



SPONSORSHIP & ADVERTISING GUIDE

MATS 2026

MARCH 26 - 28, 2026
KENTUCKY EXPOSITION CENTER

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SHOW DIRECTORY & BUYER'S GUIDE

The MATS directory will provide a floor plan of all the show exhibitors with product information, daily schedules, entertainment information, and more. As this publication is critical in the experience of MATS attendees, 35,000 printed copies will be distributed to attendees in the registration lobbies. This directory will also be pushed digitally to the MATS website, emailed to registrants, and shared to MATS social media channels.



PRINT

35,000

READERS

+

WEB

1,000,000+

PAGE VIEWS

+

EMAIL

150,000+

SUBSCRIBERS

+

SOCIAL

152,000+

FOLLOWERS



TIP You can stand out from other exhibitors in the directory by including your company logo with your listing.

Included with the purchase of full page ad or separately purchased for \$300.



TRUCKSTOP
BOOTH# 16160
 222 North Plymouth Avenue
 New Plymouth, ID 83655
 (888) 364-1189
 www.truckstop.com

Will Display: A COMPLETE PORTFOLIO OF CARRIER BUSINESS SOLUTIONS, FROM FREIGHT-MATCHING ON OUR LOAD BOARD TO FACTORING FOR FASTER PAY.

SEE OUR AD IN THE MAP SECTION

Ad Size	Specs	Rates
Back Cover	8.5" x 10.875"	\$5,200
Inside Covers	8.5" x 10.875"	\$2,800
Full Page	8.5" x 10.875"	\$2,200
1/2 Page	7.75" x 4.75"	\$2,200
1/3 Page	2.375" x 10.25"	\$2,200
Premium Positions		+ 15%

Ad close date: February 18, 2026 Ad materials due date: February 25, 2026

ENHANCED EXHIBITOR PROFILE

Stand out from other exhibitors by enhancing your company's exhibitor profile and/or booth location. Our enhanced exhibitor profile packages reach MATS attendees across multiple channels to maximize your exposure.

SELECT PROFILE (LISTING LOGO INCLUDED)

The Select Package includes: listing logo, website link, digital product showcase listing, and more.

Details at www.truckingshow.com/profile-packages

\$300

* Free with a full page Directory ad purchase



DELUXE PROFILE (MAP & LISTING LOGO INCLUDED)

The Deluxe Package includes: Map logo, listing logo, website link, digital product showcase listing, and more.

Details at www.truckingshow.com/profile-packages

\$525

* Free with a full page Directory ad purchase



ENHANCED EXHIBITOR PROFILE

Stand out from other exhibitors by enhancing your company's exhibitor profile and/or booth location. Our enhanced exhibitor profile packages reach MATS attendees across multiple channels to maximize your exposure.

PREMIUM PROFILE (Map & Listing logo included)

The Premium Package includes: listing logo, website link, digital product showcase listing, and more.

Details at www.truckingshow.com/profile-packages

\$995



DELUXE PROFILE (Map & Listing logo included)

The Deluxe Package includes: map logo, listing logo, website link, digital product showcase listing, and more.

Details at www.truckingshow.com/profile-packages

\$1,595

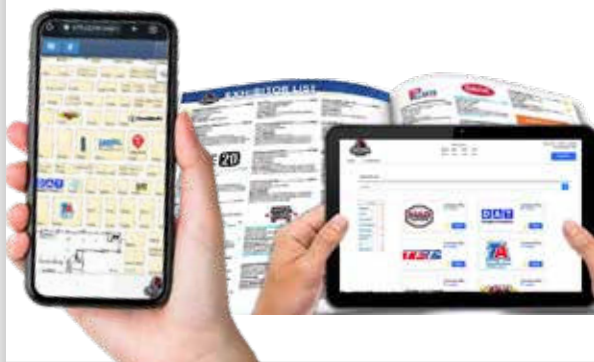




COMBINE TO INCREASE REACH & SAVE

Purchase a full page MATS Directory & Buyer's Guide ad and receive the Deluxe Profile Package **FREE**.

DELUXE PROFILE PACKAGE



Website URL



Logo on Profile



Logo on Map



\$650 VALUE

+

FULL PAGE DIRECTORY AD



Digital Directory Ad



Print Directory Ad



Enhanced Exhibitor Listing



\$2200 VALUE

TOTAL COST
= **\$2200**
\$2850

BEST VALUE



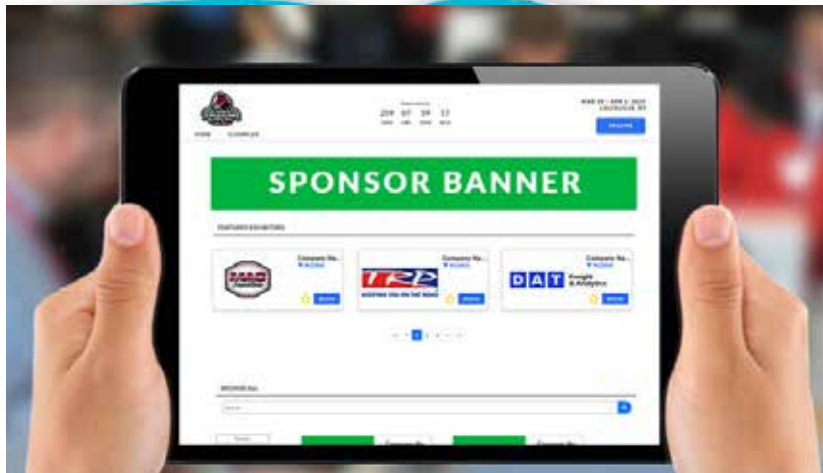
EXHIBITOR SEARCH BANNER

Position your banner on the MATS website exhibitor search. With approximately 1 million page views each year, the MATS website will deliver a significant audience before and during the event to build brand awareness and drive targeted traffic to your internet properties.

\$5,000 (Leaderboard Banner)

Commitment Deadline..... December 30, 2025 preferred

Materials Deadline..... TBD



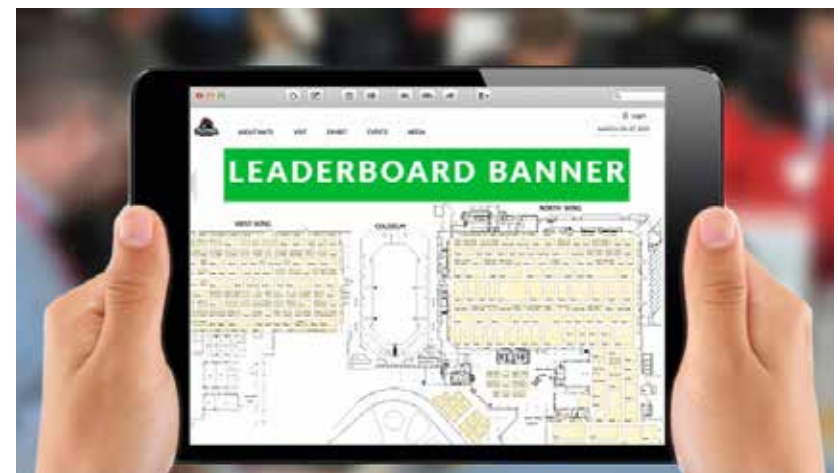
FLOOR PLAN BANNER

Position your company at the top of the MATS Floor Plan with a premium leaderboard banner. With over 1 million high-value views each year, having an eye-catching space on the main tool of MATS exhibitors and attendees before and during the show will bring countless users to your website

\$6,000 (Leaderboard Banner)

Commitment Deadline..... Sponsor determined.

Materials Deadline..... TBD





FLOOR PLAN MINI BANNER

Position your company at the bottom of the MATS Floor Plan with one of three mini banners. Get your brand in front of an audience of over a million as you are featured on the most-utilized MATS tool before and during the show.

\$1,000 each (205 x 60 pixels)

Commitment Deadline..... Sponsor determined.

Materials Deadline..... TBD



E-NEWSLETTER SPONSORSHIP

The number one way attendees receive updates on show events is the official Attendee e-Newsletter.

✓ **152,000+ Recipients** ✓ **Average open rate 39%**

✓ **5+ Separate Emails** ✓ **Limited to 2 sponsors**

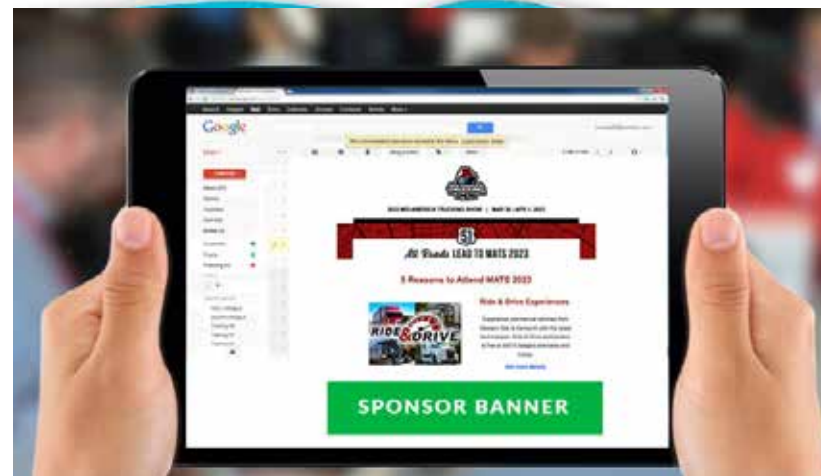
Includes: 600 x 120 pixel banner ad and paragraph of text.

*Limited to 2 non-competing sponsors.

\$5,000

Commitment Deadline..... December 23, 2025

Materials Deadline..... January 5, 2026





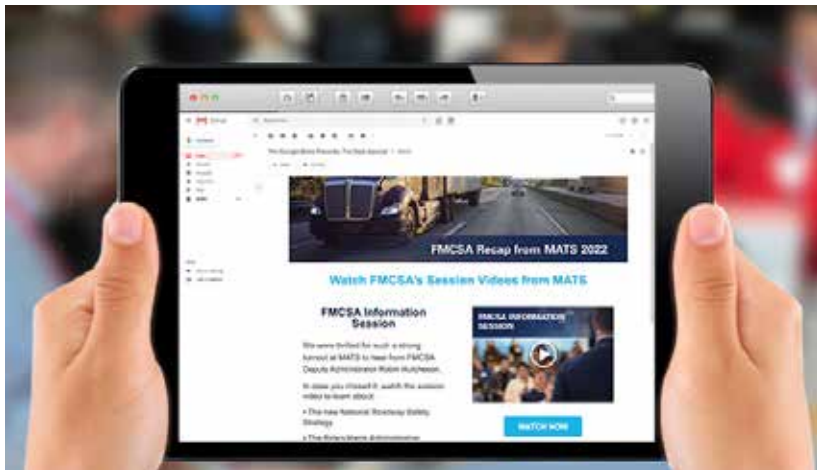
SPONSOR E-BLAST

Put your message directly in front more than 100,000 trucking professionals. Our average open rate is 39%.

\$5,000/each

Commitment Deadline..... Sponsor determined.

Materials Deadline TBD



REGISTRATION CONFIRMATION EMAIL

Every time an attendee registers on the MATS website, they'll receive a confirmation email with your exclusive message. Emails are retained and can be shown on-site to expedite badge printing.

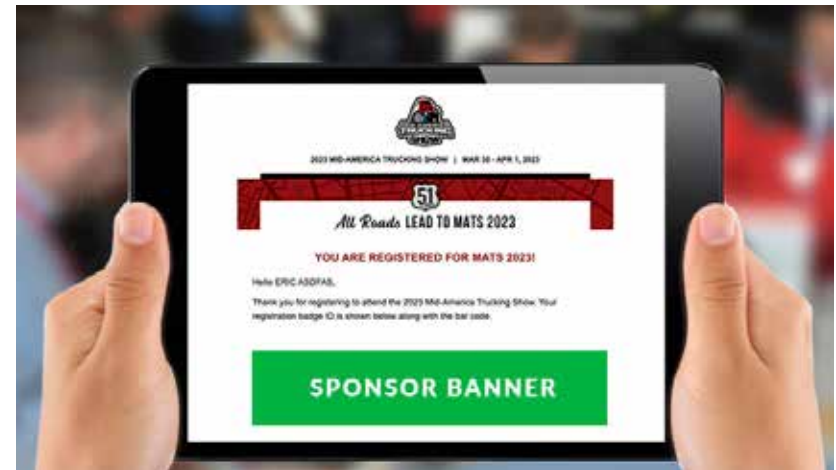
Includes: 600 x 120 pixel banner ad and paragraph of text.

*Limited to 1 sponsor.

\$10,000

Commitment Deadline..... November 25, 2025

Materials Deadline November 27, 2025



WIFI

The WiFi sponsorship offers an essential service that attendees need. Your brand will be highlighted through all social media channels, in the on-site Directory and signage, and verbal mentions throughout the event.

Includes: Branded promo through social and email, branded landing page on MATS website, branded splash page, custom branded SSID, extensive on-site signage.

\$15,000

Commitment Deadline..... January 5, 2026 preferred



ATTENDEE ONLINE REG

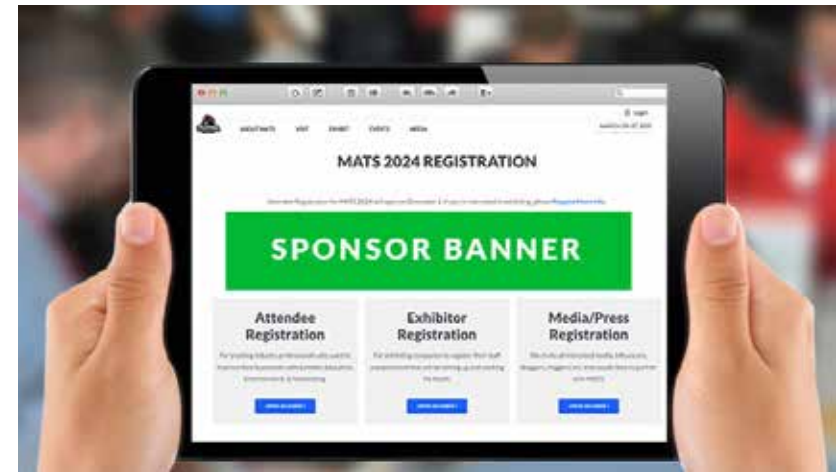
Be the first brand 54,000+ trucking pros see when registering for MATS. Own the first impression, drive traffic, capture leads, and stay top-of-mind with clickable exposure and confirmation emails.

Includes: Multiple web banners, and sponsor logo and graphics in all-digital promo of registration to MATS social accounts and email lists.

\$15,000

Commitment Deadline..... November 11, 2025

Materials Deadline..... November 21, 2025





LOBBY LOUNGE

This sponsorship offers premium exhibit space within the attendee registration or select lobby areas. The locations offer visibility and access to attendees in a space where no other exhibits will compete with your message. Spaces can be outfitted with any amenities needed to best demonstrate your product and engage attendees.

Call for pricing



CONCERT EVENT

Want to show that your company belongs among the heavy-duty trucking industry elite? Then walk onto the big stage and say hello to thousands of potential buyers and influencers. Your company will be a hot topic well before, during and long after the show.

Call for pricing

Commitment Deadline..... October 1, 2025 preferred





CHARGING STATION

Capture the undivided attention of attendees as they power up their wireless devices without leaving the show. The recharge stations provide a convenient service to MATS attendees and gives your company the opportunity to get your message across to a captive audience.

\$8,500

Commitment Deadline..... February 2, 2026

Materials Deadline..... February 25, 2026



BADGE LANYARD

A top option for branding visibility... Each attendee will be wearing your brand around their neck for all days of the event.

\$10,000

**Sponsor to provide the lanyards.*

Commitment Deadline..... February 2, 2026

Materials Deadline..... February 25, 2026





OPENING RECEPTION

After the exhibit halls close on Thursday, attendees gather at the reception for live entertainment, refreshments, and networking. Sponsors are integrated into all key aspects of the event.

Benefits: Sponsor inclusion in promotion (web, email, social), sponsor signage throughout the event, speaking opportunities on stage to all in attendance, and a private meeting room during the event.

\$15,000

Commitment Deadline..... February 2, 2026

Materials Deadline..... February 25, 2026



BEER GARDEN

Capture the undivided attention of attendees in a centralized location as they congregate during show hours with our exclusive beer garden.

Includes: 30x30 space near the South Wing food court, 2 high top tables, high visibility signage, a full page ad in the MATS Directory, a custom website landing page alongside the other MATS official events, pre-show promotion to MATS social media accounts and attendee eNewsletter.

\$20,000

Commitment Deadline..... February 2, 2026

Materials Deadline..... February 25, 2026





SOUVENIR BAG

Put your giveaway bag into the hands of MATS Attendees before anyone else has a chance. Bag racks are placed at key registration/entrance locations throughout the entire facility to allow attendees to pick-up a souvenir bag as they retrieve their badge and enter the show.

**Sponsor may pre-load bags with sponsor promotional materials.*

\$1,500 each location (minimum of 6)
\$12,000 (for all 12 - Exclusive)

Commitment Deadline..... January 2, 2025 preferred

Materials Deadline..... February 25, 2026



PHOTO BOOTH

Want broad exposure, guaranteed booth traffic, and lots of leads? The Photo Booth is located in the attendee registration area making it highly visible to attendees multiple times each day for all three days. After the show, the sponsor-branded photos will be posted for MATS social media followers, and can be shared for the sponsor's website or social accounts.

\$18,000

Commitment Deadline..... January 30, 2026

Materials Deadline..... February 25, 2026





ATTENDEE ON-SITE REGISTRATION

As the official sponsor of MATS registration, all eyes will be on your company during attendee registration. Your brand will be included on signage at the registration desks and throughout the main registration lobby at the expo center.

\$20,000

Commitment Deadline..... December 30, 2025 preferred

Materials Deadline..... February 25, 2026



DIRECTORY ADVERTISING

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.

Rates and details at

www.truckingshow.com/directoryratecard





TRUCK PARKING SHUTTLE

Win the hearts of attendees by providing them with transportation from their vehicle to the entrance of the expo center (it's a long walk).

Includes: Signage at the pick-up and drop-off points, and the option for a 3 minute video spot that will run continuously on the on-shuttle video screens.

\$5,000

Commitment Deadline..... December 30, 2025 preferred

Materials Deadline..... February 25, 2026



TRUCK PARKING COMMUNITY

The parking lot sponsorship offers strategic space for the sponsor to engage with attendees and demo product in a real world environment.

Includes: Up to 4000 sq. feet of space for product display or other sponsor activities, a 20' x 40' hospitality tent with heater, and sponsor branded signage at the entrances/exits to the parking lot.

\$20,000

Commitment Deadline..... February 6, 2026

Materials Deadline..... February 25, 2026





PRO TALKS EDUCATION SERIES

Sponsoring the Pro Talks Education Series is a great way to signal that your company is a thought leader in the industry. Sponsorships range from a supporting level to title sponsorship. The benefits range from logo inclusion in promotional materials to a pre-roll video ad to be included in all broadcasted education videos.

\$5,000 Supporting

\$15,000 Title Sponsor

Commitment Deadline..... January 30, 2026



ATTENDEE BADGE

Want your company's logo in the hands of each & every MATS Attendee? You can make it happen by having your company's information printed directly onto 70,000+ registration badges.

**Limited to 2 non-competing companies or one exclusive.*

\$15,000

\$10,000 Shared (1.4375 in. wide x .75 in. tall)

Materials Deadline..... January 5, 2026





FOOD COURT

Do you want your brand to stand out from the crowd? The food court is free of any signs or exhibitor messaging, and offers a captive audience of trucking professionals.

Includes: One large hanging banner, or two small standing banners, and tabletop banners covering all of the tables.

*Optional add-ons: Sponsor-branded napkins, food vouchers, or other concepts that best align the sponsor message with their target.

\$10,000 base cost

Commitment Deadline..... February 3, 2026

Materials Deadline..... February 25, 2026



DESIGN YOUR OWN

You know your brand and your objectives better than anyone. Work with show management to design and produce the perfect sponsorship for your company.

\$?

Commitment Deadline..... ?





ENTRY DOOR BANNERS

The first and last impression attendees have as they enter and leave MATS. Door banners are printed inside and out in order to reach attendees while they are thinking about what to see first and as they reflect on all they saw as they leave.

Lower Door (33" wide x 24" tall).....	\$950/banner
Middle Door (33" wide x 59" tall).....	\$1,800/banner
Over Door (83.5" wide x 50" tall)	\$2,400/banner

* Discounts available for multiple banners.

Rates include production & installation

Materials Deadline February 25, 2026



REGISTRATION LOBBY BILLBOARDS

Think big, think billboards. Located in high-traffic registration lobbies, billboards guarantee exposure to all attendees multiple times.

15 ft x 3 ft.....	\$7,500 (printed 2 sides)
15 ft x 6 ft.....	\$8,000 (printed 1 side)
15 ft x 6 ft.....	\$8,500 (printed 2 sides)
Increase size.....	+ \$70 per sq./ft

Rates include production & installation

Materials Deadline February 25, 2026





EXTERIOR BILLBOARDS

Receive unparalleled exposure with an exterior billboard. Your brand message will be seen by everyone in attendance as they enter the show grounds and see it covering the side of the building.

South Wing C (23 ft. wide x 21 ft. tall).....	\$25,000
North Wing (50 ft. wide x 15 ft. tall).....	\$20,000
South Wing A (25 ft. wide x 15 ft. tall).....	\$20,000

Rates include production & installation

Materials Deadline February 25, 2026



STANDING SIGNS

Standing signs grab the attention of attendees right at eye level and direct traffic to your booth. Modest rates and strategic positions offer the opportunity to cover multiple locations throughout the venue.

48 in. wide x 92 in. tall (Printed 2 sides).....	\$3,200
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* Discounts available for multiple banners.

Rates include production & installation

Materials Deadline February 25, 2026



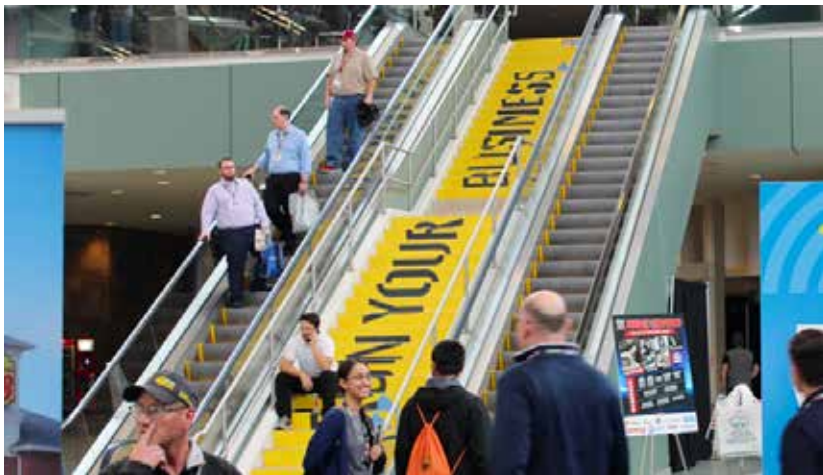
LOBBY STAIR BANNERS

Lobby stair banners grab the attention of attendees with strategic placement and line of sight visibility.

59 in. wide x 6.5 in. tall each..... **\$300 each** (minimum of 20)

Rates include production & installation

Materials Deadline..... February 25, 2026



BATHROOM SIGNAGE

Place your message in the one location every attendee will visit. Restroom signage offers an uncluttered environment with positioning that guarantees the attendee's undivided attention.

12 in. wide x 12 in. tall each..... **\$150 each** (minimum of 20)

* Discounts available for buyout of all restrooms.

Rates include production & installation

Materials Deadline..... February 25, 2026





FLOOR GRAPHICS

Floor graphics can be used to create a “bread crumb” trail to your booth location or other special areas of the show.

24 in. wide x 24 in. tall each..... **\$300 each** (minimum of 10)

Rates include production & installation

Materials Deadline..... February 25, 2026



YOU ARE HERE MAP SPONSOR

The Floor Plan Map signs will be positioned throughout the venue. Sponsors will have their artwork positioned above the show floor map along with an arrow pointing to their booth location.

48 in. wide x 12 in. tall each..... **\$1,500 each** (minimum of 4)

\$8,500 (for all 8)

* Sponsor can indicate location preference.

Rates include production & installation

Materials Deadline..... February 25, 2026



RESERVE YOUR SPONSORSHIP TODAY



**QUESTIONS?
CONTACT**



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