



PRO TALKS

EDUCATION SURVEY

TOP INDUSTRY ISSUES SURVEY

10.5.2026





SURVEY FOCUS:

The Mid-America Trucking Show (MATS) Education survey ranks the top concerns of industry professionals who attend our event. The goal is to identify the most important issues confronting attendees. This data will assist MATS exhibitors and Pro Talks Education Partners in developing strategies to engage attendees on these critical topics at the show.

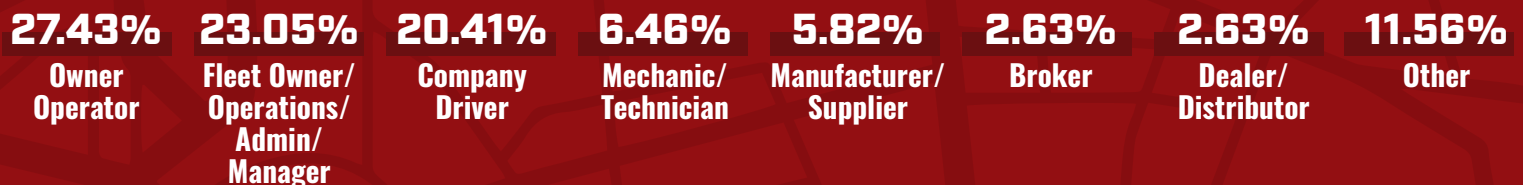
METHODOLOGY:

The MATS Education Survey was emailed to 54,852 individuals who attended the 2026 Mid-America Trucking Show. All respondents answered all questions (100% completion rate). The results are outlined to highlight the industry topics of greatest interest for trucking professionals planning to attend the 2026 Mid-America Trucking Show.

AUDIENCE PROFILE:

The MATS Education Survey audience represents a broad spectrum of trucking industry professionals who attend the show, ranging from owner-operators to fleet managers and other industry stakeholders.

AUDIENCE OCCUPATION:



89.86%

Said MATS Pro Talks Seminars keep them up-to-date on industry changes and issues

93%

of exhibitors who hosted a ProTalks seminar indicated it helped them achieve their goals

What categories of education are you interested in at MATS 2026?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Equipment	54.78 %
Maintenance	49.12 %
Government & Regulations	45.37 %
Business	41.87 %
Safety	41.55 %
Technology	40.43 %
Operations	30.78 %
Emissions & Efficiency	19.94 %

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Pro Talks Sponsorship inquiries contact Adam Weckman at adam.weckman@truckingshow.com

In the EQUIPMENT category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Aftermarket products	73.53 %
Spec'ing the correct equipment for your operations	46.32 %
Supply chain issues and updates	33.82 %
Truck leasing and rental trends	23.68 %
Managing inventory	21.32 %
EV / Alt-fuel trucks	9.12 %
Speed limiters	17.22 %

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In the MAINTENANCE category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Maintenance (best practices)	79.44 %
Developing a successful maintenance program	56.55 %
Roadside inspections	52.90 %
Diagnostic trends	46.93 %
Securing loads	34.00 %

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In the **GOVERNMENT & REGULATIONS** category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Compliance	65.43 %
Hours-of-Service (HOS)	54.08 %
The National Truck Parking Crisis	44.86 %
Future regulations roadmap	39.54 %
English Language Proficiency (ELP) for Drivers	39.36 %
Broker reform / double brokering	38.83 %
Trucking litigation / lawsuit abuse reform	31.03 %
EPA 2027 Emissions Standards	28.55 %
New Safety Fitness Determination (SFD) Rule	26.24 %
Mandatory Speed Limiters	25.18 %
Predatory towing	23.05 %
Carrier Registration System (FRS)	22.70 %
Tariffs	22.70 %
Redefining Freight Brokers and Dispatch Services	22.52 %
AEB (automatic emergency brakemandate)	21.45 %



In the **BUSINESS** category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Tips to run a successful operation	70.53 %
Insurance	47.56 %
Freight Market Economy/ Freightrecession	44.08 %
Reducing insurance costs	33.87 %
Driver retention / loyalty programs	30.86 %
Back office needs (billing, factoring, etc.)	30.39 %
Driver pay	30.16 %
Driver training standards	29.70 %
High Operating Costs	28.77 %
Fuel Prices	28.54 %
Driving revenue	27.15 %
Rate Transparency	23.67 %
Independent contractor status	20.65 %
Artificial Intelligence for operational efficiency	17.40 %
Partnering with brokerages / broker issues	15.08 %
Fraud – Cargo and Payment Theft and Identity Theft	17.40 %
Fuel cards & apps / payment processing	20.65 %
The importance of data analytics	17.40 %
Technician shortage	15.08 %



In the SAFETY category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Driver training standards	55.23 %
Driver distraction	53.29 %
Driver health and wellness	52.33 %
Compliance Safety Accountability (CSA)	50.19 %
The future of safety in trucking	46.32 %
Why trucking accidents are on the rise	44.19 %
Cargo securement	41.28 %
How to build a safety first culture	37.21 %
Tools/tech to achieve compliance	34.69 %
Protecting your assets	31.59 %
New Safety Fitness Determination (SFD)Rule	26.74 %
Insurance & Nuclear Verdicts	20.16 %



In the **TECHNOLOGY** category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Artificial Intelligence (AI) in Trucking	45.66 %
Implementing new tech in old trucks	37.98 %
ELDs / electronic logging device	37.17 %
Dispatch / route planning & optimization	36.97 %
In-cab camera / video telematics	35.56 %
Freight hauling trends	31.72 %
Best mobile apps for spot freight (loadboards)	29.90 %
Asset tracking / telematics	29.29 %
Trailer connectivity	28.08 %
TMS / safety tech integrations	27.27 %
Cargo theftprotection	26.67 %
Autonomous Trucks	21.01 %
How to prevent a cybersecurity attack toyour fleet	18.59 %

In the OPERATIONS category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Carrier / shipper relationship building	58.42 %
Equipment and parts shortages/increasing costs	49.47 %
Truck parking shortage and issues	49.21 %
Detention / delay at customer facilities	45.00 %
Driver shortages and retention	39.74 %
Going from driver to carrier	27.37 %
Hotshot operations	22.63 %
Increased efforts for women drivers	20.53 %

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In the EMISSIONS & EFFICIENCY category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
EPA 2027 Emissions Standards	66.40 %
Maximizing fuel efficiency	61.54 %
Oil / fuel additives	56.68 %
Alternative fuels in trucking	33.60 %
The importance of aerodynamics	29.15 %
Electrification of trucking	16.19 %
Carbon neutral fleets	9.31 %

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READY TO PLAN YOUR SUCCESS?

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