






# EXHIBITOR PROFILE PACKAGES

	FREE	BASIC	SELECT	DELUXE	PREMIUM	ULTIMATE
	\$0	\$50	\$300 \$375	\$525 \$650	\$995 \$1250	\$1595 \$2000
Company, Address, & Booth Number	✓	✓	✓	✓	✓	✓
Online Profile Character Count	120	120	300	300	1000	1500
Product Categories	✓	✓	✓	✓	✓	✓
Website URL		✓	✓	✓	✓	✓
Logo on Profile			✓	✓	✓	✓
Logo on Map				✓	✓	✓
Press Releases			1	1	2	6
Show Specials			1	1	2	6
Product Showcase			1	1	2	6
Videos					1	3
Featured Exhibitor						✓

BASIC PROFILE PACKAGE

\$50

Company, Address, & Booth Number	
Online Profile Character Count	120
Product Categories	
Website URL	
Logo on Profile	
Logo on Map	
Press Releases	
Show Specials	
Product Showcase	
Videos	
Featured Exhibitor	

BASIC PROFILE PACKAGE

The Basic Package includes:

**Company Description** - Company name, address, and booth number help identify you as an exhibitor and provide your location at the in-person event. With the Basic Package your exhibitor description will be limited to 120 characters of text.

**Company Website URL** - The inclusion of your company’s URL is essential to direct MATS attendees to your website as they research products and build their MATS itineraries. MATS digital audience comprises over 100,000 trucking professionals annually.

## SELECT PROFILE PACKAGE

**\$300**  
\$375

Company, Address,  
& Booth Number



Online Profile  
Characters Count

300

Product Categories



Website URL



Logo on Profile



Logo on Map

Press Releases

1

Show Specials

1

Product Showcase

1

Videos

Featured Exhibitor

## SELECT PROFILE PACKAGE

The Select Package provides **all elements of the Basic Package, plus:**

**Longer Company Description** - Leverage 300 characters to promote your company, products, and services.

**Logo on Profile** - Grow brand awareness with MATS attendees. Your logo will be included with your profile listing on the Exhibitor Search, and the print & digital Official MATS Directory & Buyer's Guide.

**Show Specials** - Develop and promote Show Specials like discounts, giveaways, and events on your profile and in the Exhibitor Search.

**Product Showcase** - Engage attendees with detailed product descriptions and full color images.

**Press Releases** - Add a press release to your profile and Exhibitor Search to get more coverage by sharing the latest news/products.

**24%**  
more profile views  
than Exhibitors with  
the Free Profile



## DELUXE PROFILE PACKAGE

**\$525**  
\$650

## DELUXE PROFILE PACKAGE

The Deluxe Package provides **all elements of the Select Package, plus:**

**Logo on Map** - Adding your logo to your booth on the digital and printed floor plans will make your company stand out from other exhibitors. Get noticed as attendees click through the floor plan looking for exhibitors to visit and page through the printed Official MATS Directory as they walk the aisles.

**BEST VALUE**

**36%**

more profile views than  
Exhibitors with the Free Profile



Company, Address,  
& Booth Number



Online Profile  
Characters Count

300

Product Categories



Website URL



Logo on Profile



Logo on Map



Press Releases

1

Show Specials

1

Product Showcase

1


Videos

Featured Exhibitor


## PREMIUM PROFILE PACKAGE


# \$995


\$1250


Company, Address, & Booth Number 

Online Profile Characters Count **1000**

Product Categories 

Website URL 

Logo on Profile 

Logo on Map 

Press Releases **2**

Show Specials **2**

Product Showcase **2**

Videos **1**

Featured Exhibitor

## PREMIUM PROFILE PACKAGE

The Premium Package provides **all elements of the Deluxe Package, plus:**

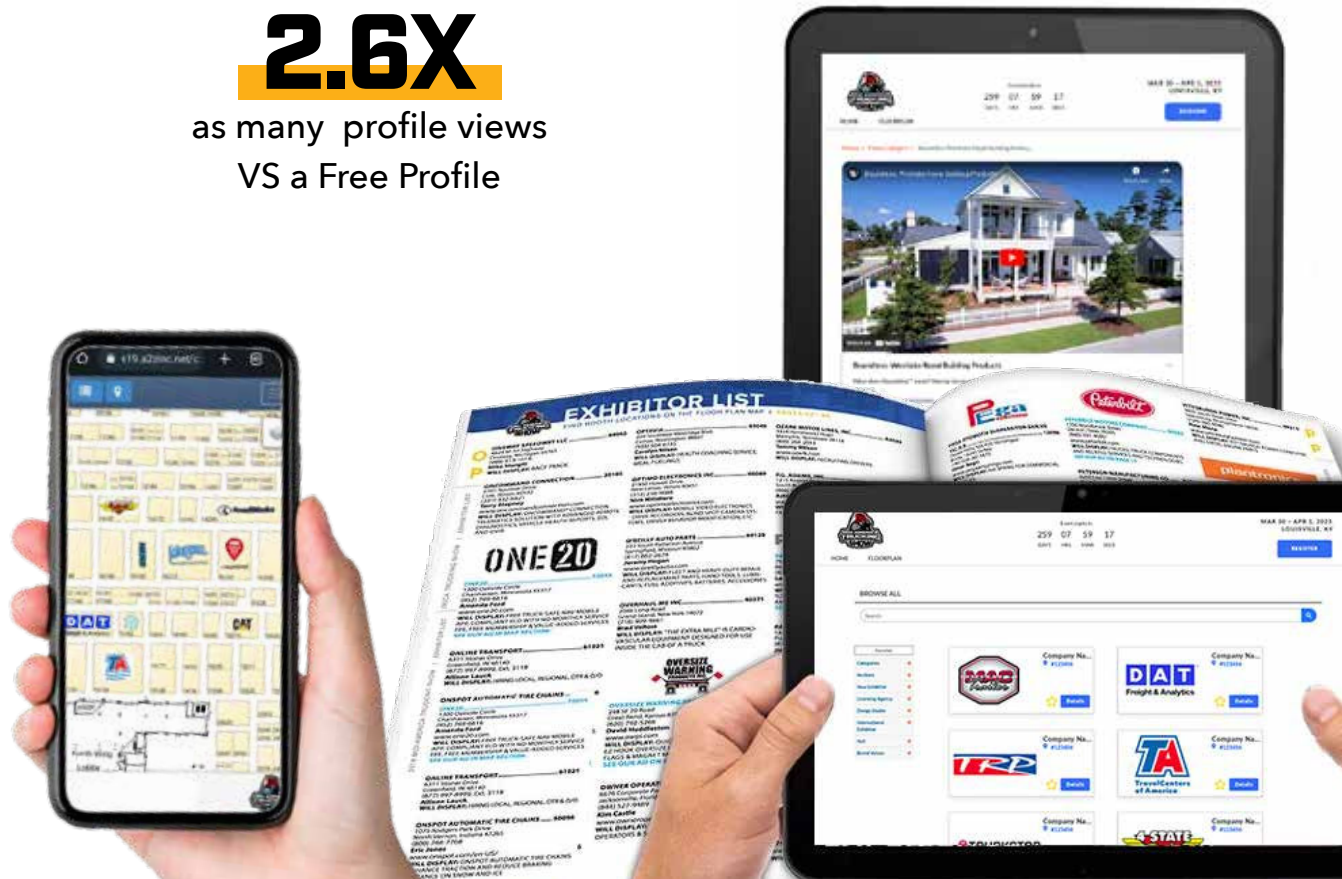
**Longer Company Description** - Leverage 1000 characters to promote your company, products, and services.

**Increased Quantities** - Double the number of Press Releases, Show Specials, and Product Showcases versus the other profile packages.

**Videos** - Adding a hosted video to your profile allows you to better explain and demo your product offerings, leading to increased interest and booth traffic.

# 2.6X

as many profile views  
VS a Free Profile





## ULTIMATE PROFILE PACKAGE

**\$1595**  
\$2000

## ULTIMATE PROFILE PACKAGE

The Deluxe Package provides **all elements of the Premium Package, plus:**

**Longest Company Description** - Leverage 1500 characters to promote your company, products, and services.

**Featured Exhibitor** - Achieve premium position for your Exhibitor Profile, above all other profile levels. Your exhibitor profile will be placed at the top of the exhibitor list and search results.

**3.3X**  
as many profile views  
VS a Free Profile



Company, Address,  
& Booth Number



Online Profile  
Characters Count

1500

Product Categories



Website URL



Logo on Profile



Logo on Map



Press Releases

6

Show Specials

6

Product Showcase

6

Videos

3

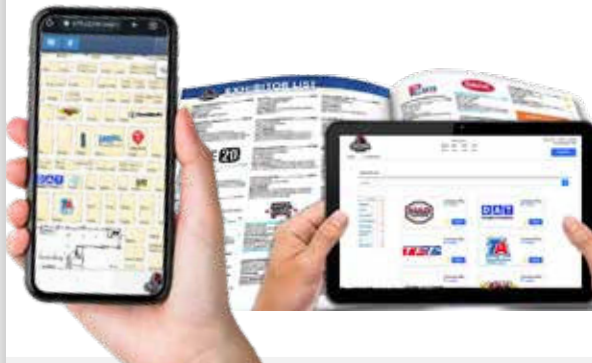
Featured Exhibitor



# 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**

View the MATS Directory Advertising Guide, [www.truckingshow.com/directoryratecard](http://www.truckingshow.com/directoryratecard)

# READY TO ENHANCE YOUR PROFILE?

You can add any package to your account when [signed in to your account](#), or contact us to assist with the process.



**QUESTIONS?  
CONTACT**



Adam Weckman

502.702.2004

[adam.weckman@truckingshow.com](mailto:adam.weckman@truckingshow.com)