

# EXHIBITOR PROSPECTUS

Oklahoma City  
Convention Center  
February 20-23, 2025

**UMA** MOTORCOACH  
**EXPO 2025**



**Dear Industry Partner,**

Thank you for supporting the United Motorcoach Association. Next year in Oklahoma City UMA will host the USA's largest annual gathering of motorcoach industry professionals at UMA Motorcoach EXPO -- February 20-23, 2025.

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.

New for EXPO 2025 we will be including sponsorship of the Sneak Preview After-Party with your exhibit fee. This is a special event we have created on the EXPO floor to keep attendees where you can meet with them over dinner and entertainment.

There are myriads of opportunities to connect with UMA buyers at EXPO 2025. Your exhibit space on the show floor is first and foremost. However, think beyond your exhibit space. Greet your buyers at the Welcome Celebration. 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 EXPO 2025 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. Exhibit at EXPO and position your brand with buyers ready to open their checkbooks and invest in their fleets and operations.

I hope to see you and your sales team in Oklahoma City when we welcome the bus community to UMA Motorcoach EXPO 2025.

**Scott Michael  
President & CEO**





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**“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 2025 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. 2024 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.





## PRODUCTS AND SERVICES

### ATTENDEES ARE LOOKING FOR THE FOLLOWING:

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

# RESERVE YOUR EXHIBIT SPACE FOR 2025!

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



Booth Size (in sq. ft)	100 - 400	401 - 2400	2401 - 3400	3401 - 4800	4801 or Larger
<b>UMA EARLY BIRD MEMBER</b> Rate per sq. ft.	\$32	\$28	\$27	\$26	\$25
<b>UMA MEMBER</b> Rate per sq. ft.	\$34	\$30	\$29	\$28	\$27
<b>UMA EARLY BIRD NON-MEMBER</b> Rate per sq. ft.	\$40	\$36	\$35	\$34	\$33
<b>UMA NON-MEMBER</b> Rate per sq. ft.	\$42	\$38	\$37	\$36	\$35

All Booth Space purchases include the **Sneak Preview After Party Sponsorship**. The 10'x10' Corner Booths are considered Premium Booths. Each Corner Booth will have a Premium additional fee of \$100.00.

**EARLY BIRD RATE:** To qualify for the Early Bird Rate contract for exhibit space, must be submitted prior to 08/1/2024. Contracts must be accompanied by a 100% payment for the total paid booth space. If partial payments are made, the final balance due must be paid on or before 8/31/2024. If not, the booth rate will change to STANDARD RATES, as below.

**STANDARD RATES:** Apply beginning September 1, 2024. All contracts for exhibit space submitted after September 1, 2024, must be accompanied by 100% payment.

**OFFSET YOUR EXHIBIT SPACE COST:** Contact UMA [info@uma.org](mailto:info@uma.org) to become an Annual Member of UMA today for \$770.00. UMA members receive an **\$800.00 discount** on a **100 SQ. FT.** exhibit space!

## PEMCO - UMA SALES TEAM:

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Visit our website for the most current  
floor plan and exhibitor information.  
[www.motorcoachexpo.com](http://www.motorcoachexpo.com)



## 2025 UMA Motorcoach EXPO EXHIBITOR SCHEDULE

### **Wednesday, February 19, 2025**

8:00 A M – 1:00 P M

Coach Carpet

1:00 P M – 5:00 P M

Coach Move-In

### **Thursday, February 20, 2025**

8:00 A M – 5:00 P M

Exhibitor Move-In

### **Friday, February 21, 2025**

8:00 A M – 1:00 P M

Exhibitor Move-In

1:00 P M – 4:00 P M

Exhibitor Touch-up ONLY

4:30 P M – 6:30 P M

OPEN “Sneak Preview”

6:30 P M – 8:30 P M

“Sneak Preview” After Party

### **Saturday, February 22, 2025**

10:00 A M – 5:00 P M

OPEN

### **Sunday, February 23, 2025**

9:00 A M – 12:00 P M

OPEN

12:00 P M – 5:00 P M

Exhibitor Move-Out

### **Monday, February 24, 2025**

8:00 A M – 12:00 P M

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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