



2027 Sponsor Prospectus

Fuel the next era of shipping at our **parcel-centric** user conference designed specifically for **ProShip customers**.

**April 5th-7th, 2027 |
Milwaukee, WI**

Welcome to



“

Pinnacle is where ProShip shippers, their toughest challenges, and our partners all show up in one place. **That's what makes it work: three parties, one direction.** Customers get a front-row seat to real supply chain solutions. Partners get the stage to show what they do best. And ProShip ties it all together, turning that energy into a better experience and a stronger product for everyone in the room.

JUSTIN CRAMER
Co-Founder and Executive



About This Prospectus & Event

About This Prospectus

ProShip Pinnacle offers a rare opportunity to connect directly with the decision-makers driving today's top shipping and fulfillment operations. As a sponsor, your brand will gain premium visibility, build meaningful relationships with engaged industry leaders, and showcase your solutions to an audience actively seeking innovation and strategic partnerships. If your goal is to **generate high-value opportunities, strengthen brand influence, and stand out in the logistics technology ecosystem**, this prospectus outlines all the ways to get your brand in front of our customer base.

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Visit our Pinnacle sponsor page for up-to-date information as we get closer to the event.

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About the Event

ProShip Pinnacle is our annual shipping-centric user conference, designed specifically for multi-carrier shipping software customers. This exciting two-day event brings together companies across all industries and attendees from operations, logistics, and IT. Pinnacle offers attendees educational sessions on products, technologies, and supply chain trends, fun events, and direct access to our leading supply chain technology and carrier partners.

2027 Sample Schedule*



Monday, April 5th, 2027

10AM-5PM | Sponsor Expo Hall Set-Up

5PM-8PM | Registration Open

6PM-8PM | Welcome Party



Tuesday, April 6th, 2027

7:30AM - 9AM | Registration Open + Sponsored Breakfast

9:15AM - 10:15AM | Keynote Speaker

10:30AM-11:45AM | Sessions

11:40AM-1PM | Sponsored Lunch

1PM-5PM | Sessions

6PM-9PM | The ProShip Bash



Wednesday, April 7th, 2027

7:30AM - 9AM | Registration Open + Sponsored Breakfast

9AM-12PM | Sessions

12PM-1:15PM | Sponsored Lunch

1:15PM-5PM | Sessions

2PM-4PM | Workshops

* This sample schedule shows sessions, breaks and scheduled events, and is subject to change. The full schedule that **includes expanded Expo Hours** will be available closer to the event.

Attendee Event Statistics

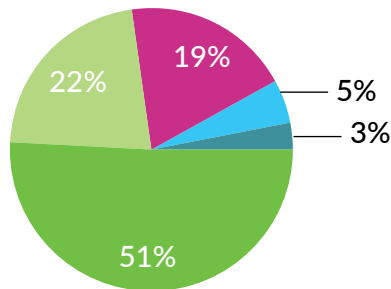
Pinnacle Attendee Profile

Here's a snapshot of our customers who attended our 2026 event, including company size, industry, and attendee persona.

Note

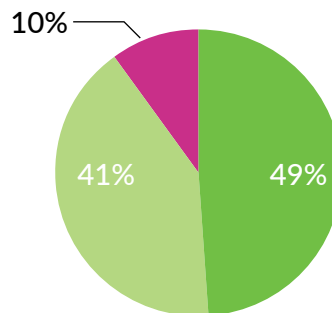
Each ProShip customer receives **one free pass** to attend Pinnacle.

Industry



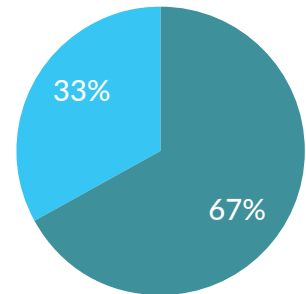
- Retail
- 3PL/Distribution
- Manufacturing
- Healthcare
- Other

Company Size



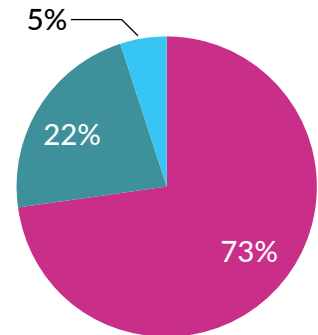
- Enterprise
- Mid-Market
- SMB

Persona

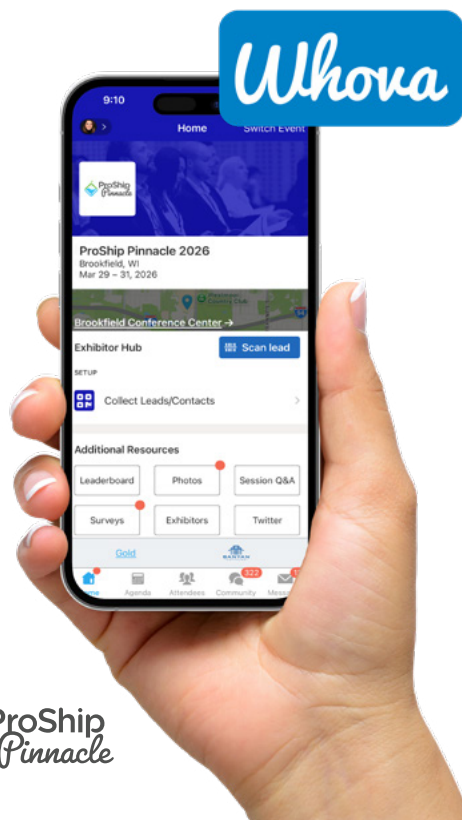


- Logistics/Ops
- IT

Title



- VP
- Director
- User



On the Whova Event App

Whova is the official event app of ProShip Pinnacle. The following are stats from the 2026 event.

50,230

Sponsor Impressions (across 20 sponsors)

193

Attendee Registrations (across customers, sponsors, and ProShip personnel)

128

Leads Generated (across 20 sponsors)

Why Sponsor *ProShip Pinnacle 2027*



Connect Directly with an Engaged, Qualified Audience

ProShip Pinnacle brings together a highly relevant audience of logistics, IT, and operations leaders who actively use and influence shipping and supply chain technology decisions, giving sponsors visibility and the ability to have meaningful, in person conversations with ProShip customers who are invested and engaged.



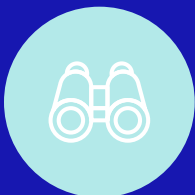
Build Relationships That Go Beyond the Booth

Between sessions, networking breaks, off-site experiences, and shared meals, Pinnacle is designed to create natural opportunities for connection. Sponsors consistently cite the value of informal conversations and time spent building relationships with the ProShip community.



Showcase Expertise Through Thought Leadership

Sponsor sessions and interactive discussions allow partners to share insights, educate attendees, and demonstrate expertise without a hard sell. This creates credibility and positions partners as trusted voices within the ProShip ecosystem.



Extend Brand Visibility Across the Entire Event Experience

Sponsorship opportunities span far beyond session time including branded experiences, attendee touchpoints, and digital exposure through the event platform. Partners gain visibility before, during, and after Pinnacle, maximizing impact well beyond the conference floor.



Be Part of a Growing Community

Pinnacle is built around a strong community. Sponsors who participate become part of an ecosystem focused on collaboration, innovation, and shared success. Many plan to return this year because of the relationships and momentum built through the event.

'27 Sponsor Tiers & Benefits

Secure your sponsorship
by 12/31/26!

ProShip Pinnacle 2027 offers four sponsorship tiers designed to fit a variety of marketing goals and budgets: Platinum, Gold, Silver, and Friend. Each level provides unique opportunities to increase brand visibility, engage directly with ProShip customers and industry leaders, and maximize your presence throughout the event.

From the premium benefits and exclusive exposure of our Platinum sponsorship to the valuable brand-building opportunities available at every level, there's an option to help you achieve your objectives. Review the chart below to explore the benefits included with each sponsorship package and find the level that best aligns with your goals.

	Platinum	Gold	Silver	Friend
Best For	Strategic partners, major carriers, platform collaborators	Partners with growing customer presence or mutual integrations	Niche/emerging partners, consultancies or carriers	Small tech vendors, partners new to our ecosystem
# of Sponsorships Available	4	6	10	Unlimited
Cost	\$12,500	\$8,500	\$4,500	\$1,250
Sponsor Exhibit Space*	Premier	Premier	Standard	-
Passes Included**	3	2	1	-
Logo Placement	Website, signage, digital reader boards	Website, signage	Website, signage	Website
Bag Insert	✓	✓	✓	✓
Raffle Prize	✓	✓	✓	✓
Sponsored Pre-Event Email	✓	✓	✓	✓
Attendee List	✓	✓	✗	✗
Social Media Feature	✓	✓	✗	✗
Mention in Opening Remarks	✓	✗	✗	✗
SAM Session ***	✓	✗	✗	✗
Speaking Opportunity	✓	✗	✗	✗

* See page 9 for information on booth spaces. ** Extra staff passes can be purchased for \$1,000/each.

*** ProShip Strategic Account Manager

Add-On Sponsorships

DURING CONFERENCE	Full Conference Breakfast Sponsor (1 Available) OR Single Day Breakfast Sponsor (2 Available) Branded signage near buffet. Shout out in emails and agenda, and a short 10-min speaking engagement with thank you slide before the morning session.	\$3,000 Full Conference / \$1,750 Single Day
	Full Conference Lunch Sponsor (1 Available) OR Single Day Lunch Sponsor (2 Available) Branded signage near buffet. Shout out in emails and agenda, and a short 10-min speaking engagement with thank you slide before the afternoon session.	\$3,000 Full Conference / \$1,750 Single Day
	Full Conference Coffee/Snack Station Sponsor (1 Available) Branded signage near coffee/snack area, custom napkins with QR code.	\$2,000 Full Conference
	30 Minute Speaking Session (3 Available) Half hour speaking session during conference.	\$5,000
	Lanyard Sponsor (1 Available) Logo on all ProShip-provided full-color lanyards.	\$5,000
	T-Shirt Station Sponsor (1 Available) Branded signage at the station, logo on the free t-shirt coupon, opportunity to submit 1 t-shirt design.	\$5,000
EVENTS	Pinnacle Welcome Party Sponsor (2 Available) Branded shared signage, table toppers, and a short speaking engagement.	\$3,500
	Pinnacle Bash Co-Sponsor (2 Available) Branded shared signage at the bar, logo on step-and-repeat photo backdrop, custom napkins with QR codes, and 2-min intro during welcome.	\$7,500
OTHER	Whova App and Email Sponsorship (1 Available) VIP sponsor logo at the bottom of all announcements from Whova app + the bottom of confirmation emails.	\$2,000

Secure your sponsorship
by 12/31/26!

What Sponsors Said About Pinnacle '26

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“The ProShip team has done an incredible job here putting on a really nice event. For me it's all about the relationships. The content is good, the events are always great, but it's making connections across organizations, across customers. So it's always good getting to have those in-person interactions that you miss so often in the age of remote work.”

MICHAEL FALLS
CHIEF CUSTOMER OFFICER



“

“What I like about this conference is that it brings us all together. The people, the sessions, the roadmap... The fact that this is their first dedicated event, they've got to be thrilled, and I'm thrilled for them with the turnout and the interest in this event.”

TIM ROLOFF
DIRECTOR OF BUSINESS DEVELOPMENT



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“The intimacy of it being a smaller show, we're coming back with more leads and showing [ProShip] customers what options are out there for areas they didn't know they had options for.”

CHAS GORHAM
VICE PRESIDENT OF SALES



Sponsor Exhibit Spaces

Exhibit Specs

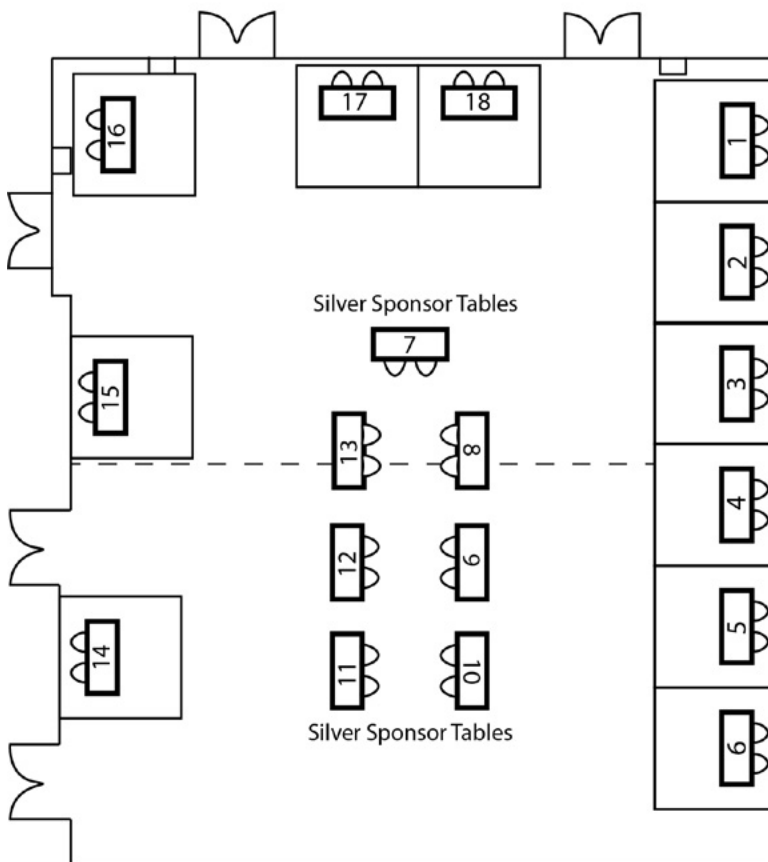
Premier: 10x10 booth space (*Platinum and Gold Sponsors*)

Standard: 6ft table (*Silver Sponsors*)

Both Premier and Standard booths come with a 6ft table, 2 chairs, and complimentary wifi. Please note that pipe/ draping are not provided.

Expo Hall Floor Plan

See below for the 2026 Expo Hall floor plan, as well as photos of 2026 sponsor exhibits. The 2027 floor plan will be released once the sponsorship window closes.



Premier Booth



Premier Booth



Standard Booth

Exhibitor Info & Deadlines

Exhibitor Move-In & Move-Out

Move-In: Monday, April 5th, 2027 from 10am-5pm

Move-Out: Wednesday, April 7th, 2027 from 2pm-5pm

Our team will be available onsite during move-in hours to assist with questions regarding your booth set-up.

Optional Exhibitor Add-Ons

If you would like to order any of the following items, please contact Evan Knauss at eknauss@proshipinc.com.

6' Table Linen (Black)	\$15 per Linen (pre-event order) \$20 per Linen (ordered onsite)
Power Strip	\$20 each, charged per day
Extension Cord	\$20 each, charged per day

Material Shipping Information

Shipping to the Show

Packages and rental equipment may not arrive more than 3 days in advance of the event. Due to limited storage and other events moving in-out, early deliveries may be refused at the Brookfield Conference Center's discretion. Receiving, handling, and shipping charges may apply. The BCC does not have a Shipping Department for returns.

Please address any direct shipments to the conference venue:

YOUR NAME (OR PERSON WHO WILL BE ON SITE)

EVENT NAME & YOUR COMPANY NAME

C/O BROOKFIELD CONFERENCE CENTER

325 S. MOORLAND ROAD, SUITE 200

BROOKFIELD, WI 53005

**Include Number of Boxes*

Shipping Post-Show

Detailed instructions on how to ship your items back will be provided.

Important Information

Exhibit Spaces

All contracts for Expo Hall space must be made through the official application form. Priority to assignment of location will be made based on Sponsorship Level. All companies exhibiting in the Expo Hall are expected to send/bring proper branding, signage, sales literature, etc. ProShip will not provide signage for your booth. You are required to have at least one company employee at your booth during Expo Hall hours. Sponsorship level and order of signed contracts will determine booth assignment priority.

Changes to Expo Hall

Due to 2026 feedback, we will be expanding expo hours, as well as hosting all snacks, beverage breaks, and conference raffles in the Expo Hall to boost traffic.

Raffle Prizes

Sponsors are invited to provide a raffle prize to be raffled off at the ProShip Bash. Item should be valued at \$100+ and can be branded or unbranded. Raffle prizes must be approved by ProShip (contact Evan Knauss at eknauss@proshipinc.com) and sponsors must bring the physical prize to the conference.

Giveaways

Exhibiting companies are permitted to distribute giveaways at their booth and at their own expense.

Distribution of Printed Literature

Exhibitors are required to confine their distribution of literature about their products and services to their exhibit booth. Exhibitors may not have sales personnel or others handing out their literature in the public areas of the hotel or convention center.

Social Events

As a condition of exhibiting, companies represented agree not to schedule any social events where conference attendees are invited and are in conflict with published events. A schedule of events will be provided the first week of February.

Exhibitor Cancellation/No Show Policy

We rely on our valued sponsors and exhibitors to help make Pinnacle a success. Because we only allow a certain number of companies to buy event sponsorships, it's important that you understand and complete your responsibilities as a sponsor/exhibitor. Once a sponsorship is purchased, we are unable to provide a full refund. Sponsors/exhibitors who are no shows for the event will be charged the full amount.

Prior to securing a sponsorship, please reach out to Evan Knauss at eknauss@proshipinc.com with questions.

Sponsorship Info & Deadlines

How to Secure Your Pinnacle Sponsorship

Sponsorship Availability

The following number of sponsorships are available for each level:

- Platinum (4 sponsors)
- Gold (6 sponsors)
- Silver (10 sponsors)
- Friend (Unlimited)

Secure your sponsorship
by 12/31/26!

Sponsorships are available on a first-come, first-served basis, so we recommend securing your preferred level early. Sponsorships are paid via ProShip invoice. **To lock in your Pinnacle 2027 sponsorship, contact KJ Swaggert at kjswaggert@proshipinc.com.** Sponsorships must be secured by 12/31/26.

Sponsorship Payment Terms

Your Pinnacle sponsorship payment is net 90 of invoice and must be paid in full prior to 30 days before the event (if invoiced over 90 days to event). Please contact Evan Knauss at eknauss@proshipinc.com with questions.

Sponsorship Deliverables

Marketing

Once you secure your sponsorship, ProShip will provide the following:

- Pinnacle logo suite
- Pinnacle brand standard guide
- Pinnacle social graphics with your logo to share
- Pinnacle social graphics with your logo and staff image(s)*
- Attendee list (platinum and gold sponsors only)

**Sent once you determine what staff will be coming to the event.*

Please contact Evan Knauss at eknauss@proshipinc.com with questions.

Sponsor Deliverables

Once you secure your sponsorship, you'll be provided a list of deliverables that ProShip will need, along with due dates. These items include **marketing contact, logo, bag insert submission, and booth personnel registration**. If you select any add-on sponsorships, additional items may be required. Please contact Evan Knauss at eknauss@proshipinc.com with questions.

