

# EXHIBITOR PROSPECTUS

**UMA** MOTORCOACH  
**EXPO 2024**



**RALEIGH, NC**  
**FEB 4-7, 2024**

Dear Industry Partner,

Thank you for supporting the United Motorcoach Association. Next year, in Raleigh, North Carolina; UMA will host the USA's largest annual gathering of motorcoach industry professionals at UMA Motorcoach EXPO -- February 4-7, 2024.

We appreciate and respect your wise decision to exhibit with UMA. Nearly ninety (90 %) percent of EXPO attendees are owners, operators, or executives who come prepared to make purchase decisions at EXPO. Many operators also reach buying decisions at EXPO that guide their annual Operational spend for coach repair, or replacement and the many products and services required to operate their businesses.

The sheer number and quality of EXPO attendees allows savvy exhibitors to immediately realize short-term return by closing deals right on the EXPO floor! And exhibiting annually at EXPO also helps build brand visibility in the long term.

UMA Motorcoach EXPO helps you address your customers' high expectations for service, amenities, safety, and comfort with a 2024 theme of "Exceeding Expectations." The Research Triangle, as this area is known, is at the epicenter of developmental research in many fields. Research, development, and innovation that helps companies exceed customer expectations, so of course Raleigh, North Carolina was selected as an ideal site for EXPO 2024.

There is a myriad of opportunities to connect with UMA buyers at EXPO 2024. Your exhibit space on the show floor is first and foremost. However, think beyond your exhibit space. Greet your buyers at the Welcome Reception. Collaborate with them in educational sessions. Build brand awareness by purchasing new and unique sponsorship opportunities. Enjoy the "Sneak Preview" and after parties. Continue the conversations that build the relationships that ensure your company's future success.

UMA Motorcoach EXPO offers unmatched opportunities to skyrocket your 2024 sales! You will enjoy meaningful facetime with your key demographic – an audience packed with influencers and final decision makers in the bus and motorcoach world.

I hope to see you and your sales team in Raleigh when we welcome the bus world to UMA Motorcoach EXPO 2024. Exhibit at EXPO and position your brand with buyers ready to open their checkbooks and invest in their fleets and operations.

Scott Michael  
President & CEO





*"The 2023 attendees ranked the 'tradeshow floor' as the most important aspect of Motorcoach EXPO."*



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**“LARGEST GATHERING OF  
MOTORCOACH OWNERS  
AND OPERATORS IN  
NORTH AMERICA!”**

## **UMA MOTORCOACH EXPO 2024**

### **THE LARGEST GATHERING OF BUS & MOTORCOACH OWNERS & OPERATORS IN NORTH AMERICA**

**Exhibit at UMA Motorcoach EXPO** and expand your industry relationships while you build your brand. Seeking and finding new opportunities with trusted business partners is at the top of their agendas. Companies are seeking new ways to solve challenges and approach business in 2024 and beyond.

#### **Top 5 Reasons to Exhibit:**

**Largest Annual Gathering** - UMA Motorcoach EXPO is the largest annual gathering of bus and motorcoach owners and operators in North America. 2023 Attendees ranked the tradeshow floor as the most important reason to attend EXPO.

**UMA Attracts Top Industry Buyers** - 90% of attendees are owner/ president/ executive of bus and motorcoach companies.

**Opportunities to Close Business** - Owners and operators from across the country attend EXPO specifically to evaluate and purchase the latest and greatest products and services for the motorcoach industry.

**Active Buyers** - Attendees who reported being active in the market for coaches and/or coach equipment spent an average of nearly \$500,000 each onsite at EXPO and an average of more than \$2 million each within the year following EXPO.

**Highest Satisfaction Rate** - Past exhibitors report a 93% satisfaction rate based on the overall value of exhibiting at EXPO.





A/V Equipment	Financial Services	Mirrors
AC/Heating	Full-Size Motorcoaches	Radiators
ADA Information/Services	Graphics	Safety & Compliance Information/Services
Brakes	Insurance Carriers	Seats
Coach Washing Systems	Lifts	Software
Computer/Software Systems	Lights	Tires
Convention and Visitors Bureaus	Low Floor Transit Buses	Transmissions
Destinations and Attractions	Maintenance & Parts	Uniforms
Engines	Mid-Size Motorcoaches	
Fabrics/Upholstery	Minibuses	



**Reach Decision Makers**  
**90% of attendees are an**  
**Owner/President/Executive**  
**for their company**

## RESERVE YOUR EXHIBIT SPACE FOR 2024

Contact the UMA Sales Team NOW to secure your exhibit space  
and connect with industry buyers –

### FOR INFORMATION CONTACT:

<b>Chuck Orris</b> (702) 491-7778 <a href="mailto:Chuck@PEMCO.vegas">Chuck@PEMCO.vegas</a>	<b>Linda Andrew Ness</b> (702) 493-6466 <a href="mailto:Linda@PEMCO.vegas">Linda@PEMCO.vegas</a>	<b>Cathy Anastasia</b> (847) 809-4468 <a href="mailto:Cathy@PEMCO.vegas">Cathy@PEMCO.vegas</a>
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Booth Size (in sq ft)	4801 or Larger	3401 - 4800	2401-3400	901-2400	401-900	100-400
UMA EARLY BIRD MEMBER Rate per sq ft	\$22	\$23	\$24	\$25	\$26	\$32
UMA MEMBER Rate per sq ft	\$23	\$24	\$25	\$26	\$27	\$33
UMA EARLY BIRD NON-MEMBER Rate per sq ft	\$29	\$30	\$31	\$32	\$33	\$39
UMA NON-MEMBER Rate per sq ft	\$30	\$31	\$32	\$33	\$34	\$40

**EARLY BIRD RATE:** To qualify for the early bird rate applications for exhibit space must be submitted prior to 06/30/2023. Applications must be accompanied by a 50% deposit for the total space rental charges. The final balance is due on or before 09/29/2023.

**STANDARD RATES:** Apply beginning July 1, 2023. All applications for exhibit space submitted after July 1, 2023, must be accompanied by payment in full. Government agencies must provide properly executed purchase orders. Full refunds will be issued by UMA to any applicant who is unsuccessful in being placed in an exhibit space.

### Offset Your Exhibit Space Cost:

Contact Carrington Blake at [cblake@uma.org](mailto:cblake@uma.org) to become an Annual Member of UMA today for \$712.50!

Visit our website for the  
most current floor plan and  
exhibitor information.

[www.motorcoachexpo.com](http://www.motorcoachexpo.com)

## 2024 UMA Motorcoach EXPO EXHIBITOR SCHEDULE

### **Saturday, February 3**

8:00 AM – 1:00 PM

1:00 PM – 5:00 PM

Coach Carpet

Coach Move-In

### **Sunday, February 4**

8:00 AM – 5:00 PM

Exhibitor Move-In

### **Monday, February 5**

8:00 AM – 1:00 PM

1:00 PM – 4:00 PM

4:30 PM – 6:30 PM

6:30 PM – 8:30 PM

Exhibitor Move-In

Exhibitor Touch-up ONLY

OPEN "Sneak Preview"

"Sneak Preview" After Party

### **Tuesday, February 6**

11:00 AM – 5:00 PM

OPEN

### **Wednesday, February 7**

9:00 AM – 12:00 PM

12:00 PM – 5:00 PM

OPEN

Exhibitor Move-Out

### **Thursday, February 8**

8:00 AM – 12:00 PM

Exhibitor Move-Out

## Event Sponsorship Opportunities

Gain brand recognition for your company, products, and services. Purchase Event Sponsorship Opportunities. Your PEMCO Sales team will collaborate with you to create engaging sponsorship activations that meet your Sales and Marketing goals and are priced competitively.

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