



LEARN. INTERACT. VOCALIZE. ENJOY.

October 21-23, 2026

SPONSORSHIP SUMMARY

Tenna's End-User Conference is back! Bigger, bolder, and more influential!

After a highly successful inaugural event that brought together leaders in construction operations, equipment management, and technology innovation, TennaU LIVE will once again unite industry experts, customers, and partners for hands-on learning, strategic insights, and powerful networking.



Why Sponsor TennaU LIVE?

Connect with the Right People - At the Right Moment

Customer attendees include decision-makers from top construction firms across the country, operations leaders, project executives, and equipment managers. Sponsors gain access to a rapidly expanding community of contractors who are actively investing in technology and operational excellence. Sponsors can strengthen relationships, and engage with attendees during curated breakout sessions, interactive roundtable discussions, and networking events.

Align with Innovation and Thought Leadership

Education-focused format positions your brand alongside cutting-edge conversations about equipment operations, data-driven decision-making, and optimizing productivity.

Shared Vision & Industry Impact

Highlight how your partnership with Tenna helps contractors achieve a shared vision of smarter, safer, and more efficient equipment operations through integrated, field-ready technologies.

Stand Out in a Focused, Non-Expo Environment

This is not a trade show. TennaU LIVE is intimate, intentional, and immersive - giving sponsors meaningful visibility without getting lost in a crowded exhibit hall.

Who Attends?

Industry-Leading, Multi-Million-Dollar Contractors

Some of the nation's largest and most sophisticated construction organizations - **managing multi-million-dollar equipment fleets across the U.S.** - will be represented.

Tenna's Most Valued Customers Across Every Sector

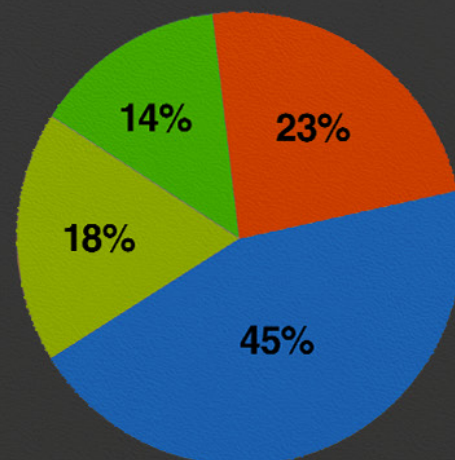
From major **Heavy Civil** firms to high-performing **Specialty Contractors**, attendees span the full spectrum of construction operations, bringing deep expertise in fleet, field, safety, logistics, and technology.

300+ High-Influence End Users and Decision-Makers

Join a powerful community of **business owners, C-suite leaders, executives, operational directors, and emerging leaders** - all directly involved in improving equipment operations and driving organizational change.

2025 Attendee Demographics

- Owners / C-Suite
- Senior Management
- Fleet Operations
- Project Operations



Sponsorship Opportunities

Level	Description	Qty	Cost
Presenting Sponsor	<ul style="list-style-type: none"> • Emcee introduction of general sessions • Booth on main stage or • Standard inclusions 	1	\$25,000
Diamond Sponsor	<ul style="list-style-type: none"> • Choice of: <ul style="list-style-type: none"> - Welcome Reception (Wednesday night) - LIVE Dinner (Thursday night) - VIP experience - TOPS Awards • 3 complimentary registrations • Standard inclusions 	4	\$15,000
Platinum Sponsor	<ul style="list-style-type: none"> • Breakout Session Track* Sponsor • Microphone handler in the Q&A • 2 complimentary registrations • Standard inclusions 	6	\$10,000
Gold Sponsor	<ul style="list-style-type: none"> • Choice of Breakfast or Lunch • 1 complimentary registration • Standard inclusions 	4	\$5,000
Silver Sponsor	<ul style="list-style-type: none"> • Break Sponsor • 1 complimentary registration • Standard inclusions 	10	\$2,500

**Track Topics will be provided upon inquiry.*

All sponsorships will have the following “standard inclusions”:

- **Attendee List:** Pre-event company names, plus post event contact information
- **High Top Table station** in a high traffic area to display marketing materials
- Logo on **promotional materials** including digital materials and event program
- Logo on **signage** where appropriate (i.e., meals, coffee breaks)
- Ability to add a give-away item to the **Welcome bag**

Enhancements

Enhancements are to be selected in conjunction with one of the sponsorship packages.

Enhancement	Description	Qty	Cost
Entertainment Sponsor	Sponsorship of the band at the LIVE Dinner event on Thursday.	1	\$10,000
Exclusive Event Sponsor	Named sponsor of the Exclusive Event - hush hush for now!	1	\$5,000
Branded Gift Sponsor	SOLD Co-branded gift bag with the event and sponsor logo included to all attendees.	1	\$3,000
Welcome Bag Sponsor	SOLD Co-branded welcome bag with the event and sponsor logo included to all attendees.	1	\$3,000
Transportation Sponsor	Named sponsor of the shuttle service. Signage on buses, where permitted.	1	\$3,000
Safety Moment Sponsor	Slides at the top of each morning during the general session with emergency information.	2	\$1,000

Location

Hyatt Regency San Antonio Riverwalk

123 Losoya St, San Antonio, TX

- **Top Cultural Hub:** San Antonio offers a rich blend of history, culture, food and entertainment.
- **Prime River Walk Location:** Centrally located on San Antonio's vibrant River Walk with direct access to the Alamo and walk distance to top attractions.



Secure your sponsorship!

Contact Karen Lewison

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