISK AND LIABILITY STATEMENT: By registering for any Wheaton | Bekins event, all attendees agree to comply with the Wheaton | Bekins Code of Conduct and Safety Policy. All attendees agree to comply with the following Risk and Liability statement:

The Coronavirus and Bird Flu pandemics have heightened the inherent risk of attending live events and participating in group activities. With this circumstance in mind, Wheaton | Bekins is taking all legal, prudent, and advisable measures to minimize the risk of virus transmission between people during its events.

I acknowledge these risks, and others, and agree to take full personal responsibility for them. I will not hold any person or organization accountable should I contract an illness or should anything else happen to me due to my participation in Organizer's events.

I agree to monitor my own health status and will not attend the event if I am symptomatic in any way, or if I believe I have been exposed to someone with Coronavirus, Bird Flu, or another transmissible illness. If I am symptomatic, I will not come to the Organizer's events.

I am aware that if I show up and am refused entrance due to symptoms, I will not receive a refund. All requirements are subject to change and adjustments may be made to the policy based on the most current U.S. Centers for Disease Control and Prevention (CDC) guidelines.

EVENT SPACE MAP

TBD

EXPO HALL MAP

Charleston Marriott | Charleston, SC

Map Coming Soon!



SPONSOR BENEFITS



All Gala Sponsorships (NOT Sales Training & Marketing Summit, Headlights Live, or Marketing Success Group sponsorships) include an exhibit table, admission for two (2) to all sessions, a link to your company's website from the event website, and the opportunity to place company literature and / or promo items in attendees' welcome bags.

All Sales Training & Marketing Summit Sponsorships include a link to your company's website from the event website and the opportunity to place company literature and / or promo items in attendees' welcome bags. An exhibit table is NOT included in all sponsorships for this event.

Send literature and / or promo items to Wheaton | Bekins, Attn: Jaymie Shook, 8010 Castleton Road, Indianapolis, IN 46250.

- All items for the Van Line Summit & Awards Gala must be received by Monday, January 25, 2027.
- All items for the Sales Training & Marketing Summit must be received by [DATE TBD].

SPONSOR & EXHIBITOR BOOTH PACKAGES

	Pinnacle	Diamond	Platinum	Gold	Silver	Bronze	Booth Only
Package Cost	\$8,500	\$7,500	\$6,500	\$5,500	\$4,500	\$3,500	\$2,500
Price for Additional Representatives	\$499	\$549	\$599	\$649	\$699	\$749	\$799
Size of Signage Announcing Sponsored Event, if applicable	24" x 36"	24" x 36"	18" x 24"	16" x 20"	11" x 17"	8.5" x 11"	
Branding Opportunities							
Logo included on entrance hall signage							
Custom social media badge to post leading up to the event							
Hyperlink added to one event e-blast	Linked logo	Linked logo	Linked text				
30-60-second Video posted by van line in Wheaton Bekins private Facebook group (video provided by vendor)							
Attendee List Pre- and post-conference attendee list with email, phone numbers and physical addresses. Includes only attendees who have consented to be listed.							

GALA BOOTH PACKAGES

GALA PINNACLE SPONSORSHIPS | \$8,500

➤ WELCOME RECEPTION SPONSORS (MULTIPLE AVAILABLE)

Always our most popular event at the Partnership Conference, the Welcome Reception is the only general session that occurs prior to the first day of meetings. A full, open bar and heavy hors d'oeuvres will be served during the 3-hour event the evening before the meeting kicks off.

Following the Welcome Reception, Wheaton | Bekins will send a highlights email with quotes, photos, etc., from that day's sessions. Reception sponsor logos will be featured in this email. Sponsors are also welcome to come up with one highlight for the day and provide one photo of your attendees for the day (not mandatory) that must be sent to wheatonmarketing@wvlcorp.com no later than 9 pm local time the night of the reception (Tuesday, February 16, 2027).

Wheaton | Bekins will add the event to the Van Line Summit & Awards Gala ONLY IF sufficient sponsors opt in.

GALA DIAMOND SPONSORSHIPS | \$7,500

➤ REGISTRATION & HELP DESK SPONSOR

Your logo and sponsorship will be featured in the van line's "Know Before You Go" email to attendees. Your logo will appear at the registration table / help desk and on the event map. You'll also receive an announcement of your sponsorship during the conference, signage at the table alongside the van line's logo, and acknowledgment in the event website.

➤ EXHIBIT HALL SPONSOR

Your logo will appear at the door at the entrance to the Exhibit Hall (Wednesday and Thursday). The room will be referred to as the "[Sponsor] Exhibit Hall" throughout the event. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

➤ AWARDS RECEPTION SPONSOR

The evening after the Keynote Speech and first general business sessions will feature an awards cocktail reception with an open bar. Award winners at this event will be recognized for Individual Sales, Spire, Customer Loyalty and Years of Service. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

➤ AWARDS GALA SPONSOR

The culminating session of the event, the Awards Gala is the key driver of attendance for the Van Line Summit & Awards Gala event. At this session, van line executives award the Group Sales, Top 10 National Account Sales, Group Hauling, Drivers of the Year, Lifetime Achievement Award, Top Hauler Award, Rookie of the Year, Top COD Salesperson Award, Top NAT Salesperson Award, and Agents of the Year. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

➤ CLOSING EVENT SPONSOR

Leave a lasting impression as the Closing Event sponsor. Immediately following the Awards Gala, the van line will present an "after hours" celebration. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

GALA PLATINUM SPONSORSHIPS | \$6,500

- **KEYNOTE SPEECH DAY 1 SPONSOR**
One of the first events of the day Tuesday will be our keynote speech. As sponsor, you'll receive an announcement of your sponsorship pre-event in our keynote speaker reveal email, company logo prominently displayed during keynote speech, and acknowledgment on the event website.
- **KEYNOTE SPEECH DAY 2 SPONSOR**
One of the first events of the day Wednesday will be our keynote speech. As sponsor, you'll receive an announcement of your sponsorship pre-event in our keynote speaker reveal email, company logo prominently displayed during keynote speech, and acknowledgment on the event website.
- **WI-FI SPONSOR**
Help attendees stay connected as the Wi-Fi sponsor! This sponsorship includes a custom SSID and password for the conference Wi-Fi, with branded cards on all the tables in the general session room providing the information and featuring your logo. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.
- **KEEPSAKE GIVEAWAY SPONSOR**
As sponsor, you'll receive your company logo on a giveaway item for all agent attendees (to be ordered by Wheaton | Bekins with supplied exhibitor logo), an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.
- **GUESTROOM SPONSOR**
All Wheaton | Bekins guests at the Adolphus Hotel will receive key cards with your logo on them (to be ordered by Wheaton | Bekins with supplied exhibitor logo). You'll also receive an announcement of your sponsorship during the conference, and acknowledgment on the event website.
- **REGISTRATION BAG SPONSOR**
Your company logo will appear on attendees' welcome bags given at registration bag (to be ordered by Wheaton | Bekins with supplied exhibitor logo). As sponsor, you'll also receive acknowledgment on the event website.

GALA GOLD SPONSORSHIPS | \$5,500

➤ **GROUP OUTING SPONSORS (MULTIPLE AVAILABLE)**

In 2019 (Miami), 2021 (Nashville), attendees of the Wheaton | Bekins Partnership Conferences enjoyed food tours of the city, in 2024 (Las Vegas) we spent an evening at the Sphere, and in 2025 (Dallas) the group enjoyed an afternoon at the Cidercade. These outings are always fun, and we hope to offer attendees something memorable in Charleston!

Wheaton | Bekins will add the Group Outing event to the Van Line Summit & Awards Gala ONLY IF sufficient sponsors opt in.

➤ **PHOTOGRAPHY SPONSOR**

Event photographers will capture the memories at conference. As the photography sponsor, your logo will be added to the page where attendees can go to download their photos. You'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **REGISTRATION FOLDER SPONSOR**

Vendor literature will be stuffed into a folder, which will be placed in the Registration Bags. The folder will be the white, two-pocket variety to be ordered by Wheaton | Bekins with supplied exhibitor logo. As sponsor you'll also receive acknowledgment on the event website.

➤ **COUPON SPONSOR**

A flyer outlining discounts to local businesses will be supplied to attendees when they check in at the Registration desk. The flyer will feature supplied exhibitor logo. As sponsor you'll also receive acknowledgment on the event website.

➤ **DAILY HIGHLIGHTS EMAIL SPONSOR 1**

Following the first day of the event (Wednesday), Wheaton | Bekins will send a highlights email with quotes, photos, etc., from that day's sessions. Your logo will be featured in this email. You're also welcome to come up with one highlight for the day and provide one photo of your attendees for the day (not mandatory).

➤ **DAILY HIGHLIGHTS EMAIL SPONSOR 12**

Following the second day of the event (Thursday), Wheaton | Bekins will send a highlights email with quotes, photos, etc., from that day's sessions. Your logo will be featured in this email. You're also welcome to come up with one highlight for the day and provide one photo of your attendees for the day (not mandatory).

GALA SILVER SPONSORSHIPS | \$4,500

➤ **BREAKFAST DAY 1 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **BREAKFAST DAY 2 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **LUNCHEON DAY 1 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **LUNCHEON DAY 2 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **CHECK-IN SNACK SPONSOR**

A prepackaged snack will be supplied to attendees when they check in at the Registration desk. The snack will include a tag with supplied exhibitor logo. As sponsor you'll also receive acknowledgment on the event website.

➤ **ICE BREAKER SPONSOR**

Your logo will be included on the conversation starter cards that will be placed on tables in the exhibit space and the general session space. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **CHECK-IN SNACK SPONSOR**

A prepackaged snack will be supplied to attendees when they check in at the Registration desk. The snack will include a tag with supplied exhibitor logo. As sponsor you'll also receive acknowledgment on the event website.

GALA SILVER SPONSORSHIPS | \$4,500

➤ DAY 1 SNACK SPONSOR

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ DAY 2 SNACK SPONSOR

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ SMALL GROUP MEET-UP SPONSORS (4 AVAILABLE)

- New Agents and First Time Attendees will get together with hosts Fred McBroom, Tim Grimes, and the Small Group Meet-Up Sponsor.
- Marketing Success Group members will meet up with hosts Jaymie Shook, Madi Hill, and the Small Group Meet-Up Sponsor.
- Wheaton | Bekins Young Professionals will be invited to gather for continued education topics with hosts Paul Salmon, Roger Wise, and the Small Group Meet-Up Sponsor.
- Wheaton | Bekins Silver Certified Agents will get together with hosts Ryan Lamar, April Milner, and the Small Group Meet-Up Sponsor.

GALA BRONZE SPONSORSHIPS | \$3,500

All Bronze Sponsorships include your exhibit booth and admission for two (2) people to all general conference activities. Each booth will include a skirted table, two chairs, an identification sign and a wastebasket. Additional personnel may be added through individual attendee registrations.

The Bronze sponsorship includes your logo on presentation slides and exhibit hall signage, plus acknowledgement from van line executives.

➤ JUST WANT AN EXHIBIT BOOTH?

Exhibit booth fee (\$2,500) includes admission for two (2) representatives to all conference activities. Each booth will include a table, two chairs, an identification sign and a wastebasket. Additional personnel may be registered at an add-on attendee rate of \$799/person. Booth spaces are assigned by Wheaton | Bekins and determined by order of reservation. Premium booth spaces are reserved for Pinnacle, Diamond, and Platinum sponsors.

SALES TRAINING & MARKETING SUMMIT SPONSORSHIPS

All Sales Training & Marketing Summit Sponsorships include a link to your company's website from the event website and the opportunity to place company literature and / or promo items in attendees' welcome bags. THERE IS NO EXHIBIT HALL AT THIS EVENT, so an exhibit table is NOT included in sponsorships for the Sales Training & Marketing Summit.

Attendance at the event is ONLY extended to Diamond and Platinum Sponsors.

Please read through your sponsorship description before booking any travel.

Send literature and / or promo items to Wheaton | Bekins, Attn: Jaymie Shook, 8010 Castleton Road, Indianapolis, IN 46250.

- All items for the Sales Training & Marketing Summit must be received by [DATE].

STMS DIAMOND SPONSORSHIPS | \$4,000

REGISTRATION & HELP DESK SPONSOR

Your logo and sponsorship will be featured in the van line's "Know Before You Go" email to attendees. Your logo will appear at the registration table / help desk, and you're welcome to send two representatives to staff the desk. You'll also receive an announcement of your sponsorship during the training, signage at the table alongside the van line's logo, and acknowledgment in the event website.

NIGHT ONE RECEPTION SPONSOR

The first evening of the event will feature an entertainment event like last year's local trivia master, The QuiZZler, who led our sales and marketing teams through a fun contest. The Reception Sponsor may send two representatives to staff a welcome table at the event. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

NIGHT TWO RECEPTION SPONSOR

The second evening of the event will feature an entertainment event like last year's Pins Mechanical night, featuring duck pin bowling. The Reception Sponsor may send two representatives to staff a welcome table at the event. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

STMS PLATINUM SPONSORSHIPS | \$3,000

➤ KEYNOTE SPEECH SPONSOR

One of the first events of the day Tuesday will be our keynote speech. As sponsor, you may send one representative to the event. You'll receive an announcement of your sponsorship pre-event in our keynote speaker reveal email, company logo prominently displayed during keynote speech, and acknowledgment on the event website.

➤ DAILY HIGHLIGHTS EMAIL SPONSOR 1

Following the first day of the event (Tuesday), Wheaton | Bekins will send a highlights email with quotes, photos, etc., from that day's sessions. As sponsor, you may send one representative to the event. Your logo will be featured in this email. You're also welcome to come up with one highlight for the day and provide one photo of your attendee for the day (not mandatory).

➤ DAILY HIGHLIGHTS EMAIL SPONSOR 2

Following the second day of the event (Wednesday), Wheaton | Bekins will send a highlights email with quotes, photos, etc., from that day's sessions. As sponsor, you may send one representative to the event. Your logo will be featured in this email. You're also welcome to come up with one highlight for the day and provide one photo of your attendee for the day (not mandatory).

➤ WI-FI SPONSOR

Help attendees stay connected as the Wi-Fi sponsor! This sponsorship includes a custom SSID and password for the conference Wi-Fi, with branded cards on all the tables in the general session room providing the information and featuring your logo. As sponsor, you'll receive an announcement of your sponsorship during the conference, signage at the event, and acknowledgment on the event website.

STMS GOLD SPONSORSHIPS | \$2,000

➤ GUESTROOM SPONSOR

All Wheaton | Bekins guests at the event hotel will receive key cards with your logo on them (to be ordered by Wheaton | Bekins with supplied exhibitor logo). You'll also receive an announcement of your sponsorship during the conference, and acknowledgment on the event website.

➤ COUPON SPONSOR

A flyer outlining discounts to local businesses will be supplied to attendees when they check in at the Registration desk. The flyer will feature supplied exhibitor logo. As sponsor you'll also receive acknowledgment on the event website.

STMS SILVER SPONSORSHIPS | \$1,000

➤ **BREAKFAST DAY 1 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **BREAKFAST DAY 2 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **LUNCHEON DAY 1 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

➤ **LUNCHEON DAY 2 SPONSOR**

Signage with your logo will be displayed during the meal. As sponsor, you'll also receive an announcement of your sponsorship during the conference and acknowledgment on the event website.

STMS BRONZE SPONSORSHIPS | \$500

All Sales Training & Marketing Summit Sponsorships include a link to your company's website from the event website and the opportunity to place company literature and / or promo items in attendees' welcome bags. Bronze level sponsorships also include the sponsor's logo on all presentations and mention from presenters at least twice per day.

HEADLIGHTS LIVE SPONSORSHIPS | \$500

Our webinar series has gathered agent attendees together monthly since May 2020, covering topics from selling during the pandemic to policy updates to top ten claims to watch out for. Between 75-100 agent representatives attend the webinar each month, including agency owners, agency management, moving consultants and marketing folks. Add a Headlights sponsorship to your cart to reserve your exclusive sponsorship of one of the twelve 2026 sessions.

- **30- to 60-second video shown during webinar:** Video should be emailed to wheatonmarketing@wvlcorp.com.
- **Acknowledgment of sponsorship by emcee during event:** The van line representative acting as emcee for the webinar will
- **Sponsor logo featured within slides:** Logo to be used should be uploaded through this form.
- **Acknowledgment of sponsorship and link to sponsor's website included in the emailed webinar invitation:** Link to be used should be indicated through sponsorship reservation form.

MARKETING SUCCESS GROUP SPONSORSHIPS | \$250

Our virtual group for marketers has gathered agent attendees together monthly since March 2024 to discuss current challenges and share results of successes. The forum allows network members to learn from each other's efforts to make the network as a whole stronger. This monthly meet-up draws between 20 and 30 individuals, anyone who performs any marketing functions for their agency. This includes agency principals and salespeople as well as 100% marketing employees.

Add a Marketing Success Group sponsorship to your cart to reserve your exclusive sponsorship of one of the twelve 2026 sessions.

- **30- to 60-second video shown during meet-up:** Video should be emailed to wheatonmarketing@wvlcorp.com.
- **Acknowledgment of sponsorship by emcee during event:** The van line representative acting as emcee for the webinar will read an intro to your company and show contact information on screen after playing the video.
- **Acknowledgment of sponsorship and link to sponsor's website included in the emailed webinar invitation:** Link to be used should be indicated through sponsorship reservation form.

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DEADLINE IS FRIDAY, FEBRUARY 20