

BRANDING & SPONSORSHIPS OPPORTUNITIES

UMA MOTORCOACH

EXPO 2026

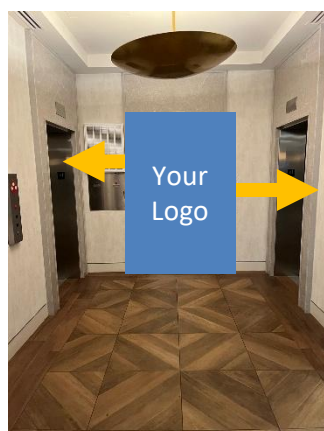


BIRMINGHAM

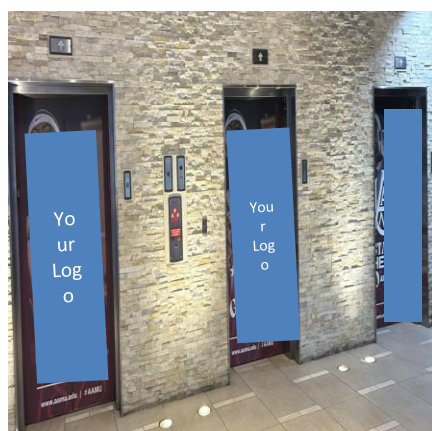
February 11-14

Branding Opportunities Westin and Sheraton Hotels

Elevator Doors



Sheraton



Westin

Wednesday - Saturday
February 11th - February 14th

\$7,500 per Hotel

PROMOTE YOUR BRAND!

5 Doors @ Sheraton
3 Doors @ Westin

Printing and installation included

Artwork must be approved

Guest Room Keys



Tuesday – Saturday
February 10th - February 14th

SOLD

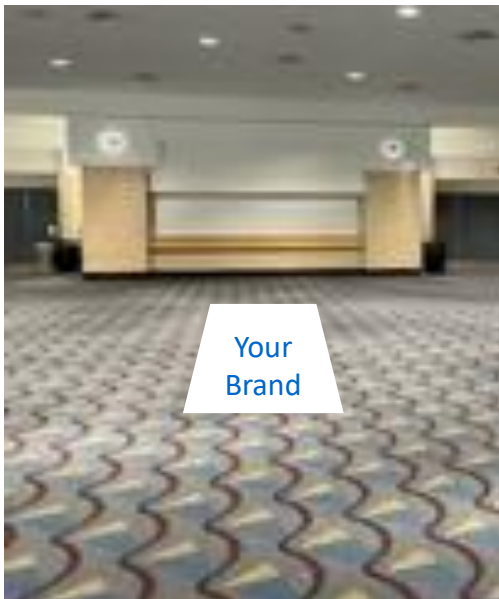
PROMOTE YOUR BRAND!

Printing and distribution
additional cost

Artwork must be approved

Branding Opportunities Westin/Sheraton/Convention Center

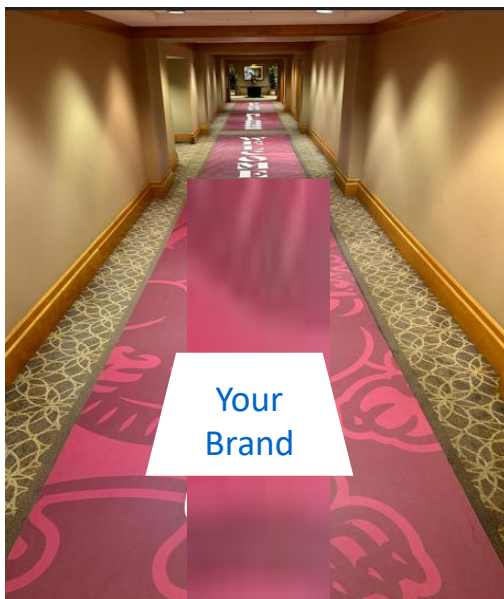
3'x 3' Floor Clings



**Wednesday – Saturday
February 11th - February 14th**

5 CLINGS - \$3,000

PROMOTE YOUR BRAND!



**Pedestrian Walkways
Convention Center
Registration Area**

Artwork must be approved

Branding Opportunities Westin/Sheraton/Convention Center

Free Standing Sign Boards



Wednesday – Saturday
February 11th - February 14th

18"x7' Sign Board

\$600 Each

36"x7' Sign Board

\$1,000 single sided

\$1,500 double sided

PROMOTE YOUR BRAND!

**Pedestrian Walkways
Convention Center Registration
Area**

Artwork must be approved

**Print dimensions available by
request**

Branding Opportunities Convention Center – Pre-Owned Coaches

**Column Wrap – Exclusive to Pre-Owned Motorcoaches
Located Between Exhibit Hall and Registration Lobby**

**Wednesday - Saturday
February 11th - February 14th**

\$3,000 per Wrap

PROMOTE YOUR BRAND!

**4 Columns - 1 Wrap per
Pre-Owned Coach**

78" x 8'H

Fabric Wrap

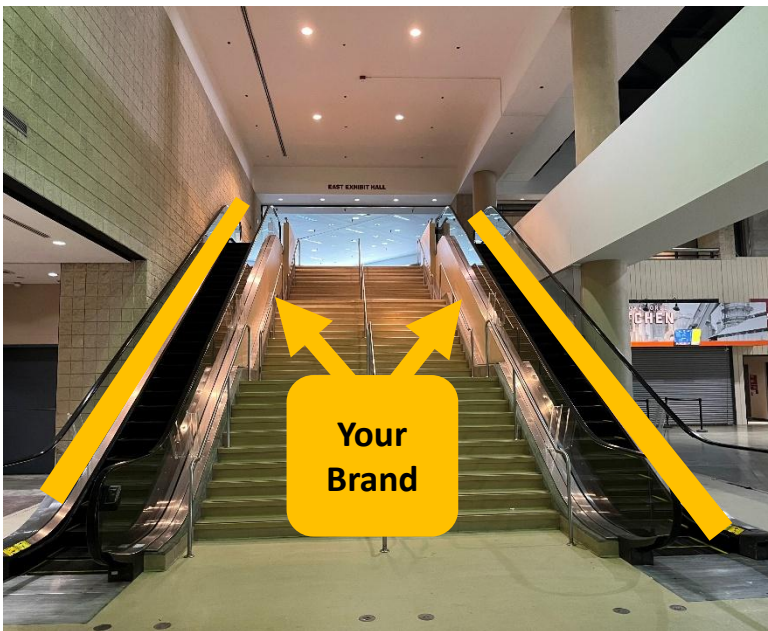
Create your own artwork

**Artwork and installation
must be approved**



Branding Opportunities Convention Center

Exhibit Hall Escalator Slide Exclusive



**Thursday – Saturday
February 12th - February 14th**

\$5,000 per side

PROMOTE YOUR BRAND!

8" W x 42' L

Provide your own artwork

**Artwork and installation must
be approved**

Branding Opportunities Convention Center

Golf Simulator Exclusive

Thursday February 12th thru
Saturday, February 14th

\$2,500 - Thursday

\$4,000 – Friday

\$2,500 - Saturday

PROMOTE YOUR BRAND!

**3 Competitions : Men's Longest
Drive, Ladies Longest Drive, Closest
to the Pin**

**Winners receive \$50 Gift Card
Saturday – Winners Playoff!**

Includes Meter Board!

Provide your own artwork

**Artwork and installation must be
approved**



Sponsorship Opportunities

Professional Headshot Exclusive

Thursday - Saturday
February 12th - February 14th

\$7,500

SOLD

PROMOTE YOUR BRAND!

Professional headshot
experience for attendees during
the event

Photography area will be set up
on the show floor, where
attendees can stop by for a
complimentary headshot taken
by a professional photographer

e-Blast to Attendees Non-Exclusive

Reach Decision Makers!

\$3,000

e-Blast sent to all EXPO
Attendees before & after
EXPO

Limited number of e-
Blasts available -
Schedule Early!

Sponsorship Opportunities

Expo Badges Exclusive

Wednesday – Saturday
February 11th - February 14th

\$9,000

SOLD

PROMOTE YOUR BRAND!

Price includes production costs.

Attendee Bags Exclusive

Wednesday – Saturday
February 11th - February 14th

\$8,000

SOLD

PROMOTE YOUR BRAND!

Price includes production costs.

Sponsorship Opportunities

Welcome Celebration Non-Exclusive

Wednesday

February 11th, 5:30PM – 8:30PM

\$12,000

Location: TOPGOLF!

**Listing in Marketing Emails and
on motorcoachexpo.com**

**High visibility on monitors and
signage at the venue**

**Scott Michael, UMA CEO
will make PA announcement of
your company!**

Educational Session Rooms Non-Exclusive

**Wednesday – Thursday
February 11th - February 12th**

\$2,000 per Session

**Introduce Speaker(s) and
Moderate a Session!**

Meter Board with your brand

**Company logo displayed on
Session Room Signage**

**Table for your products and
promotional items**

Sponsorship Opportunities

State Association Summit Coffee Break Non-Exclusive

**Wednesday
February 11th**

\$500

**GREAT EXPOSURE
State Motorcoach
Associations!**

**Your brand featured on
event signage**

General Session Luncheon and Keynote Sponsor Exclusive

**Thursday
February 12th**

\$12,000

**2-Minute Company Video on
main screen**

**Give Brief Remarks and
Introduce Speaker!**

**EXPO's most popular sit-down
meal function**

**Excellent opportunity to
Influence attendees early!**

Sponsorship Opportunities

Welcome Cookie at Check In Exclusive

\$10,000

PROMOTE YOUR BRAND!

**At Registration, attendees
receive a Welcome Cookie**

**Pre-Packaged Cookies
Display your brand**

Coffee Break Exclusive or Non-Exclusive

**Thursday or Friday (AM or PM)
February 12th or February 13th**

\$1,500 per Break

PROMOTE YOUR BRAND!

**You may provide beverage
napkins and related supplies
branded with your logo with
UMA approval**

Sponsorship Opportunities

Breakfast Non-Exclusive

Thursday or Friday
February 12th or February 13th

\$1,000 per Day

PROMOTE YOUR BRAND!

Your brand featured on event
signage

Recognition on
www.motorcoachexpo.com

Exhibit Hall Lunch Exclusive

Friday
February 13th

\$10,000

PROMOTE YOUR BRAND!

Your brand featured on event
signage

Highlighted at monthly UMA
Town Hall

Ad in Bus & Motorcoach
NEWSFlash

Recognition on
www.motorcoachexpo.com

Sponsorship Opportunities

Awards Gala Entertainment Exclusive

**Friday
February 13th**

\$10,000

Highlight your brand at the industry's biggest celebration of the year!

Live music on stage.

Your company will be featured on stage or run a two-minute video to highlight your company.

You can also provide centerpieces on each table (approved by UMA) if you choose.

Awards Gala Dinner Table Non-Exclusive

**Friday
February 13th**

\$2,000

Promote your Company in front of ~500 ATTENDEES!

Includes your own reserved table to wine and dine your top clients or prospects.

Sponsorship Opportunities

Passport Game Non-Exclusive

Thursday - Saturday
February 12th thru February 14th

\$1,000

MEET OPERATORS

Don't let them pass you by!

**Receive a Stamp to stamp the
Operators Passport Card**

**Includes your logo & booth
number**

**2-Drawings on Saturday morning
to announce the Winners**

Morning Brunch Non-Exclusive

Saturday
February 14th

\$4,000 each

PROMOTE YOUR BRAND!

**Your brand featured on event
signage**

**One Sponsor highlight at the
monthly UMA Town Hall**

**Ad in Bus & Motorcoach
NEWSFlash**

Recognition on

www.motorcoachexpo.com

Sponsorship Opportunities

General Session Membership Meeting Exclusive

Friday
February 13th

\$8,000

SOLD

Your logo will be displayed on the monitors and signage at the celebration

During the celebration, Scott Michael will announce your company!

Your company will be displayed on www.motorcoachexpo.com

Board Dinner Sponsor Exclusive

Saturday
February 15th

\$10,000

SOLD

Be recognized with UMA and Industry's Top Influencers!

Allows you to briefly address the board

Face time at this level is of huge value for any organization

PLATINUM, GOLD, SILVER SPONSORSHIPS

If your total branding & sponsorship reaches these amounts, you will be recognized as a Platinum, Gold, or Silver Sponsor and receive the following additional benefits:

	 Sponsorship spend of \$20,000	 Sponsorship spend of \$15,000	 Sponsorship spend of \$10,000
Premium Signage Recognition			
Event Sponsors Recognition on www.motorcoachexpo.com			
Sponsorship listed in show app			
Premium recognition of sponsorship from main stage podium and main stage screen with logos shown			
Education Moderator Slot			
Opportunity to provide a branded promotional item to either be stuffed into registration bags or next to registration			
Dedicated Emails Sent to Registered Attendees	1		
Participation in the 2026 UMA Motorcoach EXPO Passport Game			
Complimentary Registration	5	3	1
Reserved Tables at UMA Awards Gala	Up to 3	Up to 2	1
One Invitation to the UMA Board of Directors Meeting & Dinner			
Ad in BMNewsflash			

PEMCO

Professional Exposition Management Company

SALES AGENTS



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