



Sponsorship Prospectus

Put your brand in the room with the people who move the industry.

JANUARY 17-20, 2027

SAN ANTONIO, TEXAS



Meet the people who make the decisions

UMA Motorcoach EXPO brings the motorcoach industry's most influential leaders, buyers and partners together in one place.

1,400

ANTICIPATED ATTENDEES

100+

EXHIBITING COMPANIES

4 Days

OF CONNECTION AND VISIBILITY

Your audience is already qualified.

The room is filled with owners, executives and purchasing decision-makers who influence fleet, technology, insurance, finance, parts, service and operating decisions.

WHY IT MATTERS

This is more than exposure. It is access.



The experiences everyone will talk about

Two ways to own attention, interaction and memory.

OWN THE NIGHT

01

San Antonio Scavenger Hunt From \$1,500

Activations across San Antonio's iconic River Walk.

AWARDS FINALE
KITS & WRISTBANDS
CHALLENGE STOPS

BACK BY DEMAND

02

Golf Simulator \$6,000

Competition, dwell time and repeat show-floor traffic.

SOLE SPONSOR
REPEAT TRAFFIC
DWELL TIME

LIMITED INVENTORY

The golf simulator is sold to a single primary sponsor. The scavenger hunt is sponsored through individual activations.

Build an activation into the scavenger hunt

An evening of 600–800 attendees moving across the River Walk in 300–400 teams. Sponsor the moments they photograph, carry and remember.

Awards & Finale Sponsor

\$4,000

Own the finale stage, emcee recognition, prize presentation and photo wall.

Kit & Wristband Sponsor

\$3,500

Place your brand on the items every participant carries for the full experience.

Challenge Stop Sponsor

\$2,500 / EACH

Name and brand a themed stop, clue and live-actor challenge. Up to four available.

Wayfinding & Photo Wall

\$1,500 / EACH

Appear across route signage and the shared backdrop featured in attendee photos.

Make it yours.

Packages may be tailored by category, activation goal and desired level of exclusivity.

BACK BY DEMAND · THE TRAFFIC DRIVER

Golf Simulator

Friendly competition creates repeat visits, longer dwell time and natural conversations. Two days on the show floor — January 18 and 19 — with your brand on the screen, the bay and the leaderboard.

Turn a swing into a conversation.

\$6,000

SOLE SPONSOR

SHOW-FLOOR ACTIVATION

TWO DAYS · JAN 18-19

ONE PRIMARY SPONSOR PER EXPERIENCE



Be seen throughout the attendee journey

Hotel Elevator Doors	Own the most repeated visual touchpoint of the attendee's day, at the Marriott Rivercenter.	\$8,000
Guest Room Key Cards SOLD	Your brand in every attendee's hand, several times a day.	\$5,500
Escalator Side Panels	Unavoidable brand presence on the route to education sessions and the general session.	BY SCOPE
Escalator Wall Graphic	A large-format statement seen from across the concourse.	BY SCOPE
Escalator Runner	An accessible entry point that pairs well with panel or wall placements.	BY SCOPE
Meter Boards	Single- or double-sided boards placed at entrances and key intersections.	BY SCOPE
Aisle Signs	Hang your brand above the show floor on a double-sided, 8-foot dangler that names the aisle attendees navigate by.	\$1,000

A NOTE ON BRANDING PRICING

Branding is priced to the vision, not off a menu. Every placement can be taken in full or in part — one escalator bank instead of all of them, two meter boards instead of ten — and production costs shift with when artwork is approved. Tell us what you want to own and the budget you have.

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Host the moments the industry shows up for

UMA Welcome Celebration	Open the show as host of the party that gathers everyone in one room — with a live rodeo at its center.	\$15,000
Rodeo Gate Sign	Your sign on a gate in the rodeo arena, in view all night and in every photo of the action.	\$2,000
Barrel Racing PER BARREL	Brand a barrel in the barrel racing — the fastest, loudest few minutes of the night.	\$2,500
Board Dinner SOLD	Time at the table with UMA leadership and the association's board.	\$12,000
EXPO Badges SOLD	Your brand on a credential every attendee wears all four days.	\$9,000
Attendee Bags SOLD	Sustained visibility on the item carried across the show and back home.	\$8,000
Professional Headshots EXCLUSIVE	A high-value attendee benefit with prominent studio branding.	\$9,000
Educational Session Room	Welcome the room, introduce the speaker and own the space — all four days.	\$2,000
Passport Game	Drive booth traffic through a non-exclusive, exploration-driven game.	\$1,000

EXCLUSIVE ITEMS

Badges, bags, the Board Dinner and the headshot studio are each sold to a single sponsor; items marked Sold are already committed. Platinum sponsors receive a rodeo gate sign as part of their recognition.



Feed the room. Own the stage.

When the industry sits down together, your name is on the room — from the main stage to the coffee everyone needs at 3 p.m.

Opening General Session & Membership Meeting SOLD	Monday, January 18. The first time the full membership is in one room — open the show with your name on it.	\$9,000
General Session Luncheon EXCLUSIVE	Host the full house for the show's marquee session — Monday, January 18.	\$12,000
Exhibit Hall Lunch	Feed the floor on its busiest day and keep attendees where the business happens — Tuesday, January 19.	\$10,000
Wednesday Brunch EXCLUSIVE	Wednesday, January 20. Send attendees home with your brand on the last meal of the show.	\$4,000
Teleprompter EXCLUSIVE	Keep the main stage running and get named for it. Emcee Pete Blank works your recognition into his session from the podium.	\$10,000
Attendee Breakfast PER DAY	Start the day as host. Available Monday, January 18 and Tuesday, January 19 — take one or both.	\$2,000
Coffee Break PER BREAK	Choose your day and your level of exclusivity. Branded service in the highest-traffic window of the program.	\$1,500
State Association Summit Coffee Break NON-EXCLUSIVE	Reach state association leadership at the Sunday, January 17 summit.	\$500

PICK YOUR DAY

Breakfasts and coffee breaks are sold by day, so you can put your brand exactly where your buyers are. Multiple sponsors may share a non-exclusive break; exclusive service is available on request.

Reach them before they arrive — and after they leave

Mobile App Landing Page & Lead Retrieval	Own the first screen attendees open — and the tool exhibitors use all show long.	\$5,000
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E-Blast to EXPO Attendees	A dedicated message to the full registered attendee list.	\$3,000
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RECOGNITION LEVELS

Your total sponsorship investment — across any combination of opportunities — also qualifies you for association-wide recognition.

PLATINUM \$20,000 TOTAL INVESTMENT	GOLD \$15,000 TOTAL INVESTMENT	SILVER \$10,000 TOTAL INVESTMENT
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LEVEL BENEFITS	Complimentary registrations, enhanced recognition, education moderator opportunities, reserved Awards Gala seating, Board Dinner invitations and more. The full benefit chart is on the next page.
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Benefits that come with your level

Once your total sponsorship spend reaches these amounts, you are recognized as a Platinum, Gold or Silver Sponsor and receive the following additional benefits.

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000
Premium signage recognition	●	●	●
Event sponsor recognition on motorcoachexpo.com	●	●	●
Sponsorship listed in the show app	●	●	●
Premium recognition from the main stage podium and main stage screen, with logos shown	●	●	●
Education moderator slot	●	●	
Sign on the Welcome Celebration rodeo gates	●		
Branded promotional item stuffed into registration bags or placed next to registration	●		
Dedicated email sent to registered attendees	1		
Participation in the UMA Motorcoach EXPO Passport Game	●		
Complimentary registrations	5	3	1
Reserved tables at the UMA Awards Gala	UP TO 3	UP TO 2	1
One invitation to the UMA Board of Directors Meeting & Dinner	●		
Ad in BMNewsflash	●		

HOW TO QUALIFY

Level recognition is based on your combined sponsorship spend across any mix of opportunities in this prospectus — experiences, branding, meals, events and digital.

Choose the kind of impact your brand needs

Start with your objective. UMA will help shape the right mix of visibility, access and experience.

OWN AN EXPERIENCE

San Antonio Scavenger Hunt · Golf Simulator

DRIVE ENGAGEMENT

Headshot Studio · Rodeo Gates & Barrels · Passport Game

BUILD FREQUENCY

Badges · Bags · Key Cards · Escalators · Elevator Doors

LEAD THE ROOM

Welcome Celebration · Board Dinner · Education sessions

HOST THE ROOM

Luncheon · Exhibit Hall Lunch · Breakfasts · Coffee Breaks

EXTEND DIGITAL REACH

Mobile app & lead retrieval · Dedicated attendee e-blast

Don't see what you're looking for?

Tell us your budget and we will tailor a sponsorship around it. Every item here can be scaled, combined or reimaged — and custom packages are available for larger strategic partnerships.

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RESERVE YOUR SPONSORSHIP

Put your brand at the center of the industry.

Signature opportunities are limited. Reserve a sponsorship, or tell us your budget and we will build one around it.

SPONSORSHIP CONTACT

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PRESENTED BY



United Motorcoach Association
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