



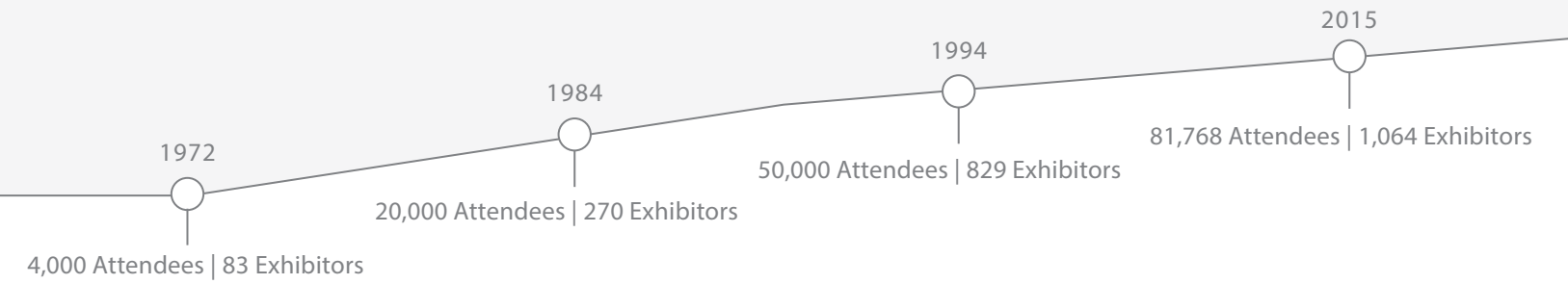
SPONSORSHIP & ADVERTISING GUIDE

47
YEARS

March 22 - 24, 2018
Louisville, Kentucky



The Entire Trucking Industry Under One Roof



The Mid-America Trucking Show is the premier heavy-duty trucking industry event in North America. At the industry's largest and most well-attended event, our exhibiting companies are provided an unparalleled environment to effectively introduce new offerings, increase brand awareness, engage with customers and prospects, and connect manufacturers and suppliers. MATS promotional opportunities are designed to engage attendees and provide unmatched exposure before, during, and long after the show.

80.9%

of attendees do not attend any other heavy-duty trucking trade show. *

77.3%

attendee net buying influence (final decision/influence/recommend). *

90.3%

of attendees rely on MATS to inform their purchasing decisions. *

Industry Segments That Attend the Mid-America Trucking Show

- ✓ COMPANY DRIVERS
- ✓ DEALERS / DISTRIBUTORS
- ✓ FLEET ADMINS / PURCHASING
- ✓ FLEET MAINTENANCE MANAGEMENT
- ✓ FLEET OPERATIONS / SAFETY
- ✓ FLEET EXECUTIVES / OWNERS
- ✓ MANUFACTURER / SUPPLIER
- ✓ MECHANICS / TECHNICIANS
- ✓ INDUSTRY MEDIA
- ✓ OWNER-OPERATORS
- ✓ SALES
- ✓ STUDENTS / INSTRUCTORS

EXHIBIT SPACE

1,000,000

SQUARE FEET

ATTENDEES

72,271

50 STATES / 67 COUNTRIES

EXHIBITORS

1,012

47 STATES / 12 COUNTRIES

DIGITAL Sponsorship & Advertising

MATS App Sponsorship



Want to get your message in front of tech savvy MATS attendees? MATS has an app for that. Engage attendees with in app banners, push notifications, and brand visibility through our extensive app promotion (print, digital, and on-site).

- ✓ **Push notifications**
- ✓ **In-App banners**
- ✓ **Pre-show promo**
- ✓ **Extensive on-site signage**
- ✓ **Featured content**
- ✓ **Splash page branding**
- ✓ **Limited to 2 sponsors**



COST AND DEADLINE

\$15,000 (Exclusive Sponsorship)

Commitment DeadlineFebruary 1, 2018

Materials Deadline February 1, 2018

Wifi Sponsorship



The wifi sponsorship offers an important service that attendees want, which guarantees visibility for the sponsor message and leaves a positive impression of their exposure to the brand.

- ✓ **Splash page branding**
- ✓ **Custom branded SSID**
- ✓ **Extensive on-site signage**
- ✓ **Links to sponsor site**
- ✓ **Pre-show promo**
- ✓ **Exclusive sponsorship**

COST AND DEADLINE

Cost is dependant on coverage (Contact for cost)

Commitment DeadlineFebruary 1, 2018

Materials Deadline February 1, 2018

DIGITAL Sponsorship & Advertising

Attendee Email Newsletter Sponsorship



The MATS attendee E-newsletter reaches hundreds of thousands of trucking professionals multiple times with updates about the MATS event. The sponsorship includes a banner, and a short write up on the sponsor.

- ✓ **175,000+ Recipients**
- ✓ **5+ Emails sent**
- ✓ **Average open rate 39%**
- ✓ **Limited to 2 sponsors**

COST AND DEADLINE

\$5,000 (Limited to two non-competing sponsors)

Commitment DeadlineDecember 1, 2017

Materials Deadline December 1, 2017

Attendee Registration Sponsorship



The MATS attendee registration sponsorship is exclusive to one sponsor and includes a banner ad position on the attendee registration page of the MATS website, and in the confirmation email that is sent to attendee registrants. In addition the sponsor will be allotted four sentences of promo copy in each piece.

COST AND DEADLINE

\$5,000 (Exclusive Sponsorship)

Commitment DeadlineDecember 1, 2017

Materials Deadline December 1, 2017

DIGITAL Sponsorship & Advertising

MATS Directory & Buyer's Guide



The MATS Directory & Buyer's Guide is the official publication for the show, providing readers with purchasing information and essential show details. The Directory and Buyer's Guide integrates print and digital publishing to reach hundreds of thousands of trucking professionals before, during, and after MATS, making it the best single marketing resource to reach attendees at all stages of the buying process.

DOWNLOAD RATE CARD

www.truckingshow.com/directoryratecard

SPONSORSHIP / SIGNAGE ORDER FORM

To reserve a sponsorship or sponsor signage for the 2018 Mid-America Trucking Show complete this form, and email or fax the form to Adam Weckman, with Exhibit Management Associates.

1 ADVERTISER INFORMATION

Advertiser's Name: _____

Advertiser is an exhibitor at the Mid-America Trucking Show: (Check the applicable box) YES No

Check the box that indicates who is placing the ad reservation: ADVERTISER ADVERTISING AGENCY

**** PLEASE PROVIDE CONTACT INFORMATION BELOW THAT IS REFLECTIVE OF ENTITY PLACING THE AD RESERVATION ****

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized by: (Signature Required) _____

Contact Name: _____ RESERVATION DATE: _____

Phone: _____ Email: _____

2 AD COST AND MATERIALS INFORMATION

Type of sign/sponsorship: _____ | size _____ \$ _____

Preferred Location: _____ \$ _____

Production cost..... \$ _____

Total cost: \$ _____

3 BILLING CONTACT INFORMATION

Company to be invoiced: _____

Address: _____

City: _____ State: _____ Zip: _____

Attention: _____

Contact Name: _____ Email: _____

Phone: _____ PURCHASE ORDER #: _____

INVOICES WILL BE ISSUED WITH A NET 30 PAYMENT SCHEDULE

* Non and/or new exhibiting companies will be required to pay in full before the materials closing date.

* This order constitutes a contractual agreement and advertiser is bound by all terms and conditions listed on our website at, www.truckingshow.com/adtermsandconditions



EMAIL OR FAX DIRECTORY INSERTION TO:

Adam Weckman | Director of Advertising | Phone: 800-626-2370 or 502-899-3892

EMAIL: adam.weckman@truckingshow.com

FAX: 502-899-3952