

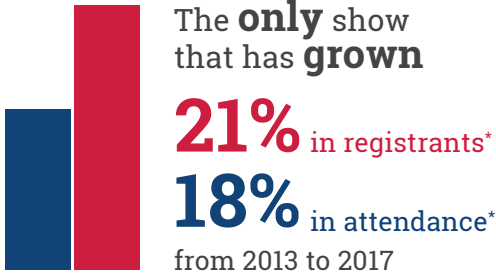


Only at The Great American Trucking Show

Why GATS?

GATS has **more fleets** on the show floor than most fleet shows combined

 with **1,947 fleets** walking the show floor*



The **only show** that provides **free pre-qualified leads** to exhibitors based on the attendees' stated product interests



54,000+ registrants*
20,000 onsite attendees*

The **largest** trucking tradeshow held in the **#1 state for trucking, Texas.**



Two **130 seat theaters** and one **25 seat theater** in the health pavilion



The **only show** that delivers content **directly on the show floor**

Why Texas?

#1 STATE for load origination

18,536,019 loads

#1 STATE for SPOT market freight

Texas had 12 million of the 153 million loads in 2017

#2 STATE in number of trucking businesses**

93,709 trucking businesses only second to California

#1 STATE for domiciled power units**

508,702 estimated power units

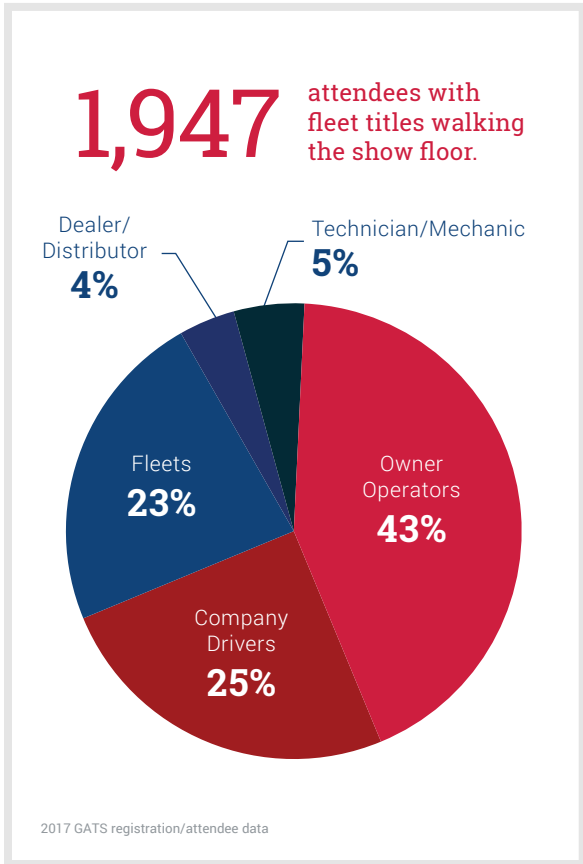
#1 STATE for USDOT registered trailers**

2,208,713 USDOT trailers


#1 STATE for domiciled class 8**

230,744 verified class 8

* 2017 GATS registration/attendee data ** RigDig Business Intelligence



Proven equipment ownership at GATS:

Registered attendees own/operate **371,025+** Trucks** 

Registered attendees also own/operate **604,422+** Trailers** 

3,717 people coming to GATS to see and purchase trailer equipment and parts*

4,811 people coming to GATS to see and purchase truck equipment and parts*

Fleet Size*	Companies
500 and over	108
250 - 499	81
100 - 249	107
50 - 99	144
20 - 49	288
10 - 19	365
5 - 9	633
1 - 4	4,677
Unknown	894
Grand Total	7,297



More than **1,000 fleet companies** registered for the show and nearly **2,000 executives** from those fleets were walking the show floor.



FREE pre-qualified leads

Any exhibitor with a 20x20 or larger space will receive pre-qualified leads as part of their booth package.

The pre-qualified leads can be customized based on criteria that you need, such as:

- ✓ Registrants that said they are interested in your product type
- ✓ Registrants that said they will purchase equipment in the next 6-12 months
- ✓ Specific job types or locations

* 2017 GATS registration/attendee data ** RigDig Business Intelligence



Sponsorship Opportunities

1 GATS Stages

GATS has **three stages** on the show floor where exhibitors have the opportunity to share their content. These stages are promoted on a special page on the website, a countdown to show email campaign, a page in the onsite GATS directory, a section in the GATS app, and on an onsite handout.

2 Lead Generation

- **Badge Coupon** – Leave a message to your target audience at registration that is printed along with their badge
- **Pre-event** digital or email campaign – can be geo-targeted to area truckstops, hotels and the convention center

3 Branding

Window graphics, wall banners, video wall showcasing your company and promoting your booth location

Pricing

Size	Cost
10x10 inline	\$1,250
10x10 corner	\$1,350
400 – 1,500 sq. ft.	\$11.50/sq. ft.
1,501 – 2,900 sq. ft.	\$10.50/sq. ft.
2,900 + sq. ft.	\$9.50/sq. ft.

Didn't see your ideal opportunity listed above?

For more information about sponsorship packages and exhibitor space, visit TruckShow.com or contact our events client success managers, Betsy Morrison or Chase Sullivan at **888-349-4287**

August 23-25, 2018
Kay Bailey Hutchison
Convention Center
Dallas, Texas



TruckShow.com
888-349-4287