



PLATINUM SPONSOR PROSPECTUS

\$7,500 each. One sponsor per opportunity unless otherwise noted. INRoadCon26 sponsors will receive priority access to INRoadCon27 sponsorship opportunities through Friday, Aug. 14, 2026. After that, all remaining opportunities will be available on a first-come, first-served basis.

Welcome Desk/Hospitality Sponsor

Welcome attendees to Key West with a branded arrival experience that starts at the convention welcome desk and stays with them throughout the week. This sponsorship includes custom RFID room wristbands, along with recognition at check-in and a thoughtfully stocked selection of drinks and snacks for arriving guests.

02/19/2027 Sweet Escape Welcome Reception

Help set the tone for INRoadCon27 with a warm, easygoing first night in Key West. The Sweet Escape Welcome Reception brings attendees together with plenty of food, fruity drinks, an ice cream bar and live steel drum music. As the event sponsor, your company will be front and center as guests reconnect, settle in and officially kick off the week.

02/20/2027 Conch Republic Beach Day

Put your company at the center of one of INRoadCon27's biggest events. The Conch Republic Beach Day takes over Casa Marina's private beach for an afternoon of food, drinks, music, beach games and plenty of time to relax. With attendees spread across the full beachfront, sponsors will enjoy broad visibility throughout a laid-back event built for connection, conversation and a little friendly competition. This opportunity is limited to three sponsors, giving each company a strong presence throughout the afternoon.

02/22/2027 Chris Voss Keynote

Put your company in front of the full INRoadCon27 audience as the exclusive sponsor of **keynote speaker Chris Voss**. This high-profile opportunity includes prominent recognition in keynote promotions and on-site materials, reserved seating for sponsor representatives and guests and the opportunity for a company representative to introduce Voss from the stage.

02/22-24/2026 Tropical Pop-Up

Host an official INRoadCon27 hospitality tent in the Casa Marina Beach/Pool area (precise location TBD) from 1:00 to 3:00 p.m. Monday, Tuesday and Wednesday to provide a space for water bottle refills, sunscreen, frosty beverages and snacks. Your sponsorship includes the beach tent and all the supplies.

02/25/2027 Where One Road Ends Closing Dinner

Help bring INRoadCon27 to a memorable close. Where One Road Ends brings attendees together for one final dinner in the home of Mile Marker 0, complete with the scavenger hunt winners and the reveal of the 2028 convention destination. As the event sponsor, your company will have a prominent role in a night that celebrates the week behind us and builds excitement for the road ahead.

BENEFITS

- Recognition across convention-related digital, social and print materials.
- Opportunity to introduce, host or moderate your sponsored event, when appropriate.
- Signage and/or sponsor swag, as appropriate. Swag may be mailed to attendees before the convention.
- Pre-event email to attendees.
- 10% discount on employee convention registrations.