

2019

MID-AMERICA TRUCKING SHOW



THE ENTIRE TRUCKING INDUSTRY

MARCH 28 - 30, 2019 | LOUISVILLE, KENTUCKY



www.TRUCKINGSHOW.com

WHO ATTENDS



The Mid-America Trucking Show is the premier heavy-duty trucking industry event in North America. MATS attendance comprises a who's who in the heavy-duty trucking industry, from single-truck operators to some of the top private and public fleets in North America. MATS attendees are influential industry leaders and decision makers who purchase, recommend, and distribute products and services the world over. They come to MATS because no other platform offers such an efficient means to research the latest products and services, stay connected to the industry, and keep up-to-date with important equipment, regulatory, and technological changes. When it comes to heavy-duty MATS delivers exactly what industry professionals need to be successful.

MATS attendees are responsible for more than **400,000** power units

90.9% of attendees indicated that MATS informs their purchasing decisions

85.9% of attendees reported that MATS helps their business succeed

78.1% of attendees make or influence purchasing decisions for their company

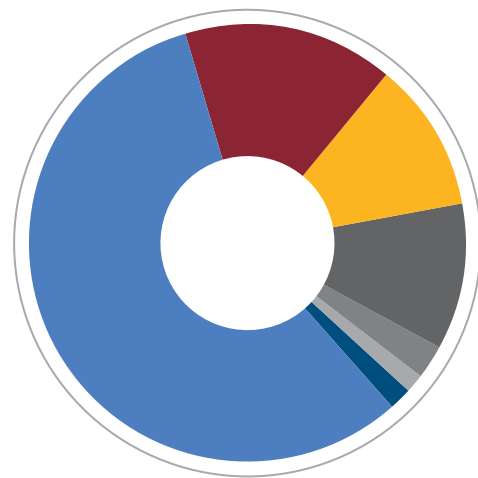


“

MATS is an all-encompassing industry show. Here, at this event, you're going to see industry execs, fleets, OEM's, aftermarket customers, distributors, sales reps, end users, and the press. So you're going to get all aspects of the industry all in one location.

Mark Assenmacher | **Peterson Manufacturing**

Attendees by Business Type



- 57.0% Long Haul
- 15.7% Local Delivery
- 11.1% Farming & Ag.
- 10.7% Construction
- 2.5% Government & Utilities
- 1.6% Towing & Recovery
- 1.4% Refuse & Recycling

THE ENTIRE TRUCKING INDUSTRY

1,000+ EXHIBITORS **70,000+** ATTENDEES **1,000,000+** SQ FT of EXHIBITS

Attendees by Job Title

Fleet Owners / Executives	6,838	Owner-Operators	16,074
Fleet Operations / Safety	1,949	Manufacturer / Supplier	4,002
Fleet Admins / Purchasing	1,895	Mechanics / Technicians	2,939
Fleet Maintenance Manager	1,546	Dealers / Distributors	1,472
Company Drivers	9,539	Students / Instructors	1,247

*2018 attendee registration / survey



EXPOSURE

MATS attracts a cross-section of the entire trucking industry, providing unparalleled exposure for new and long-standing companies to meet their marketing objectives:

- + Build Brand Awareness
- + Market Research
- + Bring Products to Market
- + Customer Relations

CONNECTIONS

MATS connects you to the \$700 Billion Trucking Industry and helps build relationships with buyers, dealers, distributors, end-users, fleets, manufacturers, suppliers, the media and more.

- + Develop Distribution/Supply Chain
- + Connect with End Users
- + Generate Leads
- + Recruit Employees, Contractors, etc.
- + Nurture Contacts

ENGAGEMENT

The face-to-face environment at MATS offers a deeper level of engagement and provides many programs and activation opportunities to showcase your products and engage your target audience in a meaningful way:

- + Live Demos
- + Ride-N-Drives
- + Sponsorship Programs
- + Seminars
- + Hospitality
- + Meetings
- + Industry Events
- + Training/Education
- + Private Events
- + Press Events

VALUE

MATS offers all this and much more, while ensuring that you get the most mileage out of your marketing dollar, including:

- + Unbeatable Exhibit Space Rates
- + Free VIP Registration
- + Lowest Drayage Rates
- + Labor Rates Below Industry Avg.
- + Free Exhibitor Parking
- + Condensed Schedule & Location (Three days in one location)
- + Free Exhibitor Registration

ONE EVENT TO REACH ALL YOUR MARKETING GOALS

At the industry's largest and most well-attended event, our exhibiting companies experience an unparalleled environment to effectively introduce new offerings, increase brand awareness, engage with customers and prospects, and connect manufacturers and suppliers. No other platform offers such a unique combination of exhibit displays, hands-on demonstrations, networking opportunities, and events – all at one venue and at one time each year.



RESULTS

97.1%

of Exhibitors would recommend MATS to a potential exhibitor



MATS has contributed significantly to our company's growth, because we've been able to reach a large audience in just a few days. More dealers get to know us, more end users, and its really helped broaden our dealer base too."



Don Kanneth | **Webasto**



"Historically we've always used MATS as a great opportunity to release products and bring new technology to the marketplace. It gives a sense of excitement and it gets that launch in front of a wide audience. Both the media and our end consumer."



Jay McCarthy | **Continental Corporation**



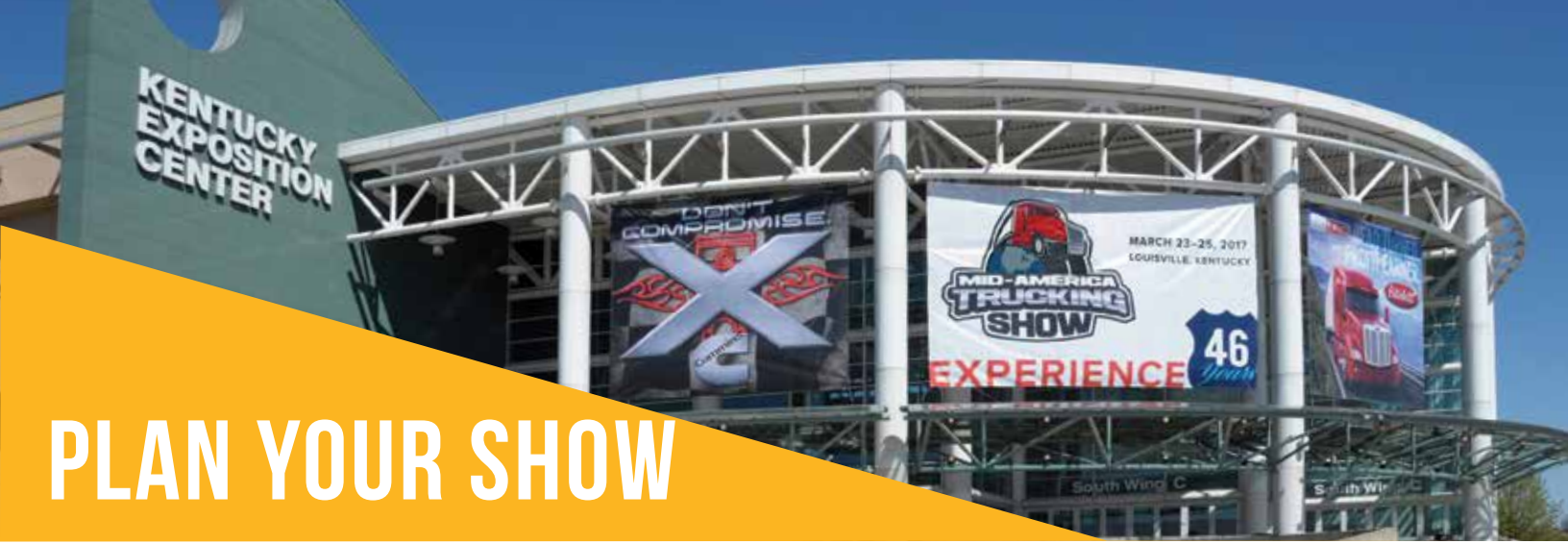
The big benefit is you get all of your customer base in one place. They can walk through the trucks, hands-on, and they can really see your product. It can be 50% of our sales that come from the Mid-America Truck Show. We look forward to coming back every year. We see a lot of good people. New market, new people all the time. It's really helped our business a lot."



Don Bentz | **Bolt Custom Trucks**

95%

of 2018 Exhibitors Intend to Participate in the 2019 Mid-America Trucking Show




PLAN YOUR SHOW


EXHIBIT SPACE RATES


Linear Exhibits (10x10, 10x20, 10x30, etc)	
10 x 10 General Show	\$1,250 each +\$100 per corner
10 x 10 Recruitment Center*	\$1,350 each +\$100 per corner

Island/Split Island Exhibits (20x20 and up)	
400 – 1500 sq.ft.	\$12.50 /sq.ft.
1501 – 2400 sq.ft.	\$11.50 /sq.ft.
2401 – 2900 sq.ft.	\$10.50 /sq.ft.
2901 sq.ft. +	\$9.50 /sq.ft.
Outdoor Space	\$5.00 /sq.ft.

* For Carriers Only - Includes Booth Carpet, 6' Skirted Table, 2 Chairs

Allen Barnett

 502.899.3892
allen.barnett@truckingshow.com

Chris Blair

 502.899.3892
chris.blair@truckingshow.com


Toby Young

 502.899.3892
toby.young@truckingshow.com

BEYOND THE BOOTH

Sponsorship / Advertising

MATS offers sponsorships, signage, and advertising that reach and engage attendees before, during, and after the show. Contact us for a consultation.


www.truckingshow.com/SPONSORSHIP

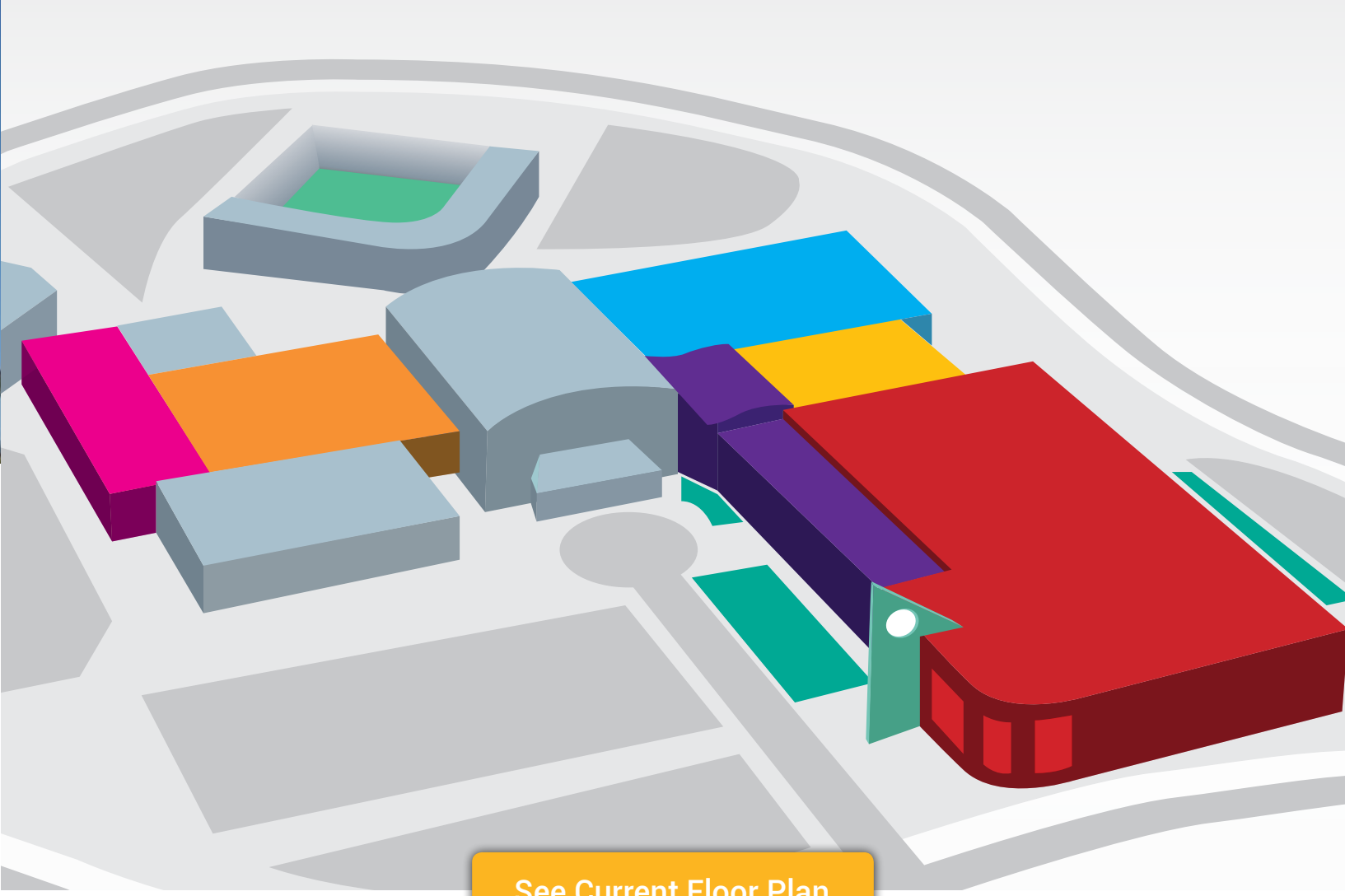
Adam Weckman

 502.899.3894
adam.weckman@truckingshow.com

Special Events

Whether educational, media, social or private, if you would like to hold an event at MATS or even co-locate an existing event, contact us to discuss your needs.

www.truckingshow.com/HOLD-AN-EVENT

Toby Young

 502.899.3892
toby.young@truckingshow.com



[See Current Floor Plan](#)

JOIN THE ENTIRE INDUSTRY

www.TRUCKINGSHOW.com

Complete Application
for Booth Space

On the next page you will find the application. Please indicate booth size and/or location preference, and we will contact you.

Contact Our Sales Team
for a Consultation

Exhibit Management Associates
 Phone: (502) 899-3892
 Email: exhibit@truckingshow.com

2019 MID-AMERICA TRUCKING SHOW APPLICATION & AGREEMENT FOR EXHIBIT SPACE

Please complete Sections 1 through 5 to apply for Exhibit Space at the 48th Annual Mid-America Trucking Show, Thursday, March 28 - Saturday March 30, 2019. By submitting this Application, the Exhibitor agrees to comply with the accompanying Terms and Conditions & Show Rules and Restrictions, which are made a part of this agreement by reference and fully incorporated herein.

1 EXHIBITOR INFORMATION All HIGHLIGHTED info is PRINTED IN THE SHOW DIRECTORY - PLEASE TYPE OR PRINT CLEARLY.

CONTACT INFO - TO BE PRINTED IN THE SHOW DIRECTORY:

I Am A Returning Exhibitor From MATS 2018

COMPANY: _____

CONTACT (Please Print): _____

ADDRESS: _____

CITY: _____

STATE/PROVINCE: _____

ZIP: _____ **COUNTRY:** _____

OFFICE PHONE: _____

Mobile Phone: _____

E-mail: _____

ADMINISTRATIVE INFO - SEND ALL CORRESPONDENCE TO:

Same As Contact Info To The Left

Company: _____

Contact (Please Print): _____

Address: _____

City: _____

State/Province: _____

Zip: _____ Country: _____

Office Phone: _____

Mobile Phone: _____

E-mail: _____

COMPANY WEBSITE - URL: _____

Please add \$50 below for a featured Web Link in Mid-America's Online Exhibitor Search Database and Show Directory (Print & Digital).

2 EXHIBIT SPACE REQUEST

INDICATE BOOTH NUMBER OR BOOTH SIZE

1st Choice # _____ or Size: _____

2nd Choice # _____ or Size: _____

3rd Choice # _____ or Size: _____

Total Booth Cost \$ _____

EXHIBIT SPACE RATES

Linear Exhibits (10x10, 10x20, 10x30, etc)		Island/Split Island Exhibits (20x20 and up)	
10 x 10 General Show	\$1,250 each +\$100 per corner	400 - 1500 sq.ft.	\$12.50/sq.ft.
10 x 10 Recruitment Center*	\$1,350 each +\$100 per corner	1501 - 2400 sq.ft.	\$11.50/sq.ft.
		2401 - 2900 sq.ft.	\$10.50/sq.ft.
		2901 sq.ft. +	\$9.50/sq.ft.
		Outdoor Space	\$5.00/sq.ft.

* For Carriers Only - Includes Booth Carpet, 6' Skirted Table, 2 Chairs

3 PRODUCTS AND/OR SERVICES YOUR COMPANY PLANS TO EXHIBIT

120 Characters Maximum Including Spaces.

The description above will appear in Mid-America's Online Exhibitor Search Database and Show Directory (Print & Digital) - We reserve the right to edit as necessary.

4 PAYMENT SCHEDULE

APPLICATION SUBMITTED **BEFORE JAN 1, 2019:**

- Submit Application along with 50% of the Total Cost
- Invoice will be sent for the balance, with final payment due by Jan 1, 2019

APPLICATION SUBMITTED ON OR **AFTER JAN 1, 2019:**

- Submit Application along with 100% of the Total Cost

Booth Space Total:\$ _____

Web Link Charge (\$50):\$ _____

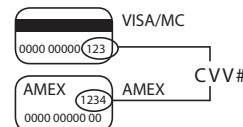
Total Cost:\$ _____

TOTAL ENCLOSED (based on schedule above)\$ _____

Check Enclosed (Mail To Address Below)

Credit Card (**10' x 10' Booths Only**)

Check One: Visa MC Amex



Card#: _____

Expiration Date: _____ CVV#: _____

Billing Address: _____

Billing Zip Code: _____

Cardholder Name: _____

Cardholder Signature: _____

Any balance remaining on January 1, 2019 will be charged to this credit card.

5 SIGN HERE & RETURN TO:

Exhibit Management Associates, Inc.
1404 Browns Lane, Suite E, Louisville, KY 40207

Fax: (502) 899-3952
Email: exhibit@truckingshow.com

AUTHORIZED SIGNATURE: **X** _____ TITLE: _____

NAME (Please Print): _____ DATE: _____

Please complete the above, sign, and return together with your deposit. A validated copy will be returned for your records.

Please make all payments to: **Exhibit Management Associates, Inc. - 1404 Browns Lane, Suite E / Louisville, KY 40207 / Phone: (502) 899-3892**

THIS SPACE FOR OFFICE USE ONLY				
Date	Booth	Size	Sq. Ft.	Cost
Accepted By: _____				
Date: _____				
			Total	Total

2019 MATS TERMS & CONDITIONS / SHOW RULES & RESTRICTIONS

TERMS AND CONDITIONS

1. Agreement for Lease of Exhibit Space: The Exhibitor, by submitting the Application on the reverse side of this form, applies for the lease of exhibit space in the exhibition area of the Kentucky Exposition Center for the purpose of displaying and demonstrating equipment manufactured or distributed by the Exhibitor or services available from the Exhibitor during the Mid-America Trucking Show (the "Show"), which is scheduled for March 28, 2019 through March 30, 2019. The Exhibitor acknowledges and agrees that its Application does not become a binding and enforceable agreement for the lease of said exhibit space unless and until Exhibit Management Associates, Inc. ("Show Management") accepts its Application in writing. Show Management has the exclusive right to determine, at its sole discretion, the eligibility of any potential Exhibitor for inclusion in the Show and may reject the Application of any potential Exhibitor not deemed to be in keeping with or appropriate to the purpose of the Show. The Exhibitor, by submitting its Application, agrees to abide by the Terms and Conditions for this Agreement to Lease Exhibit Space ("Agreement") and the Show Rules and Restrictions listed herein.

2. Assignment of Exhibit Space: The Exhibitor acknowledges that it has received a copy of the Show Floor Plan from Show Management and that it has listed on its Application its order of choices for exhibit space in the exhibition area of the Kentucky Exposition Center. Show Management will make every effort to accommodate the Exhibitor's requests for specific exhibit spaces, but reserves the right, at its discretion, to assign exhibit space to the Exhibitor. Upon acceptance of the Exhibitor's Application, Show Management will notify the Exhibitor in writing of the specific exhibit space for the Exhibitor's use at the Show ("Exhibit Space"). The Exhibitor accepts the Show Floor Plan and acknowledges and agrees that Show Management reserves the right to relocate the Exhibitor to a different Exhibit Space and to modify the Show Floor Plan after acceptance of the Exhibitor's Application if Show Management determines, at its discretion, that it is in the best interest of the Show or if such a relocation or modification is required by any agency regulating the exposition area.

3. Cancellation/Refund Policy: Any change to exhibit space is subject to the terms of the "Cancellation/Refund Policy". Requests for cancellation, reconfiguration, or relocation of exhibit space must be submitted in writing to Show Management. At its sole discretion, Show Management reserves the right to relocate Exhibitor to accommodate any cancellation/reconfiguration request. Cancellation/release of any exhibit space before December 31, 2018 will result in a penalty of 25% of the total cost of the exhibit space cancelled/released. After December 31, 2018, the Exhibitor is liable for 100% of the total Exhibit Space cost. In no case will any refund be made for cancellation/release of Exhibit Space after December 31, 2018.

4. Sub-Leasing: The Exhibitor will not assign, share, or sublet its Exhibit Space or any part thereof, to a third party, either with or without charge, without prior written permission of Show Management.

5. Use of Exhibit Space: The Exhibitor agrees that it will only use the Exhibit Space to display and demonstrate products and services directly related to and utilized by the trucking industry. The Exhibitor agrees that its Exhibit Space has been assigned for its exclusive use and it will not display any product or service other than those manufactured, distributed, or sold by it in its regular course of business. Any activity within an Exhibit Space must have a sufficiently large area to accommodate the audience without causing any blockage of aisles. The Exhibitor further agrees that all demonstrations, displays, and distribution of promotional materials will be confined to its Exhibit Space and that the Exhibitor's personnel will not canvass or solicit business outside of its exhibit space. Exhibit Space assigned to, but not occupied by, the Exhibitor at the start of the show, or for any time thereafter, shall revert back to Show Management to be re-leased and occupied in any manner and for such purposes as Show Management may choose. In such event, all funds theretofore paid by the Exhibitor in relation to the Exhibit Space shall be retained by Show Management as liquidated damages, and this Agreement shall be null and void.

6. Installation and Dismantling of Exhibits: The Exhibitor agrees that installation of Exhibits for use in the Exhibit Space will be conducted based on the "Move In Schedule" provided to the Exhibitor by Show Management in the Exhibitor Services Kit. Setup will be coordinated by the Show Decorator, who will contact the Exhibitor to schedule an installation time. Dismantling will not begin before 4:00 p.m., Saturday, March 30, 2019. Any Exhibitor found to be in violation of this policy will be subject to a \$500 fine and loss of show seniority for future exhibit space selection. No trucks, tractors, trailers or any rolling stock will be started or moved from the exhibition area before 5:00 p.m. Saturday, March 30, 2019. The Exhibitor further agrees that it will vacate the exhibition area no later than 12:00 midnight, Sunday, March 31, 2019. It is the Exhibitor's sole responsibility, at its sole cost, to install and put in place its Exhibit before the opening of the Show and dismantling and removing it immediately after the closing of the Show as set forth above. The Exhibitor agrees that any deviation from the above installation and dismantling schedule and procedure must be approved in advance in writing by Show Management.

7. Arrangement of Exhibits: The Exhibitor accepts the basic booth layout as outlined on the Show Floor Plan provided by Show Management and agrees that all displays and furnishings for use in its Exhibit Space will be at the Exhibitor's sole expense. The Exhibitor further agrees not to erect signs, partitions or to display products in such a way as to occasion injury or disadvantageously affect the display of other exhibitors. The Exhibitor agrees to comply with the "Exhibit Display Regulations" as outlined in the Exhibitor Services Kit. Plans for any questionable exhibits should be submitted by the Exhibitor for Show Management approval a minimum of 60 days prior to the first day of the show or within two (2) weeks of Show Management's acceptance of the Exhibitor's Application, whichever is earlier.

8. Fire Regulations: The Exhibitor agrees, as a condition of eligibility to exhibit at the Show, that all aspects of its Exhibit, including, but not limited to, its material, installation and operation, must comply with all requirements of the Kentucky State Fire Marshall and Kentucky laws and regulations relating to fire safety.

9. Insurance: The Exhibitor agrees to maintain, for the duration of the Show, including move-in and move-out, General Liability coverage with a limit of at least \$1,000,000 per occurrence and a \$2,000,000 aggregate limit. A valid Certificate of Liability Insurance must be provided to Show Management at least 30 days prior to the opening of the show. Exhibit Management Associates, Inc., Kentucky Exposition Center, and Genesis Exposition Services LLC must be named as additional insured; Certificate Holder should be Exhibit Management Associates, Inc.

10. Security: A security detail will be assigned by Show Management during all hours of the Show, but Show Management does not assume responsibility for the loss of and/or damage by fire, theft or any other cause to the Exhibitor's property. The Exhibitor agrees to have an attendant present and in charge of the Exhibitor's Exhibit Space at all times during the Show's exhibition hours.

11. Limitation of Liability: The Exhibitor, on behalf of itself and its officers, directors, employees, agents, contractors, licensees, patrons, guests, assigns, parents, subsidiaries, successors, heirs, personal representatives, executors, and administrators, agrees as follows:

A. Release and Waiver of Liability: The Exhibitor waives and releases any and all rights and claims for any injuries, losses, damages and liabilities of any kind, including, but not limited to, bodily injury and death and property damage, arising out of or relating to the Exhibitor's participation in and exhibition at the Show, against Show Management and its officers, directors, employees, agents, contractors, licensees, patrons, guests, assigns, parents, subsidiaries, successors, heirs, personal representatives, executors, and administrators (hereinafter referred to as "Releasees").

B. Indemnification: The Exhibitor agrees to indemnify, defend, and hold the Releasees harmless from and against any claims, suits, actions, injuries, losses, damages, liabilities, costs, expenses (including attorney's fees), judgments and penalties arising out of or relating to the Exhibitor's participation in and exhibition at the Show.

12. Kentucky Exposition Center Property: The Exhibitor agrees that it will compensate the Kentucky Exposition Center for any expense resulting from either injury or damage to the physical property of the Kentucky Exposition Center caused by the Exhibitor or its employees, agents, licensees or contractors arising from the use by the Exhibitor of the Exhibit Space at the Kentucky Exposition Center, including, but not limited to, the installation or removal of any Exhibits into or out of the exposition area. Any item or equipment which the Kentucky Exposition Center or Show Management deem necessary to protect the Kentucky Exposition Center's building, equipment or furniture will be at the Exhibitor's expense.

13. Severability: Should any of the provisions of this Agreement be declared or determined by any court to be illegal or invalid, the validity of the remaining parts, terms or provisions shall not be affected thereby and said illegal or invalid part, term or provision shall be deemed not to be a part of this Agreement.

14. Governing Law: This Agreement shall in all respects be interpreted, enforced and governed under the laws of the Commonwealth of Kentucky.

15. Entire Agreement: This Agreement sets forth the entire agreement between the Exhibitor and Show Management and fully supersedes any and all prior agreements, warranties or understandings between the parties.

SHOW RULES AND RESTRICTIONS

16. In addition to the above Terms and Conditions, the Exhibitor agrees to abide by the following Show Rules and Restrictions:

A. Noisy or Obnoxious Equipment: Any equipment or apparatus producing noise, vibration or odor that could be detrimental to neighboring exhibits or guests is prohibited. Plans for any questionable exhibits should be submitted by the Exhibitor for Show Management approval a minimum of 60 days prior to the first day of the show or within two (2) weeks of Show Management's acceptance of the Exhibitor's Application, whichever is earlier.

B. Complimentary Tickets: The distribution of complimentary tickets during the three (3) days of the Show, on the grounds of the Kentucky Exposition Center, is prohibited.

C. Hanging Signs: If the Exhibitor wishes to hang any object, such as a sign, from the ceiling immediately above its Exhibit Space, said item must be approved in advance by Show Management and must be hung by the Show Decorator.

D. Literature: Any distribution of literature or samples shall be restricted to materials directly related to the services or equipment of the Exhibitor. Such distributions shall be made only from the Exhibitor's Exhibit Space.

E. Promotional Stickers: The Exhibitor will not place promotional stickers on any portion of the Kentucky Exposition Center property or on attendee's badges.

F. Balloons and Food: Promotional helium-filled balloons and any and all food items are not permitted in the exhibition area without prior written permission of Show Management.

G. Sound Level and Music: Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. The noise level within an exhibit must not exceed 85 decibels as measured from the aisle immediately in front of the booth. No music (live or recorded) is allowed in any booth without permission of Show Management. Show Management is not responsible for the Exhibitor's licensing for the use of music in any form during the show.

H. Photography/Video Recording: No exhibit, performance or event presented at the Show shall be photographed, videotaped, broadcast or recorded for commercial use, sale, or distribution of any kind without the prior written consent of Show Management. Show Management is authorized to record and use audio/visual materials and photographs taken at the Show.

I. Exhibitor Personnel: Exhibitor personnel must be clothed in acceptable attire and must restrict their activities to their own Exhibit Space.

J. Official Services: The Exhibitor understands that designated official Show contractors are responsible for their area of operation and any outside contractor or worker must operate with the concurrence of the Official Show contractor(s) and Show Management. An Exhibitor Services Kit with a complete index of designated Show contractors and their forms will be provided to each Exhibitor.

K. Exhibitor Appointed Contractors (EAC): Any Exhibitor requesting a non-official contractor to perform services in Exhibitor's Exhibit Space must complete and submit an electronic EAC Form and valid Certificate of Insurance for each EAC, a minimum of 30 days prior to the first day of the Show. Any EAC without the appropriate EAC documentation submitted on its behalf will not be allowed access to the Show Floor. All EACs are subject to approval by Show Management. All EACs are responsible for adhering to all rules and regulations and shall refrain from placing an undue burden on the Official Show Contractors by interfering, in any way, with the Official Show Contractors' work. The EAC will not solicit business on the Show Floor at any time. If the EAC, in any way, disrupts the orderly conduct of business by any of the Official Show Contractors or impairs the efficient installation and dismantling of the exhibition, the EAC will immediately cease such disruption or be removed from the Show Floor. Show Management will have the final decision in such instances.

L. Intellectual Property and Counterfeiting: The Exhibitor is responsible for obtaining all necessary licenses, permissions and permits to use music, photographs, written materials or any other materials protected by intellectual property laws in the Exhibitor's Exhibit Space. The Exhibitor is prohibited from displaying, demonstrating or distributing promotional materials for any product which is considered by Show Management, at its sole discretion, to infringe upon the intellectual property rights, including patent, copyright and trademark rights, of another individual or entity. The Exhibitor is further prohibited from displaying, demonstrating or distributing promotional materials for any counterfeit product or any product which is otherwise deemed by Show Management, at its sole discretion, to be deceptively or illegally marketed. Show Management has the right to impose sanctions on the Exhibitor at its sole discretion including, but not limited to, immediate removal of the Exhibitor's product, displays and/or promotional materials without refund to the Exhibitor for any funds already paid; loss of the Exhibitor's Exhibit Space without refund to the Exhibitor for any funds previously paid; loss of consideration for preferred Exhibit Space at future Shows; and a prohibition on the Exhibitor from exhibiting at future Shows. All questions regarding intellectual property issues related to the Exhibitor's Exhibit Space should be addressed with Show Management prior to the first day of the Show. If intellectual property issues arise during the Show, such issues should be promptly directed to Show Management.

M. Interpretation and Enforcement of Show Rules and Restrictions: The Exhibitor agrees that Show Management is responsible for all aspects of the Show and shall have full power in the interpretation and enforcement of the Show Rules and Restrictions set forth in this Agreement. All matters not covered by the foregoing shall be determined by the final judgment of Show Management.