

Vendor Information Session

Thank you for your support of Expo!

Agenda

- High Level Schedule Overview
- What's New for 2027
- Move-In and Move-Out Information
- Exhibitor Services
- Sponsorship Opportunities
- Welcome Celebration & Scavenger Hunt
- Hotel Room Reservations
- Registration for Exhibitors
- Q&A

High Level Schedule

Sunday, January 17th	
1:00 PM – 5:10 PM	Education Sessions
5:30 PM – 9:30 PM	UMA Welcome Celebration at Pedrotti's Ranch

Monday, January 18th	
9:00 AM – 10:20 AM	Opening General Session
10:20 AM – 3:10 PM	Education Sessions
11:25 AM – 12:25 PM	UMA Associate/Travel Partner Meeting
12:30 PM – 2:00 PM	General Session Luncheon
3:30 PM – 5:30 PM	Sneak Preview – Exhibit Hall Open
5:30 PM – 9:00 PM	Scavenger Hunt/Open Evening

High Level Schedule Cont.

Tuesday, January 19th	
8:30 AM – 11:00 AM	Breakfast, Education Sessions and Meetings
10:00 AM – 12:00 PM	UMA Maintenance Competition
11:00 AM – 5:00 PM	Exhibit Hall Open
12:00 PM – 2:00 PM	Lunch in the Exhibit Hall
6:00 PM	UMA Awards Gala

Wednesday, January 20th	
8:30 AM – 11:00 AM	Registration Open
9:00 AM – 12:00 PM	Exhibit Hall Open
9:00 AM – 12:00 PM	Brunch in the Exhibit Hall
12:00 PM – 12:30 PM	UMA Associate/Travel Partner Meeting PT 2

What's New for 2027

- New design of the Expo Floor
- UMA Learning and Information Pavilion – Complimentary space on the show floor for 30 minute presentations
- Space Selection for 2028
- Lead Retrieval in the App
- UMA Associate/Travel Partner Meetings (Monday at 11:25 a.m. and Wednesday at 12:00 p.m.)

Move-In & Move-Out and Show Hours

Sunday, January 17	
8:00 AM - 10:00 AM	Vehicle Move-In
10:00 AM – 5:00 PM	Exhibitor Move-In
Monday, January 18	
8:00 AM – 2:30 PM	Exhibitor Move-In
3:30 PM – 5:30 PM	Floor Open
Tuesday, January 19	
11:00 AM – 5:00 PM	Floor Open
Wednesday, January 20	
9:00 AM – 12:00 PM	Floor Open
12:30 PM – 6:00 PM	Exhibitor Move-Out

Who handles what?

- Electric – Freeman
- Compressed Air – Freeman
- Audio Visual - Freeman
- Rigging – Freeman unless heavy hang. If need clarification, please reach out to Exhibitor Services.
- Furnishings / Flooring – Anyone able to provide.

Ways to save….

- Order Early - Discount deadline is **December 21st**. Prices increase after.
- Be Prepared – Get all electric orders, with orientation, PRIOR to showsite. Not providing can push labor into overtime.
- Reminder – Monday, January 18th is a holiday. Plan accordingly when scheduling labor.
- Shipping – When shipping to the advance warehouse, all freight is guaranteed to be in your booth prior to move-in. Great for planning.

Contacting Freeman Exhibitor Services & Ordering

- Online – www.freeman.com
- Phone – 1.855.435.3234
- WhatsApp – 214.984.3514

- Need help shipping to or from Expo? Call 1.800.995.3579 or email exhibit.transportation@freeman.com.

Sponsorship Opportunities

Professional Headshots EXCLUSIVE	A high-value attendee benefit with prominent studio branding.	$7,500
Shoeshine Station EXCLUSIVE	Keep those boots clean. In the hall Jan 19, 11am–5pm and Jan 20, 9am–12pm.	$5,000
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

Welcome Reception & Scavenger Hunt

Pedrotti's Ranch

- Sunday, January 17
- 5:30-9:30pm
- Dinner, dancing and live rodeo
- Boots, hats and bolo ties – dress the part
- Live rodeo begins at 6:30pm.



Scavenger Hunt

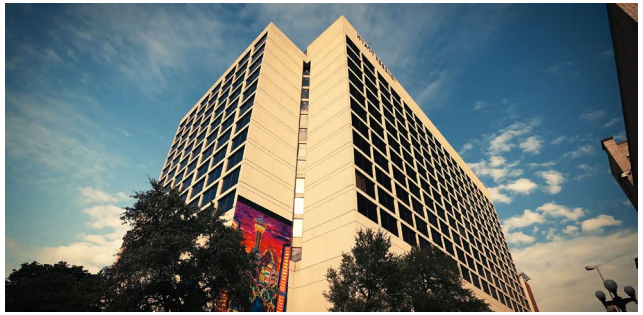
- Monday, January 18
- Immediately after Sneak Preview
- Pickup a kit and create a team
- Explore downtown San Antonio and complete challenges
- Drink and food specials at participating restaurants



Hotel Room Reservations

Hyatt Regency San Antonio Riverwalk

- Transportation Provided
- $249
- 9-minute walk to Convention Center



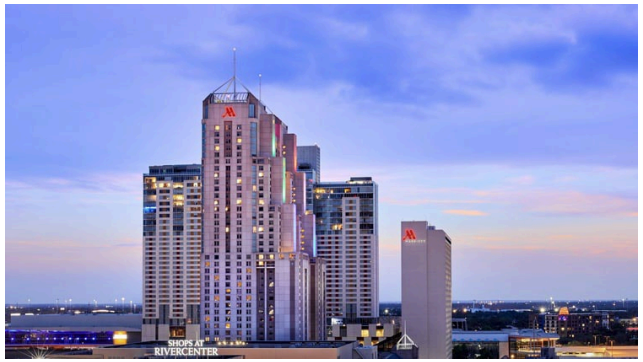
Hilton Palacio del Rio

- $219
- 7-minute walk to Convention Center



San Antonio Marriott Rivercenter on the Riverwalk

- $254
- Very limited availability

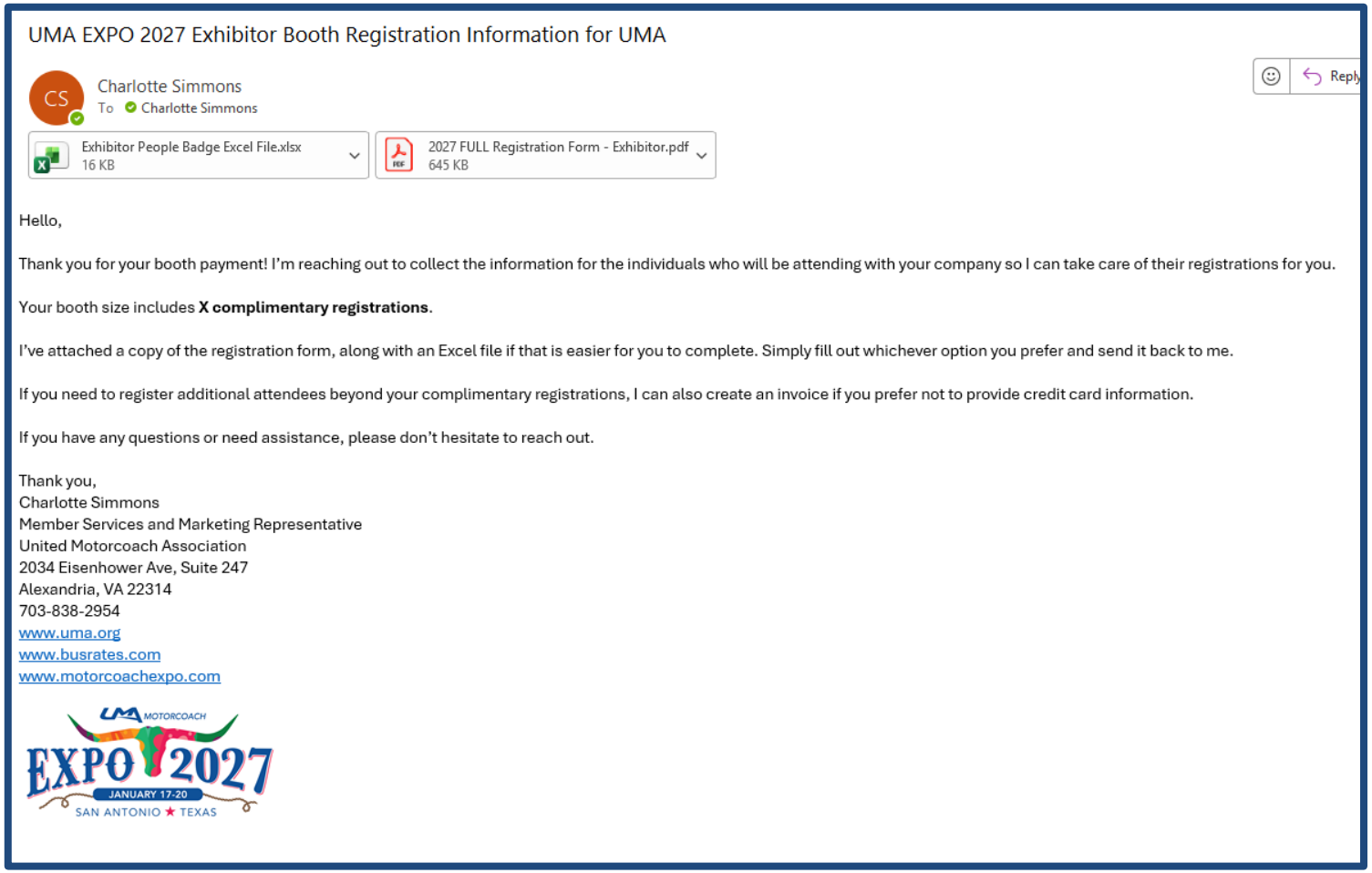


Registration for Exhibitors

This is what the first email will look like:

Email will come from: **csimmons@uma.org**

Included in email is an excel file and Registration form.



UMA EXPO 2027 Exhibitor Booth Registration Information for UMA

CS Charlotte Simmons
To Charlotte Simmons

Exhibitor People Badge Excel File.xlsx 16 KB

2027 FULL Registration Form - Exhibitor.pdf 645 KB

Hello,

Thank you for your booth payment! I'm reaching out to collect the information for the individuals who will be attending with your company so I can take care of their registrations for you.

Your booth size includes **X complimentary registrations**.

I've attached a copy of the registration form, along with an Excel file if that is easier for you to complete. Simply fill out whichever option you prefer and send it back to me.

If you need to register additional attendees beyond your complimentary registrations, I can also create an invoice if you prefer not to provide credit card information.

If you have any questions or need assistance, please don't hesitate to reach out.

Thank you,
Charlotte Simmons
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Q&A