

# EXHIBITOR PROSPECTUS

**UMA** MOTORCOACH

# EXPO 2026



**BIRMINGHAM**

February 11-14

## Dear Industry Partner,

Thank you for supporting the United Motorcoach Association. In 2026, UMA will host the nation's largest annual gathering of motorcoach professionals in Birmingham, Alabama — a vibrant city full of history, culture, and opportunity.

### A Word from Alan

*As Chairman of the UMA Board — and as someone who proudly calls Birmingham home — I'm especially excited to welcome EXPO to my city. Birmingham is known for its warmth, resilience, and unmistakable Southern hospitality. I can't wait for you to experience it firsthand and see why this is the perfect backdrop for meaningful connections and big business.*

EXPO continues to be the industry's most valuable marketplace, where nearly 90% of attendees are owners, operators, or executives who come prepared to make purchase decisions. For many, the show floor directly influences their annual operational spending on fleets, parts, services, and more.

Exhibitors consistently see both short-term ROI — closing deals during the event — and long-term brand visibility with key decision-makers. Beyond the booth, opportunities like the Welcome Reception, education sessions, sponsorships, the Sneak Preview, and After Party all provide platforms to deepen relationships and elevate your presence.



**Alan Thrasher**



**Scott Michael**

There's no better place to position your company, connect with serious buyers, and align your brand with the momentum of the motorcoach industry.

We look forward to welcoming you to Birmingham and to another outstanding year at UMA Motorcoach EXPO.

Sincerely,

**Alan Thrasher**

Chairman, UMA Board of Directors

**Scott Michael**

President & CEO, United Motorcoach Association

# WHY YOU SHOULD EXHIBIT!



Over 1,000  
Attendees



90% are  
Owners/Operators



80,00sf of Exhibition  
Space



Key OEM's



Includes all  
Breakfast, Lunch,  
and Dinner functions



Awards Celebration



Educational Sessions

- ✓ Largest Annual Gathering
- ✓ Expand Your Industry Relationships
- ✓ Showcase products to solve industry challenges
- ✓ UMA Attracts Top Industry Buyers
- ✓ Opportunities to Close Business
- ✓ Highest Satisfaction Rate in overall value of exhibiting

## WHATS NEW IN 2026!



### LEAD RETRIEVAL!

*"You asked for it and you can get it!"*



### NEW VENDORS PROVIDING DIRECT VALUE TO OPERATORS



### AFFORDABLE DISPLAY SPACE FOR PRE-OWNED MOTORCOACHES

## PRODUCTS AND SERVICES

- 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

- 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



- ✓ **NEW: Lead Retrieval**
- ✓ **Educational Sessions**
- ✓ **Food and Beverages**
  - **Welcome Celebration**
  - **Sneak Preview & After Party**
  - **Awards Gala**
- ✓ **Branding and Sponsorship Opportunities**



## COMPLIMENTARY EXHIBITOR REGISTRATIONS

BOOTH SIZE (IN SQ. FT.)	MEMBER QUANTITY	NON-MEMBER QUANTITY
4,801 OR LARGER	16	14
3,401 - 4,800	12	10
2,401 - 3,400	10	8
901 - 2,400	8	6
401 - 900	5	4
400	4	2
100- 399	2	2

## EXHIBITOR BENEFITS

### Members & Non-Members

Booth Size (in sq ft)	100-400	401-2400	2401-3400
ACCESS TO ATTENDEE LISTS - Pre and Post	✓	✓	✓
DEDICATED EXHIBIT HOURS EACH DAY - Thursday through Saturday	✓	✓	✓
ACCESS TO HIGHLY QUALIFIED BUYERS	✓	✓	✓
EXHIBITOR LISTING ON ATTENDEE EVENT APP	✓	✓	✓
ON-LINE INTERACTIVE FLOOR PLAN 24/7	✓	✓	✓
LEAD RETRIEVAL DEVISE FOR RENT	✓	✓	✓
UMA WELCOME CELEBRATION - Wednesday	✓	✓	✓
UMA CONCURRENT EDUCATION SESSIONS - Thursday & Friday	✓	✓	✓
UMA CONTINENTAL BREAKFAST - Thursday & Friday	✓	✓	✓
GENERAL SESSION LUNCHEON WITH KEYNOTE - Thursday	✓	✓	✓
SNEAK PREVIEW - Thursday	✓	✓	✓
OFF-SITE PARTY - Thursday	✓	✓	✓
GENERAL SESSION - Friday	✓	✓	✓
LUNCH IN EXHIBIT HALL - Friday	✓	✓	✓
UMA AWARDS GALA - Friday	✓	✓	✓
BRUNCH IN EXHIBIT HALL - Saturday	✓	✓	✓
BRANDING AND SPONSORSHIP OPPORTUNITIES	✓	✓	✓

# RESERVE YOUR EXHIBIT SPACE FOR 2026

Booth Size (in sq ft)	100-400	401-2400	2401-3400
<b>MEMBER - EARLY BIRD</b>	\$32	\$28	\$27
<b>MEMBER – STANDARD</b>	\$34	\$30	\$29
<b>MEMBER BADGES INCLUDED</b>	2-4	5-8	10
<b>NON-MEMBER - EARLY BIRD</b>	\$40	\$36	\$35
<b>NON-MEMBER – STANDARD</b>	\$42	\$38	\$37
<b>NON-MEMBER BADGES INCLUDED</b>	2	4-6	8

**10'X10' Corner Booths have an additional fee of \$100.**

**EARLY BIRD RATE:** To qualify for the EARLY BIRD RATE a contract for exhibit space must be confirmed and then submitted prior to 08/1/2025. 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 8/29/2025. If not, the booth rate will change to STANDARD RATES, as below.

**STANDARD RATES:** Apply beginning September 1, 2025. All contracts for exhibit space submitted after September 1, 2025, must be accompanied by 100% payment.

**BADGES PERMIT:** Access to all educational sessions and meal functions, reception, party, dinners.

**Contact PEMCO to Reserve your Exhibit Space!**  
**Contact UMA to join the UMA Family!**

## Offset Your Exhibit Space Cost:

If you are not a UMA member, you may want to consider joining today! Please review the example of a standard 10'x10' booth on the chart to the right.

Contact Carrington Blake  
[cblake@uma.org](mailto:cblake@uma.org) to join the UMA family!

Example for Standard 10'x10' Booth	
Membership Type	Booth Cost
UMA Non-Member (\$42/sf)	\$ 4,200.00
UMA Member (\$34/sf)	\$ 3,400.00
Cost to Join UMA	\$ 795.00
<b>Exhibit Space Discount</b>	<b>\$ -800.00</b>
Savings by Joining UMA	\$ 800.00

<b>Wednesday, February 11th</b>	
<b>8:00 AM - 10:00 AM</b>	<b>Coach Move-In</b>
<b>10:00 AM - 5:00 PM</b>	<b>Exhibitor Move-In</b>
<b>5:30 PM - 8:30 PM</b>	<b>UMA Welcome Celebration</b>

<b>Thursday, February 12th</b>	
<b>8:00 AM - 9:30 AM</b>	<b>Continental Breakfast</b>
<b>8:00 AM - 2:00 PM</b>	<b>Exhibitor Move-In</b>
<b>9:00 AM - 12:20 PM</b>	<b>Education Sessions</b>
<b>12:30 PM - 1:45 PM</b>	<b>UMA General Session Luncheon with Keynote</b>
<b>2:00 PM - 4:15 PM</b>	<b>Education Sessions</b>
<b>2:30 PM - 3:00 PM</b>	<b>Driver Competition - Welcome and Orientation</b>
<b>3:00 PM - 4:15 PM</b>	<b>Driver Competition Written Exam</b>
<b>4:15 PM - 4:30 PM</b>	<b>Sneak Preview Ribbon Cutting</b>
<b>4:30 PM - 6:30 PM</b>	<b>Sneak Preview – UMA EXPO Exhibit Hall Open</b>
<b>6:30 PM - 9:00 PM</b>	<b>After Party</b>

<b>Friday, February 13th</b>	
<b>Morning</b>	<b>UMA International Driver Competition</b>
<b>8:00 AM - 8:30 AM</b>	<b>Continental Breakfast</b>
<b>10:00 AM - 12:00 PM</b>	<b>UMA Maintenance Competition</b>
<b>11:00 AM - 5:00 PM</b>	<b>Expo Open</b>
<b>11:00 AM - 1:00 PM</b>	<b>Lunch in the Exhibit Hall</b>
<b>6:00 PM - 9:00 PM</b>	<b>UMA Awards Gala</b>

<b>Saturday, February 14th</b>	
<b>9:00 AM - 11:00 AM</b>	<b>Expo Open</b>
<b>9:00 AM - 11:00 AM</b>	<b>Brunch in Hall</b>
<b>11:00 AM - 5:00 PM</b>	<b>Exhibitor Move-Out</b>

To view Full Schedule, please click on the following link:  
<https://motorcoachexpo.com/schedule-at-a-glance/>

## TESTIMONIALS!

“It was the first good place to get introduced to people who might potentially be clients”



***Mika Turunen and Mikael Suovirta, with LogiApps Finland, at the 2024 UMA EXPO***



***Rodlly Figari, owner of Orlando-based Connexions Bus, at the 2024 UMA EXPO***

“The EXPO is both educational and entertaining,”  
“I love the UMA EXPO show,”  
“It feels like home for me.”

**PEMCO**

Professional Exposition Management Company

## SALES AGENTS



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