

PRO TALKS SPONSORSHIP

Attendees come to MATS seeking answers to their most complex challenges. The MATS Pro Talks Education Series is your opportunity to connect directly with thousands of professionals looking for guidance in their purchasing decisions. When you become a sponsor and step on a stage to speak, you connect with a captive audience at their point of greatest need. In a crowded market, the brand that teaches is the brand that leads.

Sponsor benefits include:

- ✓ Preferential time slots for speaking session.
- ✓ Logo inclusion in all promotional materials and on-site signage.
- ✓ Promotion of sponsor's talk on MATS social and email newsletter.
- ✓ Sponsor session will be video recorded and sponsors will have access to the video to be used for their marketing purposes.

\$5,000 Supporting sponsor level

Commitment DeadlineJanuary 30, 2026



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93%

of exhibitors who
hosted a ProTalk
seminar indicated it
helped them achieve
their marketing goals
at MATS

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We took advantage of
the Pro Talks series, it gave
us a great opportunity to
introduce this technology
to the market.

Safe Fleet / Eric Combs