



EXHIBITOR PROSPECTUS

52 YEARS

1972 1984 1994 2019 2022 2024

MARCH 21 – 23, 2024
KENTUCKY EXPOSITION CENTER

THE LARGEST ANNUAL TRUCKING TRADESHOW IN NORTH AMERICA

As the industry's largest and most well-attended event, MATS is the best solution to showcase products, network, generate leads, and build relationships with key contacts across the entire trucking industry. With the entire industry in attendance, at MATS you will achieve your marketing objectives and directly connect with your target audience.

MATS also hosts numerous educational, networking, and entertainment events, where exhibitors can connect on a deeper level and attendees can evaluate solutions in a meaningful way.

58,000+
ATTENDEES
FROM 50 STATES & 55 COUNTRIES

860+
EXHIBITORS
FROM 43 STATES & 11 COUNTRIES

1,000,000+ SQUARE FEET





SCAN TO VIEW
CASE STUDY

**“THIS IS THE LARGEST TRUCK
SHOW IN THE COUNTRY....IF YOU
WANT TO BE ON THE STAGE WITH
OTHER PLAYERS AND COMPETE,
IT’S A NECESSITY. YOU HAVE TO
BE AT MATS.”**

BulkLoads / Jared Flinn, Operating Partner

WHO ATTENDS

*Trucking Professionals
Looking To Advance
Their Business
Operations.*

✓ Fleet Owners / Executives

✓ Fleet Operations / Safety

✓ Fleet Admins / Purchasing

✓ Fleet Maintenance Managers

✓ Owner-Operators

✓ Company Drivers

✓ Manufacturers / Suppliers

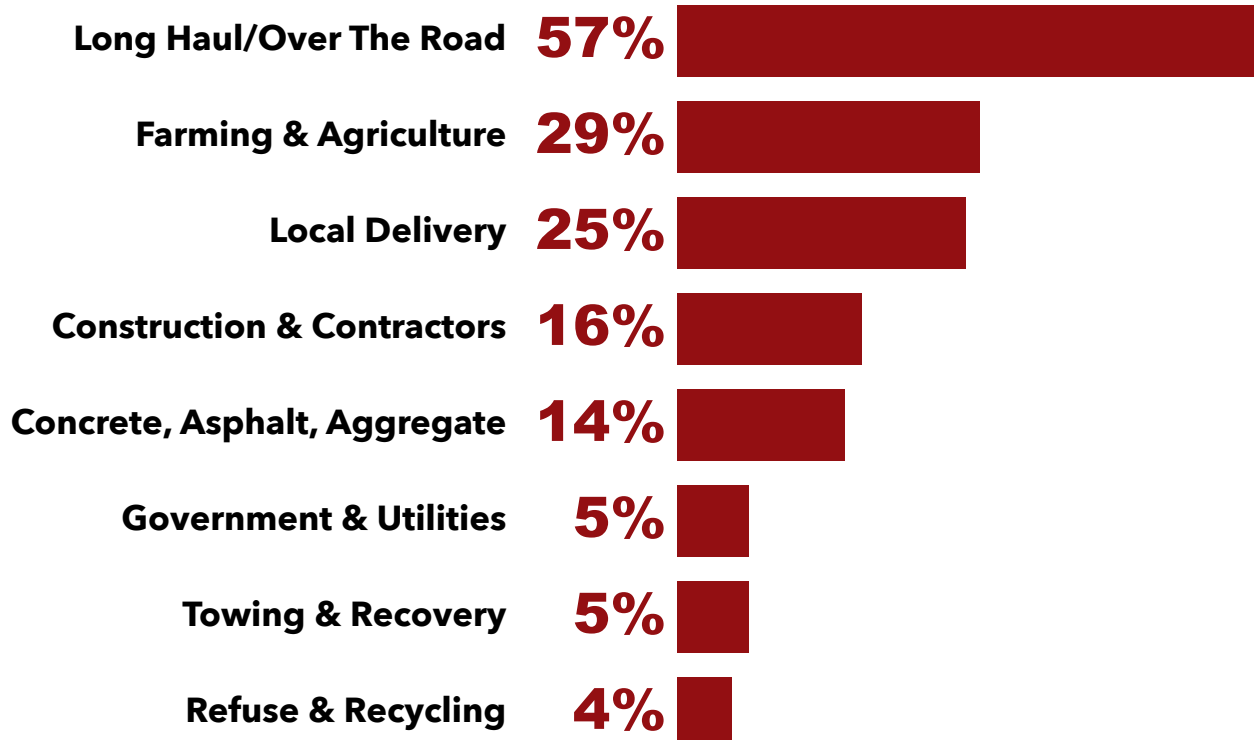
✓ Mechanics / Technicians

✓ Dealers / Distributors

✓ Students / Instructors



BY BUSINESS OPERATIONS



WHY THEY ATTEND



FIND NEW PRODUCTS

These attendees come to MATS looking for products to improve their businesses. They represent the ideal audience to showcase your products, capture leads, complete a direct sale, and generally build brand awareness.



NETWORKING

These attendees are tenured industry professionals that value face to face interaction. These attendees connect exhibitors with new contacts that lead to quality leads, recruitment opportunities, and new business partnerships.



STAY UP-TO-DATE

These industry professionals that want to be educated and stay informed. They are interested in education sessions, product demos, providing product feedback, and meeting product experts.



MEET NEW SUPPLIERS

These attendees help exhibitors develop their dealer network, meet new retail distribution partners, and develop relationships with new suppliers.

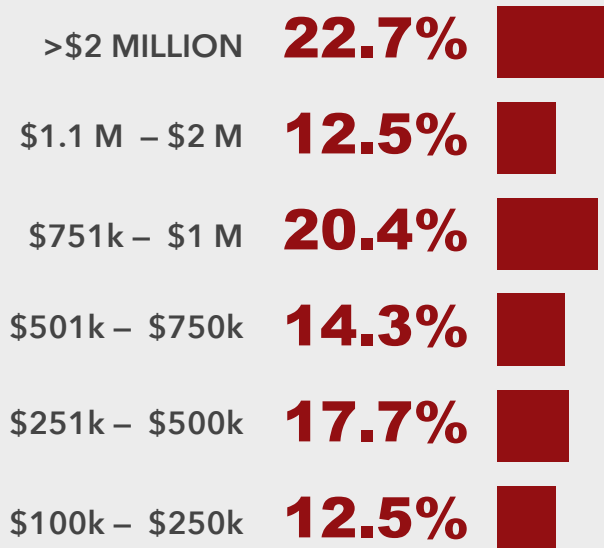


ATTENDEE PRODUCT INTEREST

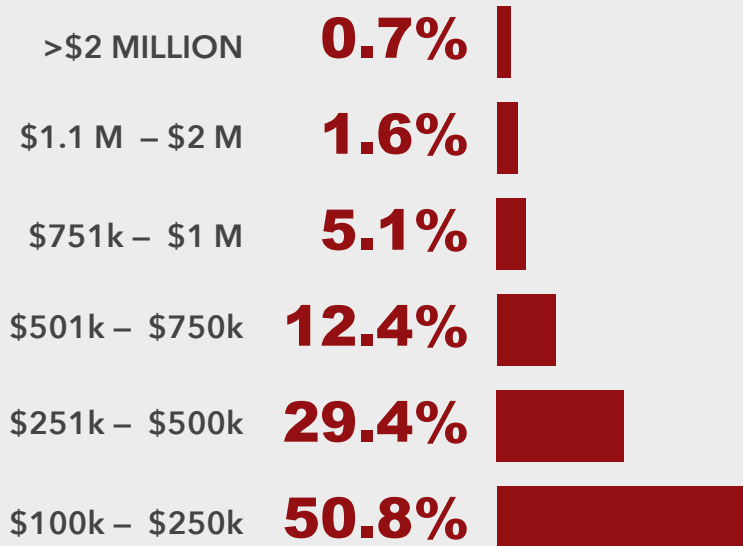
81% Aftermarket Products
 27% Alternative Fuels & Services
 51% Brakes & Stopping Systems
 43% Brokerage & Logistics
 77% Cleaning & Detailing Products
 29% Driving Opportunities & Training
 35% ELD Solutions, GPS & Telematics
 52% Electronics & Communication
 54% Engines & Components
 32% Financial, Tax, Legal Services
 66% Fuel, Lubricants, Sealants
 31% Fueling Facilities & Programs
 46% Load Boards, Apps & Software
 62% Load Securement
 19% Refrigeration, Heating, & AC
 49% Safety & Security
 28% Scales & Weight
 49% Sleepers, Seats, & Accessories
 33% Suspension & Steering Systems
 64% Tires, Wheels, & Accessories
 68% Tools & Maintenance
 35% Trailer Parts, Flooring, & Liners
 31% Transmissions, Axles, & Driveline
 32% Truck Bodies, Fenders, & Chassis
 73% Trucks and Trailers

WHAT DO THEY PLAN TO SPEND IN THE NEXT 12 MONTHS?

FLEET ATTENDEES



OWNER OPERATOR ATTENDEES



79.9%

ARE THE PRIMARY DECISION -
MAKER AT THEIR COMPANY



SCAN TO VIEW
CASE STUDY

**“WE BECAME A MULTI-MILLION
DOLLAR COMPANY OVERNIGHT
WITH HUNDREDS OF LEADS
COMING OUT OF THE MATS SHOW”**

Axle Spindle Repair, Bajwa Satwinder, President

TOP REASONS TO EXHIBIT



Whether you're a small company, just getting established in the industry, or a global brand, MATS is the event to exhibit at and complete all of your marketing objectives.

1

BUILD BRAND AWARENESS

MATS extensive layout and immersive experiences offer exhibitors numerous opportunities to reach attendees in multiple, meaningful ways to make a positive and lasting brand impression.

2

SHOWCASE PRODUCTS

As the industry's largest and most well-attended event, MATS is the ideal platform to gain exposure to the entire heavy-duty industry.

3

LEAD GENERATION

The face-to-face environment at MATS supports direct engagement with attendees, helping exhibitors to assess them as a prospect and capture contact info for follow-up.

4

NETWORK & BUILD RELATIONSHIPS

Over the three days of the MATS event, exhibitors can participate in special events, educational seminars, and a VIP-only session to facilitate important connections.

5

CUSTOMER FEEDBACK/MARKET RESEARCH

AT MATS, exhibitors demonstrate products and services directly to attendees resulting in immediate feedback to inform product development and to help resolve customer pain points.



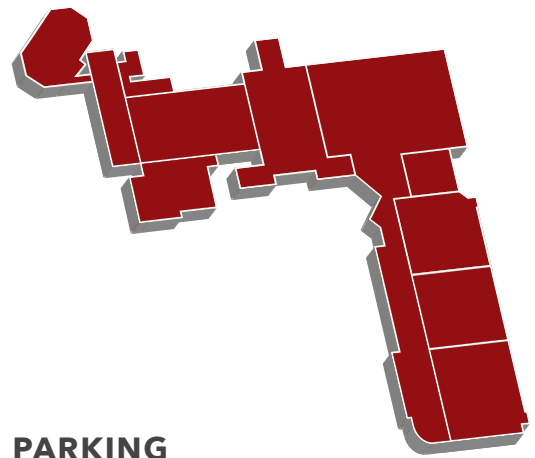
SCAN TO VIEW
CASE STUDY

**“WE GENERATED OVER 300
LEADS TO PASS BACK TO OUR
COLLEAGUES. WE DID MORE THAN
TWO DOZEN DEMOS WITH ACTIVE
CUSTOMERS RIGHT ON-SITE.”**

Loadsmart / Casey Monahan, Vice President of Sales

EXHIBIT SPACE

Low Cost. High Return.



EXHIBITOR BENEFITS

- ✓ **FREE COMPANY LISTING**
On-line and On-site Printed Exhibitor Directory plus Digital Show Directory
- ✓ **FREE VIP REGISTRATION**
Invite customers to attend MATS with no-cost VIP Access.
- ✓ **FREE PERSONNEL REGISTRATIONS**
Allotment of booth personnel badges for your staff.
- ✓ **FREE SHAREABLE ASSETS**
Promotional assets provided to share via social and other channels.
- ✓ **FREE PARKING**
Allotment of complimentary Exhibitor parking passes.
- ✓ **DISCOUNTED HOTEL ROOMS**
Access to discounted Exhibitor Hotels.
- ✓ **NO HASSLE INSTALLATION**
Exhibitors can curb unload and self-install their booths or use MATS vendors for a turnkey experience.
- ✓ **INCLUDED BOOTH FURNISHINGS**
All linear booths include 8' back and 3' side divider drape. Recruitment Center booths include carpet, 2 chairs, and 6' skirted table.

OUTDOOR SPACE

\$5.50/sq.ft.
(Minimum size is 20ft x 20ft)

INDOOR SPACE

\$13.50/sq.ft.
100-1500 sq.ft.
(+\$100 per corner)

\$12.50/sq.ft.
1501 - 2400 sq.ft.

\$11.50/sq.ft.
2401-2900 sq.ft.

\$10.50/sq.ft.
2901+ sq.ft.

RECRUITMENT CENTER

\$14.50/sq.ft.
(Includes Carpet,
6' skirted table, 2 Chairs)

SPONSORSHIP & ADVERTISING

In today's crowded marketplace, it's more important than ever to increase your company's visibility, distinguish yourself from competitors, and achieve top-of-mind status among prospective buyers.

Click the web links below to learn how to maximize your investment at MATS 2024. Font seems smaller.



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ON-SITE SPONSORSHIP

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ADVERTISING

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READY TO PLAN YOUR SUCCESS?

EXHIBIT SPACE

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