



2027 JOHNSTONE DEALER MEETING

 Chattanooga, Tennessee

KNOXVILLE, TENNESSEE GROUP

Join us in Chattanooga — the Scenic City — for our annual dealer meeting. This is your opportunity to stand in front of our dealer network in one of Tennessee's most iconic destinations. Sponsorship packages are built to deliver meaningful brand exposure, direct dealer access, and lasting impressions at every level.

PRESENTING SPONSORSHIP TIERS

ENTRY Bluff

\$1,500

- 10x8 booth
- Name listing — event program
- Event website listing
- Single 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 lines allowed to be displayed
- 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 sponsor logo — program + signage
- 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 sponsor logo — collateral + signage + bag
- Happy hour sponsorship (breakfast or reception)
- On-site branding rights
- Event website listing

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

ADD - ON PACKAGE

VIP Dealer Trip Sponsor | 4 slots |
Available to Tennessee River tier and above

\$5,000

Presenting sponsor branding at the Feb 2027 VIP dealer trip. Inclusion on branded gifts for all attending dealers. Ability to also attend (additional cost) for access to our top-performing dealer cohort in an intimate, high-touch setting.

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.

CONTACT & COMMITMENT

Sponsorship slots are limited and historically fill quickly. To reserve your tier or discuss a custom package, contact us at your earliest convenience. A signed commitment and deposit are required to hold your slot.

We look forward to building something great with you in Chattanooga.