

B E T T E R

P R E S E N T

B E R E A D Y

E Q U I P P E D

P R E P A R E D

Y O U

G R E A T

EXHIBITOR GUIDE

JULY 1-3 | BELLAGIO® | LAS VEGAS

MARTIAL ARTS
18 SUPERSHOW

MASS18

INTRODUCTION

MARTIAL ARTS 18SUPERSHOW

B E

C O N N E C T E D

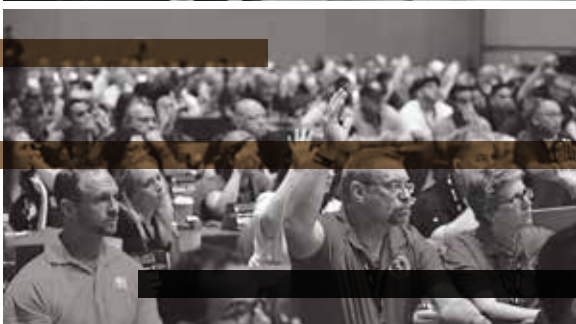
**LEARN WHY A BOOTH AT THE
MASUPERSHOW IS THE IDEAL
CHOICE FOR YOUR BUSINESS.**

The 2018 Martial Arts SuperShow is the place to be this July. Presented at the Bellagio® Resort and Casino in Las Vegas, the show features some of the best-known and well respected martial arts vendors in the world. Many of our vendors return each year having discovered how valuable the show is for their business. This is your opportunity to put your products and services front and center at the industry's largest gathering of martial arts and fitness professionals.

**READY TO TAKE THE NEXT STEP?
COMPLETE THE APPLICATION INSERT OR
VISIT US ONLINE AT MASUPERSHOW.COM.**

Want to know more? We'd love to fill you in on all the details about the show, our attendees, additional perks and what you can expect if this is your first time to exhibit. So keep reading, or feel free to contact **Jan Szijarto** at jszijarto@masuccess.com or by calling **866-626-6226, extension 173.**

THE BIGGEST ANNUAL EVENT FOR SCHOOL OWNERS AND MARTIAL ART PROFESSIONALS



ABOUT OUR SHOW*

- **1,700+** Attendees

- **1,000** Martial Arts Schools Represented

- **46** States, & **8** Countries Represented

- **17** Years of Proven Success

- **40** Breakout Sessions

- **14** Hours of Total Tradeshow Time

- **42,000** Feet of Tradeshow Floor Space

*Stats based on 2017 MASuperShow. All numbers subject to change.

ATTENDEES

B E

P R E S E N T

MASuperShow attendees are proactive decision makers and action takers. These professional entrepreneurs are highly skilled martial artists who have a strong focus on discipline and achievement. Combined with a true passion for what they do, these principles consistently draw our attendees to the tradeshow floor.

96% Are Black Belts

99% Visit the Tradeshow Floor

97% Are Satisfied with the Show

78% Make a Purchase at the Show

70% Male, **30%** Female





ATTENDEES ARE:

- Small Business Owners
- Community Leaders
- Decision Makers
- Mentors
- Teachers
- Entrepreneurs
- Black Belts
- Martial Arts Icons
- Athletes and Fitness Enthusiasts
- Coaches
- Motivators
- Competitors

LOOKING FOR:

- Innovative Gym Products and Services
 - Websites and Tech-Tools for Their Businesses
 - Expert-level Training
 - Business Education
 - Advanced Certifications
 - Networking Opportunities
 - Sales and Marketing Expertise
 - Email and Digital Communication Tools
 - Health and Wellness Supplements
 - Administrative and Business Services
 - Professional Media and Publications
 - Creative and Photography Services
-



GIVE ME THE HIGHLIGHTS

As an exhibitor at the 2018 MASuperShow, you'll get booth space in our highly trafficked tradeshow floor, where there are plenty of opportunities to interact with attendees. This is a perfect opportunity to gain new, receptive clientele to your business as well as meet existing customers and other business professionals.



ALL EXHIBITORS RECEIVE:

- Quarter page color ad in the 2018 Program Guide
- MASuperShow Program Guide listing
- Exhibitor listing at MASuperShow.com
- Exhibitor profile on the MASuperShow app
- Seats at the Opening Ceremony
- Admission to all educational seminars for registered staff
- Group rate at the Bellagio®
- Participation in Passport Game



MA
SS **18**

2018 SPONSORSHIP OPPORTUNITIES

01 TITANIUM

\$35,000 INVESTMENT

1 AVAILABLE

PRIOR TO THE SHOW

- Feature article in *MASUCCESS* Magazine Leading up to the Show
- Two App Push Notifications per month, May and June 2018, leading up to the Show
- Sponsorship level reflected in App
- Sponsored Section of App from March 2018 through December 2018
- Link to your website within the Sponsored Section of App. Users can access your site within the App
- Three emails sent to MASuperShow attendees promoting your sponsorship and your products

DURING THE SHOW

- Branded seminar room. Includes interior and exterior branding and mention at the introduction of each speaker
 - Sponsor of the Phone Charging Station with your branding
 - Two promoted posts each day, pinned to the Activity Feed. Post is visible for 30 minutes, limited to 140 characters
 - One App Push Notification each day of the MASuperShow
 - Lead Retrieval System with up to 8 licenses
 - Co-Sponsor of the Opening Ceremony
 - *Pre-Opening Ceremony: two viewings of your :30 second video in the preshow presentation prior to the Opening Ceremony
 - Acknowledgement and thank you for your sponsorship by MAIA Executive Director Frank Silverman, during the Opening Ceremony
 - Your logo featured in the Opening Ceremony Playbill
 - 20 x 30 Booth Space
 - Eight Exhibitor Badges
 - Invitation to Century Gold Event (two people)
 - Strategic signage inside and outside Exhibit Hall
 - Link from MAIA Hub to your website through December 31, 2018
 - Prominent display of your logo on print, web and email advertising
 - Four Guest Passes to the MASuperShow
 - Full page ad in the Show Program Guide
-

02 PLATINUM

\$25,000 INVESTMENT

2 AVAILABLE

PRIOR TO THE SHOW

- One App Push Notification per month, May and June 2018, leading up to the Show
- Sponsored App Section from March 2018 – December 2018
- Two Emails sent to MASuperShow attendees promoting your sponsorship and your products
- Half page ad in the July 2018 issue of MASUCCESS recognizing you as a Platinum Sponsor the MASuperShow

DURING THE SHOW

- Branded Seminar Room. Includes interior and exterior branding and mention at the introduction of each speaker
 - Free Coffee Bar in Tradeshow each morning includes table with branding, free coffee (40 gallons). You host the table and provide marketing materials
 - One promoted post each day, pinned to Activity Feed. Post is visible for 30 minutes limited to 140 characters
 - One App Push Notification each day of the MASuperShow
 - Lead Retrieval System with up to 8 licenses
 - Pre-Opening Ceremony: one viewing of your :30 second video in the pre-show presentation prior to the Opening Ceremony
 - 20 x 20 Island Booth Space
 - Eight Exhibitor Badges
 - Prominent display of your logo on print, web and email advertising
 - Strategic signage inside and outside the Exhibit Hall
 - Four Guest Badges to MASuperShow
 - Full page ad in the MASuperShow Program Guide
-

03 GOLD

\$12,500 INVESTMENT

3 AVAILABLE

-
- Lead Retrieval System with up to 6 licenses
 - Co-Sponsor of Welcome Reception with Signage
 - Pre-Opening Ceremony: one viewing of your :30 second video in the pre-show presentation prior to the Opening Ceremony
 - Your logo on Pocket Agenda, tucked inside every attendee badge
 - 10 x 20 End Cap Exhibit Space
 - Six Exhibitor Badges
 - Your logo displayed on all print, web and email advertising
 - Two Guest Passes to MASuperShow
 - Half page ad in MASuperShow Program Guide
 - Quarter page ad in the July, 2018 issue of MASUCCESS recognizing you as a Gold Sponsor of the MASuperShow
-


04 SILVER

\$7,500 INVESTMENT

4 AVAILABLE

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- Lead Retrieval System with up to 5 licenses
 - 10 x 10 Booth Space
 - Five Exhibitor Badges
 - Your logo displayed on all print, web and email advertising
 - Two Guest Passes to MASuperShow
 - Half page ad in MASuperShow Program Guide
 - Quarter page ad in the July, 2018 issue of MASUCCESS recognizing you as a Silver Sponsor of the MASuperShow
-

ALL PREMIUM SPONSORS ALSO RECEIVE:

-
- Listing and link to your website from MASuperShow website
 - Logo thank you slides in the Opening Ceremony pre-show
 - Company listed on the commemorative MASuperShow T-shirt
 - Tote Bag Insert or Digital Ad in the App
 - Sponsorship recognition on the entrance to the Exhibit Hall
 - Highlight with logo on your listing in the MASuperShow Program Guide
 - Included on the Exhibitor Listing in the August 2018 MASUCCESS Magazine
 - Special Exhibitor "Thank You" ad in the October 2018 issue of MASUCCESS Magazine
-
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A LA CARTE SPONSORSHIP OPPORTUNITIES

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- Your logo branded on a spiral notebook in each attendee bag
\$4,000
 - Lanyard Sponsor: your logo co-branded with the MASuperShow logo on attendee lanyards
\$4,000
 - Tote Bag Sponsor
\$3,750
 - 7 AM Workout Snack: includes a table with branding in the workout room, and a snack item to give away. You host the table and provide your marketing materials.
\$2,100
 - Upgrade MASuperShow Program Guide ad to a Full page ad
\$700
 - Upgrade MASuperShow Program Guide ad to a Half page ad
\$375
 - Tote Bag Insert
\$375
 - Highlighted listing in MASuperShow Program Guide
\$100
-

B E

E Q U I P P E D

*Exhibitors must execute a 6-month advertising contract with MASUCCESS Magazine on or before March 15, 2018 to qualify for the Advertiser's Rates. Booths are assigned in date-paid order priority. Space will not be assigned until both the exhibitor contract and fees are received. Fees are not refundable. This registration form is a binding contract subject to MASuperShow rules and regulations.

MASUPERSHOW APP

Every exhibitor gets a listing in the MASuperShow App, including your company's logo, contact information and placement on the interactive trade show floor map.



70% Adoption Rate

Very High Attendee Engagement*

3,000+ Status Updates

1,500+ Visits to Exhibitor Profiles

12,000+ Likes

1,500+ Ratings

*Compared to other events as measured by Doubledutch

Boost your visibility, drive booth traffic, and generate qualified sales leads! As an exhibitor, you may optionally purchase a variety of sponsored posts. You will receive a detailed report of your sponsored post's performance, as well as follow-up information for attendees who clicked through on your ad.

New this year, all attendees will have scannable badges, and with optional lead retrieval services you can gather and store leads seamlessly, including custom qualification questions, all from your own mobile device.

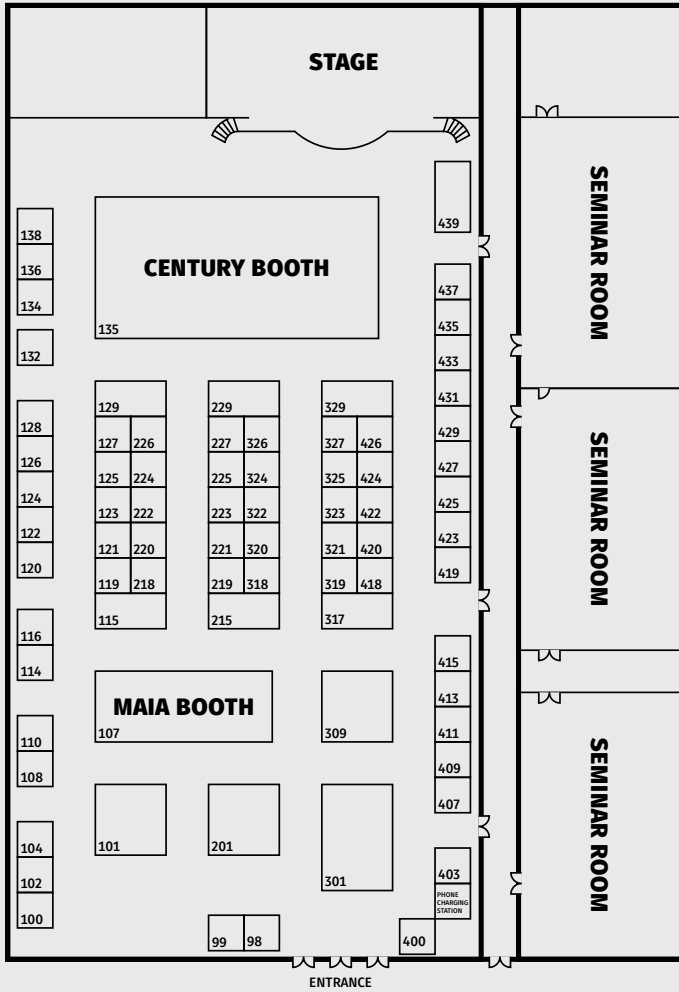
SPONSORED POSTS

During Trade Show Hours	\$149
Evening Hours	\$99
Premium "Image Gallery"	\$179
Sponsored Poll Question	\$49

LEAD RETRIEVAL

1st License	\$199
Each Additional License	\$49
Sponsored Raffle	\$49
Onsite (Per) Device Rental	\$299

FLOOR PLAN



**SEND YOUR COMPLETED FORM WITH
YOUR PAYMENT TO JAN SZIJARTO**

Martial Arts Industry Association
1000 Century Blvd., Oklahoma City, OK 73110
P: (866) 626-6226

SAVE TIME! REGISTER ONLINE AT MASUPERSHOW.COM

BE

PRESENT

OUR HOTEL

The Bellagio® is a AAA Five Diamond luxury resort, hotel and casino located at the heart of the Las Vegas Strip. Inspired by the famed Lake Como town of Bellagio in northern Italy, the Bellagio is prized for its elegance, service and breathtaking fountain shows.

GET THE MASUPERSHOW GROUP RATE FOR THE LUXURIOUS ACCOMMODATIONS AT THE BELLAGIO WHEN YOU REGISTER WITH OUR PROMO CODE **SMAR0618 BEFORE MAY 28, 2018.**

Included with your room is property-wide high-speed internet access (public spaces and in-room), unlimited local and toll free calls, airline boarding pass printing, notary service, and fitness center access for guests 18 and over.

With an upscale atmosphere featuring a full casino and relaxing spa, a 14,000 square foot floral showcase of seasonal sights and sounds, along with 17 casual and fine dining restaurants, the Bellagio is the perfect backdrop for this incredible event.

BOOK YOUR MASUPERSHOW ACCOMMODATIONS AT THE GROUP DISCOUNT RATE TODAY!
GROUP CODE: **SMAR0618**

GROUP RATE \$229 per night, Friday, June 29 – Saturday, June 30, 2018
\$139 per night, Sunday, July 1 – Thursday, July 5, 2018
Plus resort fee and tax

FOR RESERVATIONS:

702-693-4444 OR 888-987-6667 CODE: SMAR0618

OR VISIT MASUPERSHOW.COM

Hotel Alert: You may be contacted by hotel discounters claiming to be associated with the Martial Arts SuperShow, or using high pressure tactics in offering accommodations. Many of these companies are known to engage in fraudulent behavior. To book accommodations at the Bellagio, we recommend you use the reservation link at the MASuperShow website or call in your reservation at the numbers listed above using the group code: SMAR0618.



BE PREPARED

IMPORTANT DATES

JANUARY 20, 2018

App assets due (see confirmation email for details)

FEBRUARY 1, 2018

MASuperShow App goes live

MARCH 15, 2018

Last day to execute a six-month advertising contract with MASUCCESS magazine to qualify for the advertiser's rate on your booth

APRIL 16, 2018

MASuperShow Program Guide ad due to Jan Szijarto*

*Ads submitted after the due date cannot be guaranteed placement in the MASuperShow Program Guide. See confirmation email for content submission details.

BE

ENGAGED



“THE ABILITY TO SPEAK DIRECTLY TO SO MANY MARTIAL ARTS BUSINESS OWNERS, INSTRUCTORS AND INFLUENTIAL INDUSTRY LEADERS AT ONE EVENT, MAKES IT A PRIMARY FOCUS OF OUR MARKETING YEAR.”

JEFF DUNN,
RAINMAKER MEMBERSHIP SYSTEMS

“IF YOU’RE THINKING OF ATTENDING AS A VENDOR, I STRONGLY URGE YOU TO TAKE THAT STEP. YOU’LL BE THRILLED YOU DID.”

JASON M. SILVERMAN
CEO, POWERFUL WORDS CHARACTER DEVELOPMENT

“WE’VE PLANNED TO EXHIBIT FOR TWO YEARS AND IT FAR EXCEEDED OUR EXPECTATIONS. WE WILL DEFINITELY RETURN NEXT YEAR.”

CAMERON MCINTYRE,
PUNCH GUNK

JULY 1-3 | BELLAGIO | LAS VEGAS

**MARTIAL ARTS
18 SUPERSHOW**

f @MASUPERSHOW

t @MASUPERSHOW

y [YOUTUBE.COM/MAIASUCCESS](https://www.youtube.com/MAIASUCCESS)

PRESENTED BY:

CENTURY
World Leader in Martial Arts



BLACK BELT
WORLD LEADER IN MARTIAL ARTS

#MASS18