



ESTD *by* **Fueled** **PRIDE** 1972

★ 2015 EXHIBITOR PROSPECTUS

MARCH 26 - 28, 2015 / LOUISVILLE, KENTUCKY / KENTUCKY EXPOSITION CENTER



# THE LARGEST HEAVY-DUTY TRUCKING EVENT IN THE WORLD

**1.2 MILLION SQ.FT. OF EXHIBIT SPACE**

**79,061**

**ATTENDEES**

50 STATES / 78 COUNTRIES

**1077**

**EXHIBITORS**

43 STATES / 10 COUNTRIES

**245**

**MEDIA ATTENDEES**

\* Source: 2014 MATS Statistics

**2003** EVERY YEAR, FOR THE LAST 12 YEARS, MATS HAS ATTRACTED OVER 70,000 ATTENDEES **2014**



For more than 40 years, the Mid-America Trucking Show has been fueled by the pride of the heavy-duty trucking industry and the pride that comes with producing the largest and most well-attended event in trucking. Whether you are an exhibitor looking to cost-effectively reach industry professionals through exhibit displays, hands-on demonstrations, networking opportunities, and events or an attendee looking for the most efficient means to research the latest products and services, stay connected to the industry, and keep up-to-date on important equipment, regulatory, and technological changes ... MATS offers the unparalleled environment to achieve the results you seek.

Showcase the pride you feel in your company, in your products/services, and in this great industry ... join us and exhibit at the 2015 Mid-America Trucking Show.

## INDUSTRY SEGMENTS THE MID-AMERICA TRUCKING SHOW ATTRACTS

- COMPANY DRIVERS
- DEALERS/DISTRIBUTORS
- FLEET ADMINS/PURCHASING
- FLEET MAINTENANCE MANAGEMENT
- FLEET OPERATIONS/SAFETY
- FLEET OWNERS
- MANUFACTURERS/SUPPLIERS
- MECHANICS/TECHNICIANS
- OWNER-OPERATORS
- SALES
- STUDENTS/INSTRUCTORS

MATS attendance comprises a virtual who's who of 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, manufacture, and distribute products and services throughout the US and abroad. MATS' attendance is further supported by its unparalleled B2B opportunities and strong exhibitor/media base, with representation from all the major truck and engine manufacturers, over 40 trailer manufacturers, countless product and service suppliers, and the largest media contingency in trucking. No other heavy-duty event delivers like MATS.



**#1**

reason attendees say they visit MATS is to look for new products

**94%**

of attendees rely on MATS to inform their purchasing decisions

**77.5%**

attendee NET buying influence (final decision/specify supplier/recommend)

**63.2%**

of attendees do not attend any other trade show during the year.

**David Struckle,**  
OWNER-OPERATOR  
**STAR STRUCK TRUCKING**

“

We are cautious when it comes to purchasing for our fleet and business. Attending MATS allows us to visit exhibitors, look at the product, and discuss it. Normally we consider it, research it, and purchase it the following year. We have a list of exhibits we visit at MATS. We like to look at the tools, small equipment, custom trucks & equipment, and purchase yearly.

**John Starek,**  
DIRECTOR OF OPERATIONS  
**ARCTIC SNOW AND ICE CONTROL**

“

MATS is my “one stop shop” for anything regarding the trucking industry. I can do market research, find new products, and talk with other industry leaders to better my business. It would take months to gather the info I get out of 3 days at MATS.



# MATS OFFERS EXHIBITORS MORE MORE CONNECTIONS, MORE ENGAGEMENT, MORE RESULTS!

MATS is host to industry leading association meetings, new product launches, press conferences, educational seminars, and countless special events that attract qualified attendees and provide exhibitors with targeted marketing solutions to drive business for the remainder of the year.



**MORE CONNECTIONS**

**Roy Bromfield,**  
CHIEF OPERATING OFFICER  
**TOYO TIRE USA**

“This, to me and for our company, is the premiere venue for truck tires and everything to do with the trucking industry ... Just in terms of who comes to the show, the other participants, as well as fleet personnel, and everyone associated with the trucking industry ... the Mid-America Trucking Show is THE show to be at.

The folks that we will meet here are fleets, owner operators, small fleets, larger fleets ... We are able to talk to some of the OEM's and some of the other suppliers that are involved in the industry, so it allows us to get our name out and make some contacts.



**Larry Roland,**  
DIRECTOR OF MARKETING  
**UTILITY TRAILER**

“At Mid-America, seeing all of our vendor partners is a tremendous opportunity. Our fleet partners ... they're here without a doubt ... and the individual trucker, we love to see that, and to be able to listen to them and hear what they feel is important out there in the market today. This provides us with the opportunity certainly to listen ... and to share ...

The feedback we receive from our customers and from our vendor supplier partners is what we feel Utility has taken advantage of and listened to over the years to provide what the product is today.



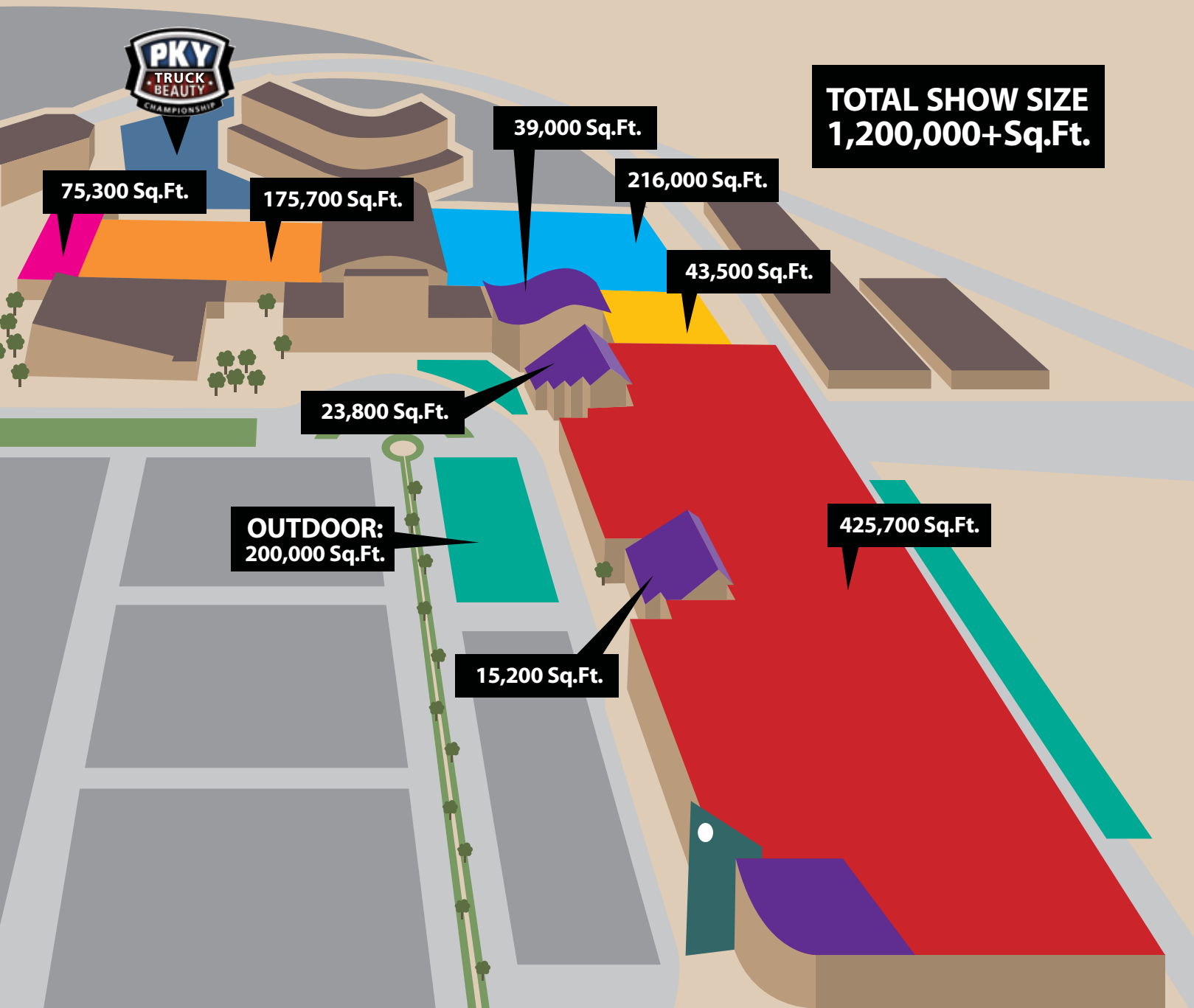
**MORE RESULTS**

“This is where you become national. This is where everybody gets to know your name. This is where all the national brands are. If that's the arena in which you wish to play, then you just must be here ... This is where I have met the international business that I have now. We were very much regional, and then we finally stretched out and became national, and now we are international. We meet those international people here.

... The Mid-America Trucking Show is special because it's a major reason we are successful. That's why it's special.

**TURN THE PAGE TO COMPLETE YOUR APPLICATION  
AND JOIN THE ENTIRE INDUSTRY AT MATS 2015!**  
FOR MORE INFORMATION VISIT [WWW.TRUCKINGSHOW.COM](http://WWW.TRUCKINGSHOW.COM) OR CALL 800-626-2370.

# 2015 EXHIBIT SPACE + RATES



**TOTAL SHOW SIZE  
1,200,000+ Sq.Ft.**

75,300 Sq.Ft.

175,700 Sq.Ft.

39,000 Sq.Ft.

216,000 Sq.Ft.

43,500 Sq.Ft.

23,800 Sq.Ft.

**OUTDOOR:  
200,000 Sq.Ft.**

15,200 Sq.Ft.

425,700 Sq.Ft.

## BOOTH NUMBERS

- 10000's ..... NORTH WING
- 20000's ..... EAST HALL
- 30000's ..... SOUTH WING
- 40000's ..... LOBBY AREAS
- 60000's ..... WEST WING
- 70000's ..... PAVILION
- 90000's ..... OUTDOOR & RIDE-N-DRIVE

**GENERAL SHOW**

**RECRUITMENT CENTER**

IN-LINE BOOTHS (10' x 10')	\$1250	\$1350
CORNER BOOTHS (10' x 10')	\$1350	\$1450

### BULK SPACE RATES (20 x 20 & larger dimensions)

400 sq. ft. - 1500 sq. ft.	\$12.50 per sq. ft.
1501 sq. ft. - 2400 sq. ft.	\$11.50 per sq. ft.
2401 sq. ft. - 2900 sq. ft.	\$10.50 per sq. ft.
2901 sq. ft. and up	\$9.50 per sq. ft.
Outdoor Exhibits	\$5.50 per sq. ft.

# HOW TO BECOME AN EXHIBITOR AT MATS 2015

## STEP 1

### RETURNING EXHIBITOR

Applications and Prospectuses will mail and email out to returning exhibitors on July 15, marking the opening of exhibit space sales for companies that exhibited the prior year. All returning exhibitor applications must be received by September 16th for priority/preferred consideration.

### NEW EXHIBITOR

Once all returning exhibitor enlargement / relocation requests have been addressed, new exhibitor applications will be accommodated in the order they were received. This process typically begins by the end of October. Submit your application as soon as possible to hold your place in line.



**Download Floorplan**



**Download Application**

## STEP 2

### COMPLETE AND SUBMIT THE APPLICATION

A hard-copy of the application should be completely filled out, signed, and faxed to 502.899.3952 or the electronic version [PDF] can be digitally signed and emailed to [exhibit@truckingshow.com](mailto:exhibit@truckingshow.com). On the completed application, you will need to indicate the preferred booth sizes and location (wing, aisle, near a particular company, etc.) or the preferred booth numbers. To ensure you receive consideration for the 2015 MATS while we have options available, please return the completed application as soon as possible.

## STEP 3

### BOOTH CONFIRMATION

Once we begin working on your application, we will contact you to discuss available booth options based on the information submitted on the application. Once exhibit space has been agreed upon and payment received, you will receive a formal confirmation of your exhibit space via email. This email will include the countersigned exhibit space contract, exhibitor hotel info, an invoice if there is any balance due, and information on additional steps to ensure your success at the show.

## ADDITIONAL PLANNING

Once your exhibit space has been confirmed, log-in to the Event Manager to:



### MAKE HOTEL RESERVATIONS

MATS EXHIBITOR HOTELS OFFER THE BEST PRICE AND HIGHEST LEVEL OF SERVICE.

[/HOTELS](#)



### FINALIZE TRAVEL ARRANGEMENTS

WE'VE MADE IT EASY TO FIND GREAT RATES ON AIR TRAVEL AND CAR RENTAL.

[/TRAVEL](#)



### PROMOTE YOUR PRESENCE

GET THE MOST OUT OF MATS BY TAKING ADVANTAGE OF OUR FREE AND PAID OPPORTUNITIES.

[/PROMOTE](#)



### FINALIZE ON-SITE ARRANGEMENTS

BADGE REGISTRATION, BOOTH FURNISHINGS, EXHIBITOR SERVICES, MOVE-IN INFO, ETC.

[/EVENT MANAGER](#)

## CONTACT SHOW MANAGEMENT

EXHIBIT MANAGEMENT ASSOCIATES: 1404 Browns Lane, Suite E, Louisville, KY 40207  
PH: 800-626-2370 / FAX: 502-899-3952