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Alberta Motor
Transport Association

ANNUAL SPONSORSHIP GUIDE

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2026 Sponsorship Opportunities



AMTA Annual Conference
APRIL 22-23, 2026



Professional Truck Driving Championship
MAY 2026



AMTA Annual Golf Touranments
JUNE 2026



AMTA Driver Appreciation
SEPTEMBER 2026



AMTA Regional Meetings
JANUARY - DECEMBER 2026



Driver of the Month
JANUARY - DECEMBER 2026

2026 AMTA Annual Conference

Held Wednesday, April 22, and Thursday, April 23, 2026, join our premier event dedicated to advancing Alberta's commercial transportation sector. Build relationships that can lead to strategic partnerships and collaborative opportunities. Whether you're a C-suite executive, fleet manager, logistics professional, or policy advisor, AMTA's Annual Conference offers invaluable knowledge and networking opportunities tailored to your needs.

Details

Full delegate pricing:

AMTA Full Carrier/AMTA Elite Member \$980.00

AMTA Supplier/Associate Carrier Member \$1,080.00

Non-Member \$1,300.00

Awards Dinner Celebration Only \$185.00

Welcome Reception and Tradeshow Only Tickets \$65.00

Registration opens November 3, 2025

What is included in a full delegate Conference registration?

- All Conference sessions April 22-23
- Welcome Reception and Conference Tradeshow Wednesday, April 22
- Awards Celebration, Thursday, April 23
- Breakfast, lunch, and break refreshments April 22-23

What is the Awards Celebration?

Our Awards Celebration is an evening to recognize and celebrate AMTA's 2025 award winners. Held the evening of April 23 at the Grey Eagle Event Centre, the Celebration is included with a full conference registration. Should you wish to bring a guest, or solely attend the Celebration, tickets are available for \$185/person.

An Awards Celebration ticket includes cocktail hour, dinner, entertainment, and awards ceremony.

Booking a room at Grey Eagle Resort and Casino?

Conference attendees are responsible for booking their own rooms and rooms are available on a first-come, first-serve basis. A Conference room rate has been arranged with the Grey Eagle Hotel - [click here for details](#).

2026 Conference Tradeshow Exhibitors

Tradeshow Exhibitor Booth **SOLD OUT**

This year's Conference will bring together 200+ industry leaders, government, safety partners, and experts to connect and learn about leadership within the transportation industry.

As an exhibitor, you'll have the opportunity to:

- Engage directly with hundreds of transportation leaders
- Demonstrate your products or services in person
- Strengthen your organization's presence in Alberta's commercial transportation industry

Date: Wednesday, April 22, 2026

Time: 4:00pm-8:00pm

Location: Grey Eagle Resort and Casino, Calgary AB

AMTA Member price \$650.00

Non-member price \$1200.00

**Registration for non-members opens January 2026 if any booths remain*

Tradeshow open April 22, 4pm-8pm

Load-in April 22 - 2:30pm-4:00pm

Load-out April 22 - 8:00pm-9:30pm

Includes the following:

- Two (2) tradeshow exhibitor passes are included with each booth
- 10'x10' pipe and drape with table and two (2) chairs
- One power outlet
- Company logo on exhibitor board during event
- Company logo on exhibitor page in the conference program
- Two social media posts before, during, or after event
- Company logo displayed and linked on amta.ca event landing page

**Applications are accepted until March 16, 2026 or until sold out*

**Invoices must be paid by March 30, 2026 in order to exhibit*

**Program logo due March 16, 2026*

2026 AMTA Annual Conference Sponsorships

Lanyard Sponsor \$5,000 SOLD

- Company logo on all conference lanyards
- Address delegates for up to two (2) minutes from the stage

Awards Dinner Cocktail Hour Sponsor \$4,500 (one available)

- Address delegates for two (2) minutes at Awards Dinner Cocktail Hour
- Company logo on napkins during Awards Dinner Cocktail Hour
- Branded signage during cocktail hour

Tradeshow Networking Sponsor \$4,500 SOLD

- Address delegates for two (2) minutes at the Tradeshow
- Company logo on napkins during Tradeshow
- Branded signage during Tradeshow

Keynote Speaker Sponsor \$4,500 each (three available)

April 22 Opening Keynote - Pamela Barnum

April 23 Morning Keynote - Tom Wilson

April 23 Closing Keynote - Jim Harris

- Introduce keynote speaker
- Branded keynote session signage

Breakfast Sponsor \$4,500 each SOLD

April 22 - Wednesday

April 23 - Thursday

- Address delegates for up to two (2) minutes at breakfast from the stage
- Opportunity to provide a branded gift/takeaway during breakfast
- Branded signage during breakfast

Lunch Sponsor \$4,500 each SOLD

April 22 - Wednesday

April 23 - Thursday

- Address delegates for up to two (2) minutes at lunch from the stage
- Opportunity to provide a branded gift/takeaway during lunch
- Branded signage during lunch

All above sponsorships include:

- One (1) full conference delegate registration (\$980.00 value)
- Emcee recognition
- Company logo on all-sponsor signage at registration table
- One 1/2 page ad (full colour) in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on AMTA website event landing page

***Program logo and program ad due March 16, 2026**

2026 AMTA Annual Conference Sponsorships

Awards Dinner Menu Card Sponsor \$3,000 SOLD

- Company logo on Awards Dinner menu cards
- Emcee recognition during Awards dinner

Energy Break Sponsor \$3,000 SOLD

- Branded signage during energy break

Session Sponsors \$3,000 each (four available)

- Introduce session guest(s)
- Branded signage during session

April 22 Leading with Safety SOLD

- How Top Carriers Build Cultures That Prevent Claims and Drive Results

April 22 Enforcement in Motion SOLD

- Trends, Challenges, and Compliance in Alberta's Commercial Transportation Landscape

April 23 Navigating Trade Barriers

- Federal and Provincial Impacts on Commercial Carriers

April 23 Technology in Industry (TBC)

Networking Lounge Sponsor \$3,000 each SOLD

- Branded signage at networking lounge

April 22 - Wednesday

April 23 - Thursday

All above sponsorships also include:

- One (1) full Delegate Conference registration (\$980.00 value)
- Company logo on all-sponsor signage at registration table
- Emcee recognition
- Company logo on sponsor page in Conference program
- One 1/2 page ad (full colour) in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Program logo and ad due March 16, 2026**

2026 Award Sponsorships & Nominations

Award Sponsor \$3,000 each

- One (1) full Delegate Conference registration (\$980.00 value)
- Company logo on award
- Present award to award winner
- Opportunity to take photo with award winner
- Company logo on all-sponsor signage at registration table
- Onscreen recognition (company logo) during award presentation
- One 1/2 page ad (full colour) in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Sponsorship must be paid by March 16, 2026 to secure company logo on award**

AMTA Awards - Nominations Open - [NOMINATE HERE](#) (closes February 13, 2026)

Award winners will be celebrated at our 2026 Awards Celebration Dinner April 23, 2026. Every year, AMTA celebrates the brightest and best of industry who make outstanding contributions to the commercial transportation industry and the Association through these awards. We all know someone in industry who is deserving to be recognized for their efforts in continuing to better Alberta's commercial transportation industry.

AMTA 2025 Supplier of the Year

The Supplier Award is presented annually to an individual who makes demonstrable and consistent efforts to serve AMTA and its members.

Historical Award

This award honours a person who contributes to improving and enhancing the commercial transportation industry and providing valuable input on its growth.

AMTA Safety Person of the Year **SOLD**

The AMTA Safety Person of the Year is awarded annually to an exceptional industry-focused safety professional.

Friend to Industry Award

The Friend to Industry Award recognizes individuals, who, while not directly involved with the commercial transportation industry, provide guidance and support in helping AMTA, and its members achieve their goals.

AMTA 2025 Driver of the Year **SOLD**

This award is selected from the pool of AMTA Driver of the Month winners. Nominated by the Driver of the Month Committee.

Dean Paisley Service to Industry Award **SOLD**

The Dean Paisley Service to Industry Award is presented to AMTA's Board Chair for their efforts in supporting the Association and its goals. Nominated by AMTA Board of Directors.

Don Achtemichuk Volunteer Service Award

The Don Achtemichuk Volunteer Service Award is presented to an individual who devotes their time and efforts to AMTA projects, events, and initiatives. Nominated by AMTA Awards Committee.

AMTA Excellence in Member Service Award

The AMTA Excellence in Member Service Award is presented to an AMTA staff member, as nominated by members, who exhibits service and member value that goes above and beyond.

**These nominations reflect individuals' actions for the year 2025.*

Nominations must be submitted by NOON, Friday, February 13, 2026

Professional Truck Driving Championship

2026



About Professional Truck Driving Championship (PTDC)

Alberta Motor Transport Association (AMTA) has been celebrating commercial drivers with the Professional Truck Driving Championship for over 75 years. AMTA's Professional Truck Driving Championship returns May 30, 2026. Drivers participate in one a number of categories, as well as doing a pre-trip and written exam to showcase their skill and professionalism.

What is included in a driver registration?

Entrance to compete in one event, driver kit, event t-shirt, breakfast, lunch, and one ticket to the Awards Dinner

The Awards Dinner is an evening to announce and celebrate the 2026 AMTA Professional Truck Driver Championship award winners. This is a separately ticketed event within the Professional Truck Driver Championships. An awards dinner ticket includes one (1) buffet dinner ticket. Additional dinner tickets are available for guests.

Post Party and Awards Dinner

Blackjacks Roadhouse, Nisku, Alberta

Driver registration pricing

Full Carrier Member \$285 | Associate Carrier \$385 | Non-Member \$485

Driver registration

[Click here](#) or reach out to events@amta.ca

Professional Truck Driver Championship (PTDC)

T-Shirt & Registration Sponsor \$4,000 (one available)

- Company logo on event t-shirt sleeve
- Sponsorship must be paid by March 15, 2026 to secure logo on event t-shirts

Lanyard Sponsor \$1,500 **SOLD**

- Company logo on event lanyards
- Sponsorship must be paid by March 15, 2026 to secure company logo on lanyards

Golf Cart Sponsor \$750 (three available)

- Company logo decals on event golf carts
- Sponsorship must be paid by March 15, 2026 to secure decals

Show and Shine Exhibitor \$500 per vehicle

- Bring one vehicle to display

Award Sponsor \$750 (seven available)

- Company logo on award
- Opportunity to introduce award winner
- Opportunity to have photo with award winner
- Sponsorship must be paid by April 1, 2026 to secure your company logo on awards

Ann Taylor Grand Champion Award **SOLD**

Driver with the highest point accumulation

Fred Dedel Rookie Award

First-time PTDC driver with the highest point accumulation

B-Train Team Championship Award

Team with the highest point accumulation

Straight Truck Award

Driver with the highest point accumulation

Tandem Single-Axel Pup Award

Driver with the highest point accumulation

Tandem Bunk Award

Driver with the highest point accumulation

Each above sponsorship includes:

- Two breakfast and two lunch tickets for sponsor representative
- Two award dinner tickets for sponsor representatives
- Emcee recognition at Awards Dinner
- Two social post before, during, or after event
- Logo on all-sponsors page in event program
- Company logo displayed on amta.ca event landing page

*Program logo due April 1, 2026

2026



Golfer registration includes:

- 18 Holes, shotgun format
- Curated gift for each golfer
- Express breakfast
- Buffet lunch

Calgary Golf Tournament

Date June 16, 2026

Course - Blue Devil Golf Course

AMTA Carrier and AMTA Elite Member Pricing - \$250.00

AMTA Supplier Member and AMTA Associate Member Pricing - \$275.00

Non-Member Pricing - \$300.00

Edmonton Golf Tournament

Date June 25, 2026

Course - The Links at Spruce Grove

AMTA Carrier and AMTA Elite Member Pricing - \$235.00

AMTA Supplier Member and AMTA Associate Member Pricing - \$260.00

Non-Member Pricing - \$285.00

AMTA Annual Golf Tournament Sponsorships

Express Breakfast Sponsor

\$3,000 (One available in Edmonton)

\$3,000 (One available in Calgary)

- Includes one team registration at sponsorship location (four golfers)

Lunch Sponsor

\$4,000 (One available in Edmonton)

\$4,000 **SOLD in Calgary**

- Includes one team registration at sponsorship location (four golfers)

Golf Cart Sponsor

\$2,500 **SOLD OUT**

\$2,500 **SOLD OUT**

- Company decal displayed on all tournament golf carts
- Includes one team registration at sponsorship location (four golfers)

Tee Box Signage Only Sponsor

\$2,000 **SOLD OUT in Edmonton**

\$2,000 **SOLD OUT in Calgary**

- Includes one team registration at sponsorship location (four golfers)
- Lunch for two sponsor representatives
- Tee Box signage with company name and logo displayed at hole

Hole in One Sponsor

\$2,000 **SOLD OUT**

\$2,000 **SOLD OUT**

- Includes one team registration at sponsorship location (four golfers)
- Lunch for two sponsor representatives
- Prize insurance for Hole in One sponsors must be purchased and sent to AMTA by June 1

All above sponsorships include:

- On-screen recognition throughout event
- Company logo displayed on amta.ca event landing page
- One social post before, during, or after event
- Company logo displayed on amta.ca event landing page
- Opportunity to provide one tournament prize

AMTA Annual Golf Tournament Sponsorships

Hole Sponsorships

Tradeshow Style, Contest/Prize Hole SponsorHole Sponsor

\$1,000 **SOLD OUT in Edmonton**

\$1,000 (One available in Calgary)

Men's Longest Drive

\$1,000 **SOLD OUT in Edmonton**

\$1,000 **SOLD OUT in Calgary**

Ladies Longest Drive

\$1,000 **SOLD OUT in Edmonton**

\$1,000 **SOLD OUT in Calgary**

Hole sponsorships above include the following:

- Lunch for two sponsor representatives
- A table and two chairs at your hole
- Tee Box signage with company name and logo displayed at hole
- On-screen recognition throughout event
- Two social post before, during, or after event
- Company logo displayed on amta.ca event landing page

**Add team of four golfers to your hole sponsorships for \$1,000 (availability is on a first come, first served basis)*



Alberta Motor
Transport Association

2026



About Driver Appreciation Days

Celebrated as part of National Trucking Week in Canada, AMTA Driver Appreciation Days is a time when members, staff, volunteers, partners, and supporters express their appreciation – on behalf of all Albertans – to professional commercial drivers within the province. Volunteers are stationed at Commercial Vehicle Inspection Sites across Alberta and distribute gift bags to the drivers.

Locations	Drivers
Hinton	150 Driver Bags
Demmitt	250 Driver Bags
Jumping Pound	200 Driver Bags
Whitecourt	250 Driver Bags
Leduc	300 Driver Bags
Claresholm	150 Driver Bags
Coutts	150 Driver Bags
Dunmore	150 Driver Bags

AMTA Driver Appreciation Days Sponsorships

Bag Sponsor (one available)

\$3,500

- Sponsor logo printed on all Driver Appreciation Days driver bags
- Company logo on all-sponsor signage at each event location
- Recognized as a sponsor in Western Canada Highway News
- Opportunity to place one (1) sponsor-provided item in location driver bags
- Sponsorship must be paid by July 20, 2026 to secure company logo on bags
- Eight social media posts (one for each event)
- Company logo displayed on amta.ca event landing page

Partnership Sponsor

\$1,000 (seven available)

- Company logo on all-sponsor signage at each event location
- Opportunity to have up to two (2) volunteers at sponsorship location
- Recognized as a sponsor in Western Canada Highway News
- Opportunity to place one (1) sponsor-provided item in location driver bags
- Eight social media posts (one for each event)
- Company logo displayed on amta.ca event landing page

Swag Sponsor (In-Kind)

We are looking for awesome swag to fill the gift bags for the commercial drivers. If you are interested in learning more and adding an item in these bags please contact events@amta.ca

- Donate swag item for driver bag
- Place one sponsor-provided item in location driver bags of choice max 1,600 items
- Company logo on all-sponsor signage at each event
- Company logo displayed on amta.ca event landing page

2026



About Regional Meetings

One of AMTA's most attended events, Regional Meetings are an opportunity for the commercial transportation industry to learn more about the broad range of environmental, social, economic, safety, and compliance matters that impact Alberta fleets. Guest speakers serve to share pertinent information to the industry and are a key element of the meetings.

Interested in becoming a guest speaker? Apply now: [AMTA Regional Speaker Application Form 2026](#)

Virtual Regional Meetings

- January 14
- March 11
- May 13
- September 9
- November 4

Edmonton In-person Meetings

- February 10
- April 7
- June 9
- October 13
- December 8

Calgary In-person Meetings

- February 4
- April 1
- June 3
- October 7
- December 2

Grande Prairie In-person

- June 11
- October 8
- December 10

2026 Regional Meeting Sponsorships

Virtual Meeting Sponsor \$2,000 (one available)

- Listed on amta.ca as "Virtual Regional Meeting Sponsor"
- Five social media posts per year before, during, or after event
- Opportunity to speak two (2) minutes at one virtual meeting per year
- Recognition at each virtual meeting as "Virtual Regional Meeting Sponsor"
- Regional Meetings advertising to list company as "Virtual Regional Meeting Sponsor"

In-Person Regional Meeting Venue and Lunch Sponsor

\$5,000 (Edmonton) **SOLD**

\$5,000 (Calgary) **SOLD**

\$1,500 (Grande Prairie)

- Four social media posts per year before, during, or after event
- Listed on amta.ca as "Regional Meeting (location) venue and lunch sponsor"
- Recognition at each meeting as the Regional Meeting (location) venue and lunch sponsor
- Opportunity to place sponsor-provided pop-up banner at your sponsorship location
- Opportunity to speak two (2) minutes at one meeting per year at your sponsorship location
- Registration for one (1) to all in-person Regional Meetings at your sponsorship location
- Regional Meetings advertising to list company as "Regional Meeting (location) Venue Sponsor"

2026 Regional Meeting Speaker Sponsor

\$5,000 (Edmonton) **SOLD**

\$5,000 (Calgary) **SOLD**

\$1,500 (Grande Prairie)

- Opportunity to introduce the guest speaker at in person locations
- Opportunity for photo with the guest speaker in person locations
- Eight (8) social media posts per year before, during, or after event
- Listed on amta.ca as "2026 Regional Meeting Speaker sponsor"
- Recognition at each meeting as the Regional Meeting Speaker sponsor
- Opportunity to place sponsor-provided pop-up banner at your sponsorship location
- Two (2) 15 second pre-recorded spots on an episode of AMTA Steering Change Podcast
- Opportunity to speak two (2) minutes at one meeting per year at your sponsorship location
- Registration for two (2) to all in-person Regional Meetings at your sponsorship location

AMTA Driver of the Month

2026



Driver of the Month award winners are selected in the months of January, February, March, April, May, June, September, October, and November. Winners are selected by the Driver of the Month committee.

Selected monthly winners are presented with a Driver of the Month certificate, AMTA monogrammed jacket, and an invitation to attend or join the Regional Meeting in the month they are selected as a winner, along with one personal guest. The selected driver is added to the Driver of the Month page on amta.ca, and the driver and their company are featured on AMTA social media with exposure and potential for thousands of engagements.

Nominating Carriers receive a matching certificate to display this accomplishment with pride. All winning drivers from the mentioned months above will be considered for the AMTA 2025 Driver of the Year Award. The Driver of the Year Award is presented yearly at AMTA's Annual Conference in April and includes a video of the driver and their accomplishments, and a \$500 gift certificate and a free entry into our 2026 Professional Truck Driver Championship event.

Nominate a driver today at amta.ca

AMTA Driver of the Month Sponsorship

\$5,000 SOLD

- Driver of the month sponsor from January, 2026 - December, 2026
- 10 AMTA social media posts per year (one for each winner)
- Company logo on the Driver of the Month certificate
- Opportunity to take photo with award winner at in-person regional meetings
- Recognized on eNews Driver of the Month winner posts as the DOM sponsor
- Opportunity to present driver of the month award to award winner at Regional Meetings
- Two (2) 15 second pre-recorded spots on an episode of AMTA Steering Change Podcast
- Registration for two (2) to all 2026 Regional Meetings to present Driver of the Month award



Get In Touch

email events@amta.ca



amta.ca

events@amta.ca