



Where Industry Leaders Meet—
and Brands Make Their Mark.

March 16-18, 2026 in Dana Point, California
at The Ritz-Carlton, Laguna Niguel

T-100.nawla.org

An Elite Experience.

A Distinctive Brand Platform.

Presented by NAWLA, T-100 is an **exclusive, high-touch event designed specifically for owners and c-suite executives in the lumber and building materials industry**. This curated experience brings together the industry's most influential leaders as well as adjacent industries to help drive the lumber and building materials industry forward.

Connect with the industry's most influential leaders.

To ensure the exclusivity of this event, NAWLA hosts a rigorous approval process to ensure that all attendees will be executives and/or owners in the wholesale lumber and building materials distribution channel.

As a sponsor, you'll gain unparalleled access to the decision-makers who are actively shaping the future of the industry.

T-100 attracts a focused and powerful audience...

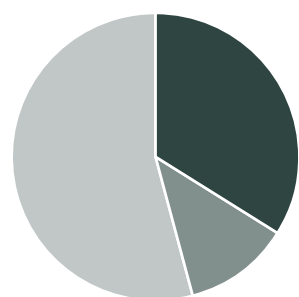
- **CEOs, COOs, CFOs and other senior executives** leading top organizations in the lumber and building materials supply chain
- Decision-makers responsible for operations, strategy, growth and long-term investments
- Thought leaders who are steering the future of the industry through collaboration, insight and innovation

... from across the lumber and building materials supply chain

Manufacturers > Wholesalers > Technology Companies > Railway Companies > Retail Companies

NAWLA manufacturer and wholesaler members are among the leading companies in the lumber and building materials industry

Annual Revenue



- 34% - Over \$75 M
- 12% - \$50 to \$75 M
- 54% - Under \$50 M

Over 90%

of the largest U.S. and Canadian manufacturers participate in NAWLA events

Sponsoring T-100 Isn't Just About Visibility— *It's About Partnership and Purpose.*

T-100 is where the industry's top minds gather. As a sponsor, you'll be part of the conversation—and part of the solution.



Direct Access to Decision-Makers

Position your brand in front of top-level executives through meaningful, face-to-face interactions in an intimate and focused setting.



Brand Alignment With Industry Leadership

Associate your organization with forward-thinking leadership and innovation in a highly respected and influential environment.



Exclusive Networking Opportunities

Join a select community of peers and prospects in strategic discussions that go far beyond a typical trade show or conference.



Thought Leadership and Visibility

Demonstrate your company's commitment to supporting industry advancement and connect your solutions with real business challenges.

We're excited to invite you into a select group of brands shaping the future alongside the industry's top leaders.

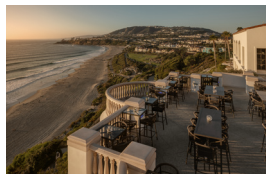
Select the sponsorship level that best fits your goals and position your brand among today's top decision-makers. Every tier offers meaningful visibility, curated access and the opportunity to leave a lasting impression at our industry's most powerful event.

Platinum Sponsorship: \$25,000

Command the spotlight at T-100.

As a Platinum Sponsor, your brand defines excellence: front and center with the most powerful CEOs and decision-makers in the room.

To rise to the Platinum Sponsor level, select one of the following exclusive events to sponsor—available on a first-come, first-served basis:



Welcome Dinner

Our opening event will bring together attendees for a refined seated dining experience



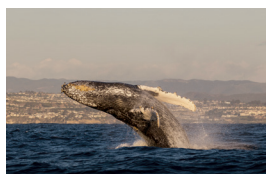
Nightcaps and Networking

An exclusive reception focused on deepening attendee relationships



Mulrooney Award Dinner

NAWLA's most prestigious evening dedicated to celebrating the lasting impact of leadership



Whale Watching Tour

A unique ocean excursion open to 50 attendees—providing unfiltered access and endless possibilities

In addition to exclusive alignment with the selected event or experience, Platinum Sponsors will enjoy unmatched recognition and exclusive privileges with the benefits listed below.

- **EXCLUSIVE!** Platinum Sponsors receive two (2) full-conference registrations and retain the right to purchase a third registration at an additional price
- Premium logo recognition on signage and T-100 website
- Company logo and 150-word description in an official T-100 update email sent to registered attendees
- Inclusion in T-100 registration promotion emails (contingent on date of contract submission)
- Digital T-100 Platinum Sponsor Badge for company use
- Pre-show email blast to all registered attendees
- Inclusion in post-show sponsor recognition email to all registered attendees, with sponsor-provided blurb of up to 150 words plus logo, with priority placement

Gold Sponsorship: \$15,000

Gold Sponsors deliver exclusive moments that resonate.

Create standout experiences for top executives and ensure your brand is remembered long after T-100 ends.

To achieve the Gold Sponsor level, select one of the following activities to sponsor—available on a first-come, first-served basis:



Wine Tasting

Exclusively attend a 30-person excursion that will provide a curated journey through the art of wine



Breakfast of Champions

One of the most anticipated knowledge-sharing moments of the event



Business Briefing

High-level intelligence meets actionable foresight in this unique education session



Business Networking Lunch

T-100 leaders will connect for high-level conversations



Industry Leaders Panel

Top executives will provide insights for the future ahead



Peer-to-Peer Roundtables

Continue direct involvement in fostering connections

Gold Sponsors will enjoy heightened recognition and exclusive privileges with the benefits listed below.

- **EXCLUSIVE!** Gold Sponsors receive two (2) full-conference registrations
- Logo recognition on signage and T-100 website
- Company logo in an official T-100 update email sent to registered attendees
- Inclusion in T-100 registration promotion emails (contingent on date of contract submission)
- Digital T-100 Gold Sponsor Badge for company use
- Inclusion in post-show sponsor recognition email to all registered attendees, with sponsor-provided blurb of up to 75 words plus logo

Silver Sponsorship: \$10,000

Gain premium visibility and smart exposure among industry leaders.

As a Silver Sponsor, you'll stay top of mind—without the top-tier spend.

To achieve the Silver Sponsor level, select one of the following activities or offerings to sponsor:



E-Bike Tour

See more with less effort on this intimate, 20-person scenic excursion



Welcome Padfolio

Our sleek, high-quality padfolio given to each attendee



Attendee Gift Bag

Thank all attendees through a unique piece in their custom gift bag
Multiple items available!



Registration Sponsor

The first name attendees see while registering and arriving at T-100



Local Takeaway Treat

Align your brand with a thoughtfully curated, local treat—offered to attendees as a final, memorable touchpoint as they depart



And more to come!

Silver Sponsors will enjoy elevated brand placement and targeted benefits detailed below.

- One (1) full-conference registration
- Logo recognition on signage and T-100 website
- Inclusion in T-100 registration promotion emails (contingent on date of contract submission)
- Digital T-100 Silver Sponsor Badge for company use
- Inclusion of logo in post-show sponsor recognition email to all registered attendees

Bronze Sponsorship: \$7,500

Bronze Sponsors gain access to T-100's influential audience with a smart, entry-level presence.

Perfect for emerging brands or first-time partners looking to establish visibility among industry executives and decision-makers.

To achieve the Bronze Sponsor level, select one of the following activities to sponsor:



Monday Cocktail Hour

Kick off the week with an elevated cocktail experience



Breakfast Concert

The perfect blend of great music and inviting company



Morning Pick-Me-Up

Treat all attendees to a \$10 coffee gift card



Tuesday Cocktail Hour

Close out the event through one last toast



And more to come!

Bronze Sponsors will tap into the energy of the event with the foundational benefits detailed below.

- One (1) full-conference registration
- Logo recognition on signage and T-100 website
- Digital T-100 Bronze Sponsor Badge for company use



Where Visionaries Gather. *Where Your Brand Belongs.*

Now is the time to position your company alongside the most influential leaders in the lumber and building materials supply chain. T-100 offers a limited number of high-impact sponsorships designed to deliver strategic visibility, meaningful engagement and lasting brand recognition.

To reserve your sponsorship or learn more, contact:

Jim Conlon

T-100 Sponsorship Lead

Email: JConlon@nawla.org

Phone: 312.673.4865

T-100.nawla.org

Sponsorships confirmed after January 15, 2026, may not be eligible for full promotional exposure, benefit fulfillment or guaranteed hotel room availability.