



SPONSORSHIP GUIDE

MATS 2024

MARCH 21 – 23, 2024
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**
500,000+
VISITORS

+

 **EMAIL**
110,000+
SUBSCRIBERS

+

 **SOCIAL**
110,000+
FOLLOWERS

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 14, 2024 Ad materials due date: February 21, 2024



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



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



Deluxe Profile (Map logo & 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 Select Package includes: listing logo, website link, digital product showcase listing, and more.

Details at www.truckingshow.com/profile-packages

\$995



Ultimate 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



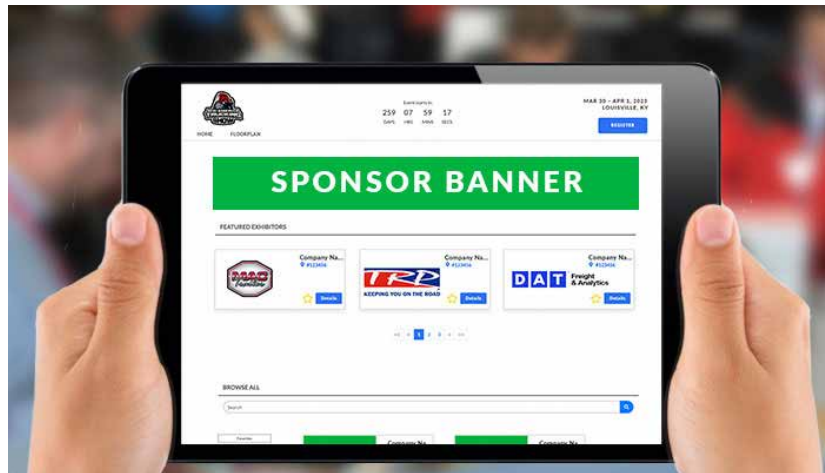
Exhibitor Search Banner

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, 2023 preferred

Materials Deadline..... TBD



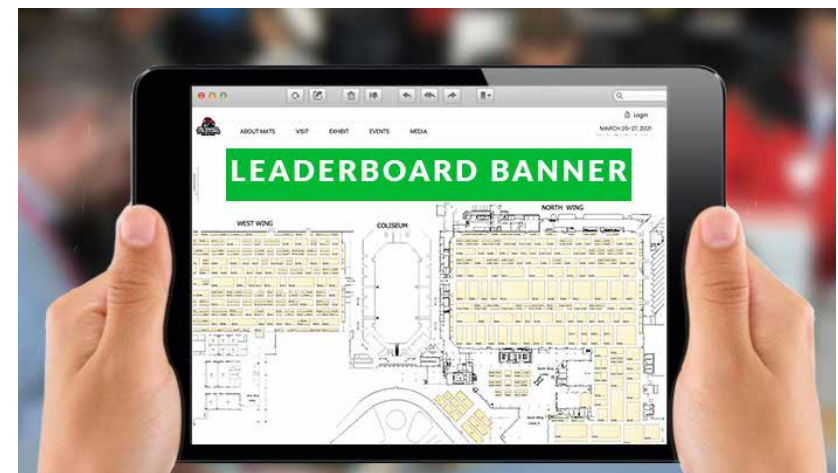
Floor Plan Banner

Position your company at the top of the MATS Floor Plan with the Leaderboard banner position. With approximately 1 million page views each year, the MATS website will deliver a significant audience before and during the event to build interest in your brand.

\$6,000 (Leaderboard Banner)

Commitment Deadline..... Sponsor determined.

Materials Deadline..... TBD





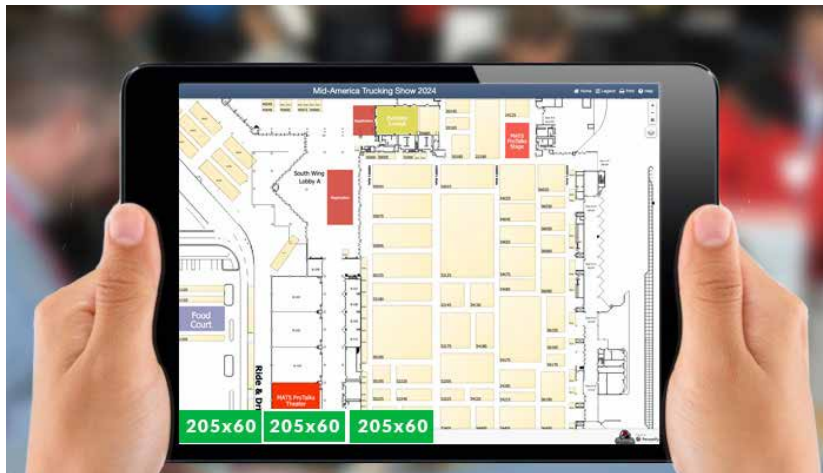
Floor Plan Mini Banner

Position your company at the bottom of the MATS Floor Plan with one of three mini banners. With approximately 1 million page views each year, the MATS website will deliver a significant audience before and during the event to build interest in your brand.

\$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.

- ✓ 150,000+ Recipients ✓ Average open rate 39%
- ✓ 5+ Separate Emails ✓ Limited to 2 sponsors

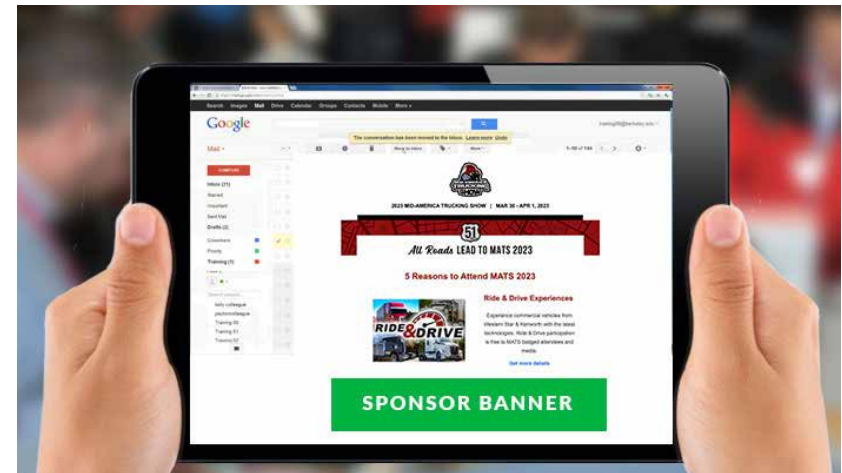
Includes: 600 x 120 pixel banner ad and paragraph of text.

*Limited to 2 non-competing sponsors.

\$5,000

Commitment Deadline..... Wednesday, December 27, 2023

Materials Deadline..... Wednesday, January 2, 2024





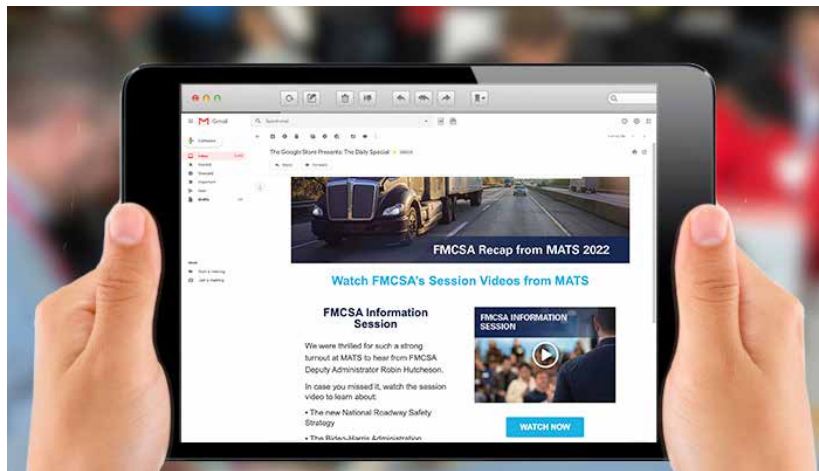
Sponsor E-Blast

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.

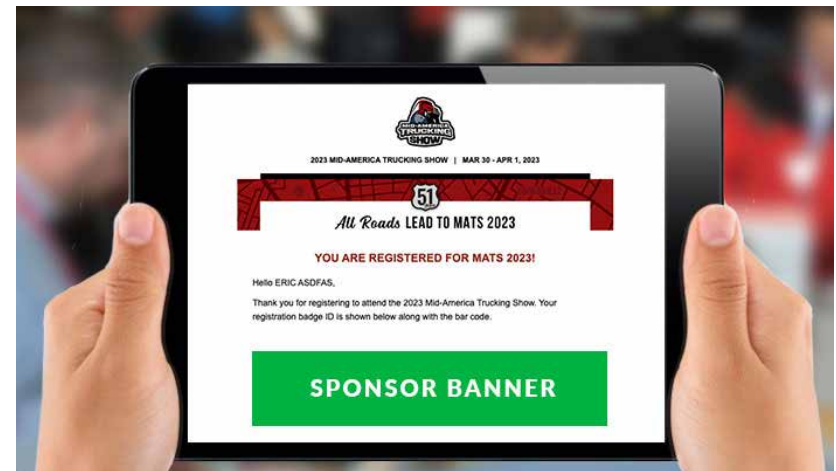
Includes: 600 x 120 pixel banner ad and paragraph of text.

*Limited to 1 sponsor.

\$10,000

Commitment Deadline..... Wednesday, November 22, 2023

Materials Deadline..... Wednesday, November 29, 2023





Event Mobile App

The MATS app is the go-to resource for conference attendees to get information and maximize their experience. Your brand and messaging are consistently viewed as attendees use the app before, during, and after MATS.

\$20,000

Commitment Deadline..... December 30, 2023 preferred



Attendee On-line Reg

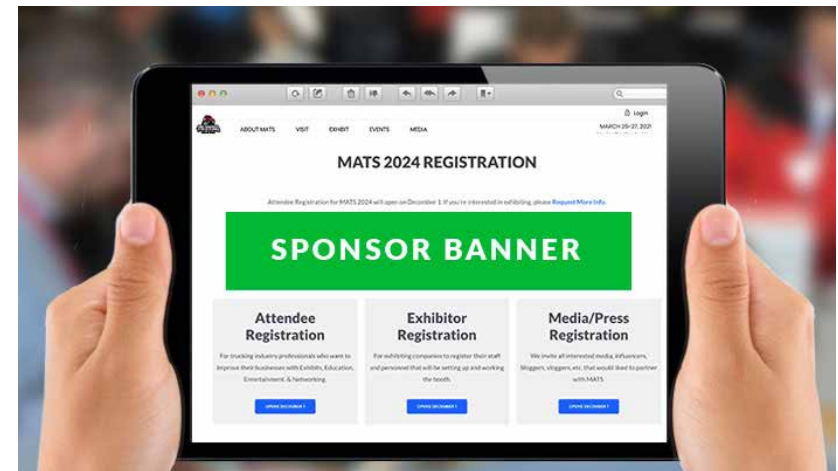
Over 50,000 industry professionals register on-line to attend MATS every year. This exclusive sponsorship puts you top of mind with a banner ad on the registration pages, a banner ad and copy on the confirmation page and a banner ad and copy in the confirmation email!

Includes: 1200 x 200 pixel banner ad and paragraph of text.
*Limited to 1 sponsor.

\$20,000

Commitment Deadline..... Wednesday, November 8, 2023

Materials Deadline..... Wednesday, November 15, 2023





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..... December 30, 2023 preferred



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





Lobby Lounge

This sponsorship offers premium exhibit space within the attendee registration or select lobby areas. The locations offer visibility and access with attendees in a space where no other exhibits will compete with your message to attendees. 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. Attendees will be ever grateful that your company helped them make special memories while visiting the Mid-America Trucking Show.

Call for pricing

Commitment Deadline..... October 1, 2023 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 audiences.

\$8,000

Commitment Deadline..... February 1, 2024

Materials Deadline..... Wednesday, February 21, 2024



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 1, 2024

Materials Deadline..... Wednesday, February 21, 2024





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.

\$5,000 - \$15,000

Commitment Deadline..... February 1, 2024

Materials Deadline..... Wednesday, February 21, 2024



Beer Garden

What a great way for your company to make a powerful first impression with attendees and engage them on a deeper level.

Includes: 30x30 space near the Pavilion 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 1, 2024

Materials Deadline..... Wednesday, February 21, 2024





Souvenir Bag

Put your give-a-way 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 1, 2024 preferred

Materials Deadline..... Wednesday, February 21, 2024



Photo Booth

Want broad exposure, guaranteed booth traffic, and lots of leads? The Photo booth is located in the attendee registration making it highly visible to attendees multiple time 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..... Wednesday, January 31, 2024

Materials Deadline..... Wednesday, February 21, 2024





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, 2023 preferred

Materials Deadline..... Wednesday, February 21, 2024



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.

Call for pricing

Commitment Deadline..... December 30, 2023 preferred

Materials Deadline..... Wednesday, February 21, 2024



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' wall hospitality tent with heater, and sponsor branded signage at the entrances/exits to the parking lot.

\$20,000

Commitment Deadline..... Wednesday, February 7, 2024

Materials Deadline..... Wednesday, February 21, 2024





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, 2024



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..... December 1, 2023





Food Court

Do you want your brand 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 banner, 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 1, 2024

Materials Deadline..... Wednesday, February 21, 2024



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 in. wide x 24 in. tall)..... **\$950/banner**
- Middle Door (33 in. wide x 59 in. 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..... Wednesday, February 21, 2024



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..... **\$7,000** (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..... Wednesday, February 21, 2024





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 Wednesday, February 21, 2024



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**

* Discounts available for multiple banners.

Rates include production & installation

Materials Deadline Wednesday, February 21, 2024





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..... Wednesday, February 21, 2024



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..... **\$110 each** (minimum of 20)

* Sponsor can indicate their location preference.

Rates include production & installation

Materials Deadline..... Wednesday, February 21, 2024





North to West Concourse Banners

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

24 in. wide x 24 in. tall each..... **\$350 each** (minimum of 30)
(maximum of 36)

Rates include production & installation

Materials Deadline..... Wednesday, February 21, 2024



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..... Wednesday, February 21, 2024





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..... Wednesday, February 21, 2024



RESERVE YOUR SPONSORSHIP TODAY

CONTACT



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adam.weckman@truckingshow.com

