



2027 JOHNSTONE DEALER MEETING

📍 Cloudland at McLemore Resort, Lookout Mountain
January 14, 2027

KNOXVILLE, TENNESSEE GROUP

Join us in Rising Fawn, Georgia, just outside of Chattanooga, Tennessee, for our annual Dealer Meeting. This is your opportunity to stand in front of our dealer network on beautiful Lookout Mountain and show why your brand is at the top.

SPONSORSHIP TIERS

ENTRY Bluff

\$1,500

- 10x8 booth
- Name listing — event program
- Event website listing
- Single product line display only

The scenic overlook above the river — a great vantage point to get started and get in front of our dealer network.

SELECT Choo Choo

\$3,500

- 10x12 booth
- 1 hotel room night
- Multiple product line displays allowed
- Name listing — event program + signage
- Event website listing

The legendary Terminal Station — still rolling, still relevant. A strong floor presence at an accessible price point.

SILVER Walnut Street

\$6,500

- 10x16 booth — premier floor location
- 2 hotel room nights
- Silver level Company logo - event program + signage + tradeshow bags
- Event website listing

Named for one of the world's longest pedestrian bridges — a landmark connector between two sides of the city, and between your brand and our dealer network.

GOLD Tennessee River

\$12,500

- 20x20 booth
- 2 hotel room nights
- Gold level Company logo - event program + signage + tradeshow bags
- Breakfast or Cocktail Reception Sponsor
- One on-site branding opportunity
- Event website listing

The river that built Chattanooga's industry and commerce — a powerful presence that runs through everything.

ADD - ON PACKAGE

Digital Reach Package | Open to all tiers

\$2,000

Pre-event email blast to all registered dealers. Social media feature post. Maximum digital exposure before the first booth opens.

ADD - ON PACKAGE

Sponsorship of our 2027 VIP Dealer Trip to Playa Mujeres in February
4 slots | Available to Tennessee River tier and above

\$5,000

Logo inclusion on main event marketing and exclusive sponsorship of one on-site event. Invitation to also attend the trip (at an additional cost) for access to our top-performing dealers in an intimate and high-touch setting.

CONTACT & COMMITMENT

Sponsorship slots are limited and may fill quickly.

Visit www.johnstonemeeting.com to reserve your tier or

contact dealermeeting@myjohnstonesupply.com with any questions or to discuss a custom package.

We appreciate your support and look forward to building something great
with you at our 2027 Dealer Meeting!