



# SPONSORSHIP OPPORTUNITIES

**8TH ANNUAL  
MODERNIZATION OF CROSS BORDER TRADE  
2025**

# WHY SPONSOR THIS EVENT?

Be part of the premier cross-border trade event in Laredo, Texas, now in its 8th consecutive year! With a track record of successful industry gatherings, this annual event attracts a diverse group of professionals and leaders from the cross-border trade industry, including freight brokers, carriers, logistics specialists, and insurance experts.

## RECAP OF LAST YEAR

On August 6th, Reliance Partners hosted over 300 industry professionals for the 7th Annual Modernization of Cross Border Trade event. The conference delivered high-impact insights on the complex dynamics of U.S.-Mexico trade and introduced innovative strategies and tools for optimizing operations.

- **Engaging Panel Discussions** on overcoming cross-border freight imbalances, risk management in Mexico, and emerging technologies that are transforming cross-border operations.
- **Keynote Speech** by John Esparza, President and CEO of the Texas Trucking Association (TXTA), covering the future of cross-border trade and the critical role of technology in advancing the industry.
- **Networking Opportunities** culminated in a lively happy hour where industry professionals connected and explored potential collaborations.

## TESTIMONIALS

“I enjoyed the entire conference. Great panel participants and great networking throughout the event.” – President of a Trucking Transportation Provider

“I was very impressed with the event flow, the technology discussions, and the insurance options for customers. The Mexican Carrier panel offered a unique perspective, making the event truly insightful.”  
– Sales Specialist in Transportation and Logistics

# SPONSORSHIP FORM

PLEASE SELECT LEVEL

TITLE  GOLD  SILVER  HAPPY HOUR  RAPID DEMO  BRANDED TRUCK

Please see the detailed sponsorship opportunities for each level on the next page

Full Name

Company Name

Industry Type

Telephone

Email

City, State

PAYMENT TYPE

Check

Invoice

Credit Card

# SPONSORSHIP PACKAGES

## TITLE SPONSOR

- **Lunch Sponsorship:** Highlight your brand during the event lunch at the Laredo Country Club.
- **Recognition at Registration:** Prominent signage at the registration desk for maximum visibility.
- **Email and Social Media Promotions:** Your company featured in event email campaign and social media posts.
- **Onstage Acknowledgment:** Verbal recognition during the event for your sponsorship.
- **Event Screen Recognition:** Your logo displayed on presentation screens throughout the event.
- **Booth Placement:** Prime exhibit space to interact with attendees.
- **Online Visibility:** Your logo featured prominently on the registration page.

\$10,000

## GOLD SPONSOR

- **Booth Placement:** Exhibit space strategically located near the registration desk.
- **Email and Social Media Promotions:** Inclusion in promotional emails and social media announcements.
- **Event Screen Recognition:** Your logo displayed during event breaks on screens.
- **Onstage Acknowledgment:** Verbal mention during event programming.
- **Online Visibility:** Your logo showcased on the event registration page.

3 spots left!

\$5,000

## SILVER SPONSOR

- **Email and Social Media Promotions:** Gain exposure through targeted email campaigns and social media posts.
- **Snacks/Beverages Table Sponsorship:** Recognition as the beverage table sponsor at the Laredo Country Club.
- **Event Screen Recognition:** Your logo displayed on event presentation screens.

3 spots left!

\$2,500

## HAPPY HOUR EXCLUSIVE SPONSOR

- **Exclusive Happy Hour Sponsorship:** Your brand becomes the sole sponsor of the networking happy hour, positioning you as a key partner to all event attendees.
- **Onstage Acknowledgment:** Recognition during the event for your exclusive sponsorship.
- **Email and Social Media Promotions:** Dedicated promotion for you in event email campaigns and social media.
- **Event Screen Recognition:** Prominent display of your logo on presentation screens during the event.

\$15,000

## CROSS-BORDER TECHNOLOGY RAPID DEMO SPONSOR

- **Rapid Demo Session Participation:** Showcase your innovative technology solutions during the 1-hour Cross-Border Technology Rapid Demo Session.
- **Application Requirement:** Sponsorship includes an application process to ensure alignment with event goals. Selected companies receive a 7-minute demo slot.
- **Email and Social Media Promotions:** Your company highlighted in event communications.
- **Event Screen Recognition:** Logo displayed on screens during the session.

\$5,000

## BRANDED TRUCK SPONSORSHIP

- Carrier can park their truck in front of the country club the night before the event.
- Email and Social Media Promotions for company highlighted in event communications.
- Event Screen Recognition: Logo displayed on screen during the session.

**SOLD OUT**

\$5,000

# Contact Us

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