MASTERTECH

WHERE PROFESSIONALS COME TO LEARN

REVIEW

MARCH 3-6 2024

MESA CONVENTION CENTER

MESA, ARIZONA

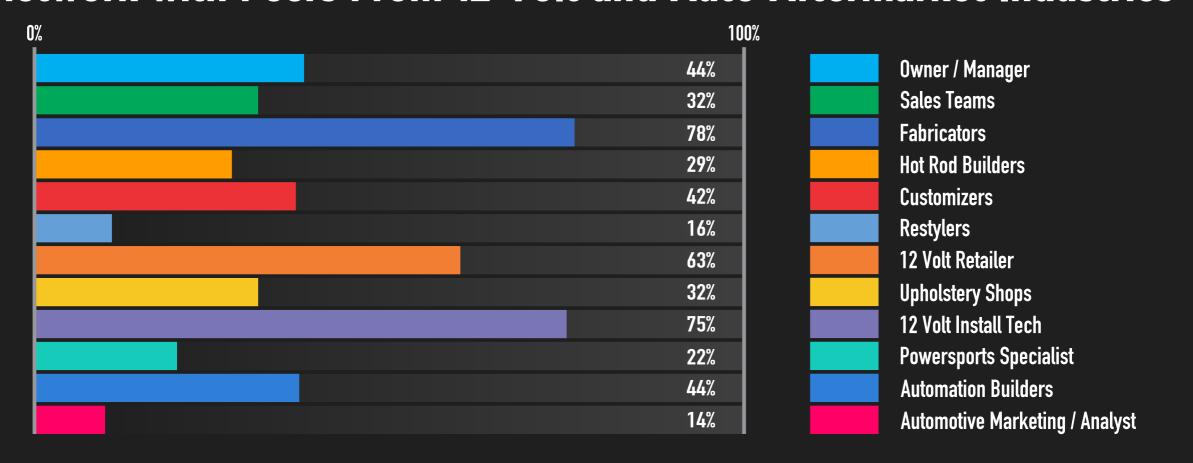




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DEFINE YOUR CAREER THE NEXT LEVEL... STARTS HERE!

Network with Peers From 12-Volt and Auto Aftermarket Industries





OVERALL 8.5 RATING FROM ATTENDEES

Attendees Rated Their Overall Experience at the MasterTech Expo 2023:



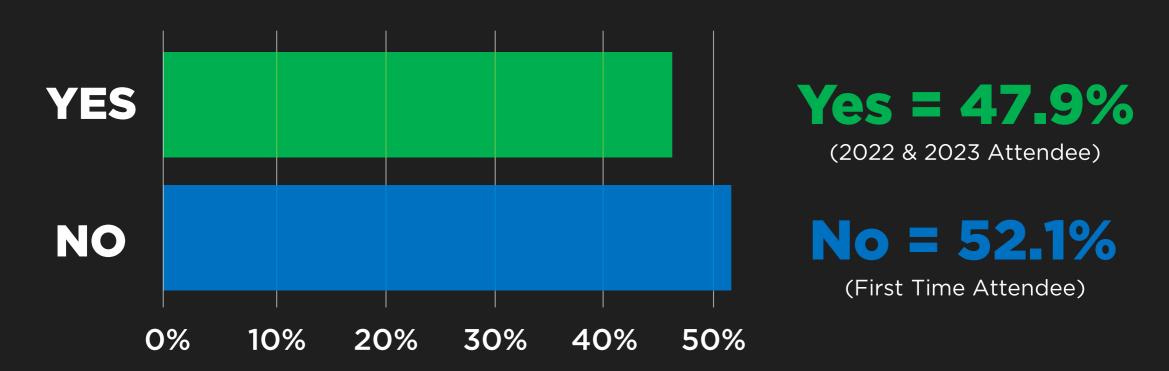




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ALUMNI & NEW FACES "BALANCED AUDIENCE"

Second Year in a Row Attendees:

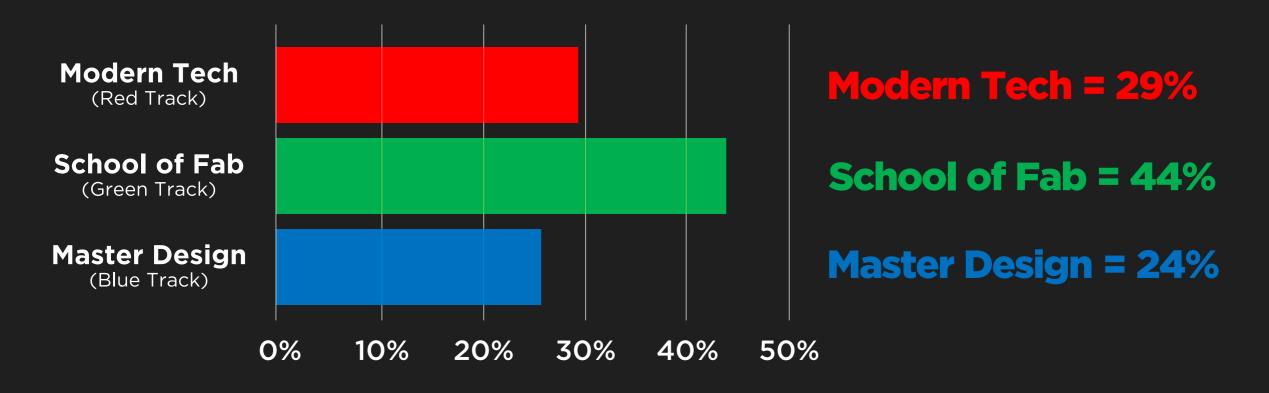




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PRIMARY WORKSHOP CHOICES

3 Main Education Tracks Were Offered:





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PRIMARY WORKSHOP IN 2024

Should Business Workshops be a Primary Track in 2024?





Sales Process Profits & Process



Leadership

Yes = 31%

Roughly 1 in 3 Attendees Sees Importance of a Dedicated, **Business - Focused Primary Track!**



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ELECTIVE WORKSHOPS

1 "Block" is 2 Related Classes - 75 Minutes Each

- Coding Audrino / Advanced Lighting
- DC Electronics / Remote Starters
- Metal Shaping / TIG Welding
- Sewing / Stitching 1 and 2
- CNC Router / CNC Laser
- Radar Laser Tech and Custom Install (CI)
- Luxury Marketing and The Business of Fab
- Business Essentials and Professional Process





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HIGHLY QUALIFIED INSTRUCTORS

Attendees Rated the Instructors' Expertise and Knowledge at the MasterTech Expo 2023:





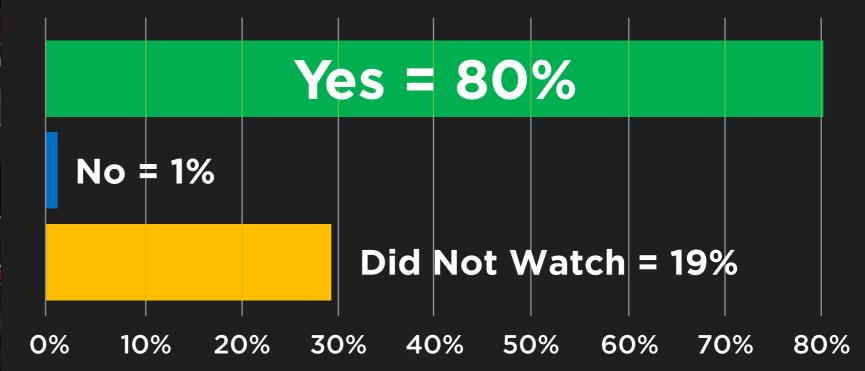


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BUILD OFF COMPETITION

Did You Enjoy the Action and Activity in the Build Off Competition?



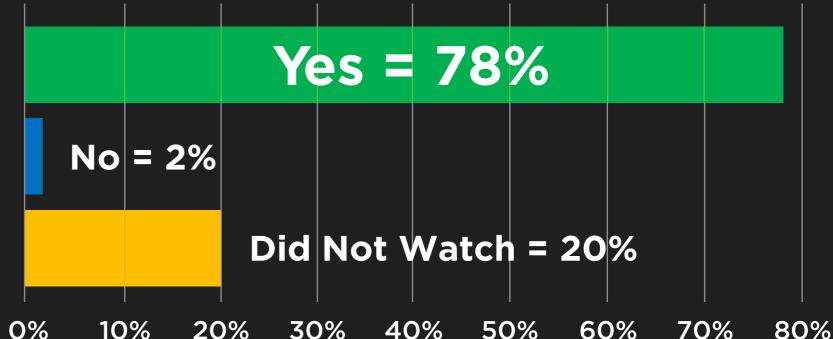


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CLEAN WIRE CHALLENGE

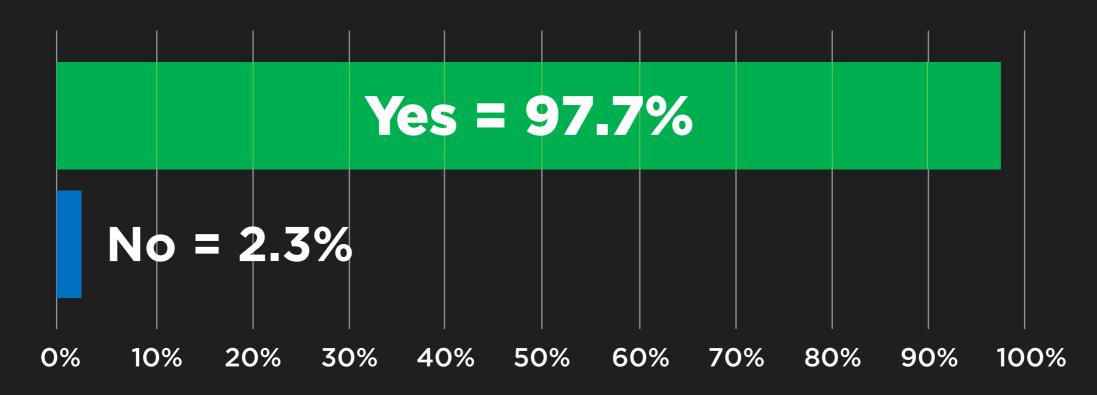


Did You Enjoy the Action and Activity in the Clean Wire Challenge?



EXHIBITOR MIX

Attendees Found Exhibitor Mix Helpful:





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OVERALL 8.2 RATING FROM ATTENDEES

Attendees Rated the Quality of Catered Meals at the MasterTech Expo 2023:



Average Rating

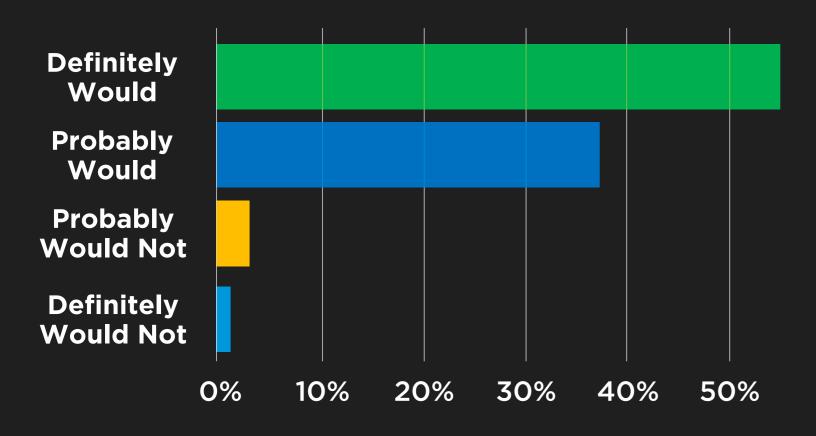




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RETURN ATTEDANCE

Would you attend in 2024?



Definitely Would& Probably Would

93%



EXECUTIVE RECAP

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NEW FOR 2024

- New Welcome Concert Venue
- All New Education Workshops
- New Workshop Instructors
- Adding Sunday Trainings
- More Vendor Training Slots
- More Skills Competitions
- More Partner Hotels
- Meals Included
- Special Guests
- Awards



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EXPO TIMELINE

SUNDAY - MARCH 3

8:00am - 5:00pm Set-Up & Move-In Continues

2:00 - 7:00pm Attendee Registration Opens



12:30 - 4:30pm Essential Tech Training Workshops



12:30 - 4:30pm Vendor Prep Training / Product Launch

6:00 - 9:00pmWelcome Reception, Live
Music & Interactive Design

MONDAY - MARCH 4

6:30 - 8:00amRegistration

8:00 - 9:15am
Training Session 1

BREAK

9:30 - 10:45am
Training Session 2

BREAK

11:00am - 12:15pm Training Session 3

LUNCH

Exhibit Floor / Build Off

4:30pm - 5:45pm Training Session 4

DINNEROutdoor Dining on the Plaza

7:30 - 9:30pm Manufacturer Night School

TUESDAY - MARCH 5

6:30 - 8:00am Registration

8:00 - 9:15am
Training Session 1

BREAK

9:30 - 10:45am Training Session 2

BREAK

11:00am - 12:15pm Training Session 3

LUNCH

Exhibit Floor / Build Off

4:30pm - 5:45pm Keynote & Special Guest

DINNER

Outdoor Dining on the Plaza

7:30 - 9:30pmManufacturer Night School

WEDNESDAY - MARCH 6

8:30 - 9:45am
Training Session 4

10:00am - 12:15pm Manufacturer Training

> 12:30 - 1:30pm LUNCH

1:30 - 3:00pm Awards Ceremony

3:00 - 9:30pmExhibitor
Tear-Down & Move Out



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NEW EXHIBITOR AWARDS THIS YEAR



Wednesday Afternoon Awards for Exhibitors





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NEW AWARDS THIS YEAR



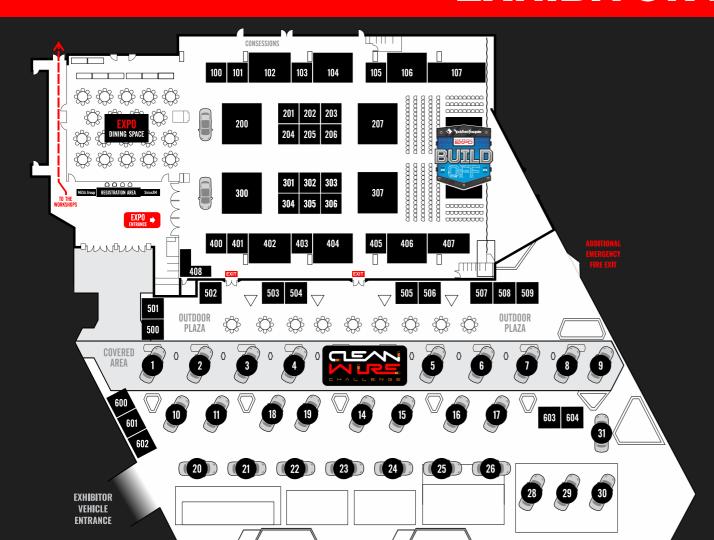
Sunday Evening Awards





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EXHIBITOR MIX



- 40+ Exhibitors
- **30+** Demo Cars
- •12 Hours of Exhibit Time

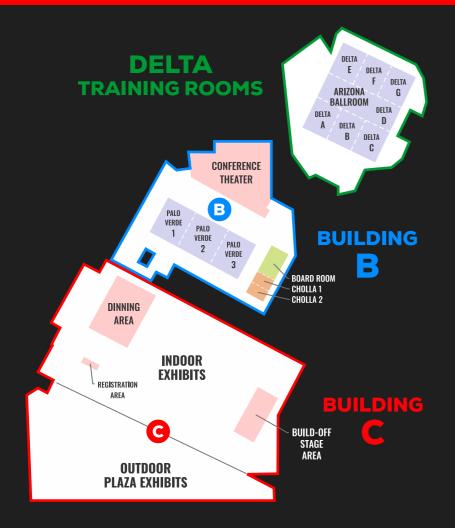
Exhibitors by Category

- 64% Car Audio
- 11% Security/Radar/Acc.
- 5% Tool Supplier
- 11% Tech Machinery
- 9% Upholstery Supplier



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LARGER TRAINING SPACES, MORE HANDS-ON EXPERIENCES



MASTERTECH EXPO ADDS MORE TRAINING SPACES

We've added more Training Spaces with added capability tp perform real-world fabrication and demonstrations.

DELTA BUILDING TRAINING SPACES

Delta Rooms A - G(7 Total Training Rooms)

BUILDING B TRAINING SPACES

- Palo Rooms 1, 2, and 3
- Cholla Rooms 1 and 2
- Conference Theater



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MORE MEALS KEEP YOU CLOSE TO CLASS



Stay focused on you training with 2 meals per day included and served on-premises!

MASTERTECH MEALS

Event Lunch Daily

Main Exhibit Hall

Event Dinner Nightly

Outside Plaza



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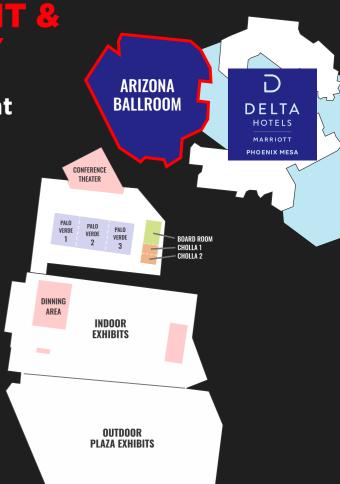
MASTERTECH EXPO KICK OFF EVENT & NETWORKING PARTY



EXPO KICK OFF EVENT & NETWORKING PARTY

Expo Welcome Kick Off Event& Networking Party

- All New Venue in the Arizona Ballroom at the Delta Marriott
- Cocktails & Appetizers
- Award Ceremony
- 80's Cover Band
- Interactive Design Contest





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2024 MASTERTECH EXPO BUILD OFF: IT'S ALL ABOUT FAB!



BUILD OFF COMPETITION

Cheer on your favorite team each day as they race to build hot rod-inspired custom panels in less than 4 hours!

- Two Teams of Four Builders Each Day
- 3.5 Hours of Build Time
- Hot Rod Themed Panel

Sponsored by Rockford Fosgate

- Tons of Swag
- Event Uniforms
- Winning Trophies
- Tools & Product Giveaway



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CLEAN WIRE CHALLENGE COMPETITION



CLEAN WIRE CHALLENGE

Four teams compete for products and prize money to apply class to connectivity, flair to fusing and perfection to power!

- Product and Prize Money
- 4 teams Panels must be competed in 3.5 Hours
- Takes place on the Outdoor Plaza Adjacent to the Exhibit Hall
- Participants Start with a Blank Canvas ABS Panel 16" x 32"
- 2 amplifiers Power / Ground Distribution Block / DSP
- Judges: Dean Beyett & Fernando Lopez from 5-Star Car Stereo



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LIGHT OFF LIGHTING CONTEST



LIGHT OFF LIGHTING CONTEST

Pack your panel and show it off in this special nighttime light competition.

- No Limit on the entries
- Must be the size of a suitcase or smaller
- Must run on 12v
- People's choice voting
- Prize Money and Product for the top five winners
- Displayed in the evening during dinner



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BOOK YOUR STAY

PARTNER HOTELS OFFER:

- MasterTech Expo Preferred Rates
- Scheduled Event Transportation
- WiFi and Free Parking
- Nearby Local Restaurants
- Airport Shuttle (Hilton Garden Inn)



N COUNTRY CLUB DR

DELTA

HOTELS

MARRIOTT

Delta by MarriottSpecial room rate

\$224 / night

SPECIAL RATE EXPIRES 01/31/2023

MESA, AZ

MASTERTECHEXPO.COM/ACCOMMODATIONS



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REGISTER TODAY! ATTENDANCE IS LIMITED

REGISTER TO ATTEND

- To maintain a highly valuable learning and exhibition environment, the MasterTech Expo has limited the audience and exhibitors from a range of sub-specialties across the automotive aftermarket and automotive design/fabrication disciplines.
- This is done to ensure a defined level of expertise and passion for career-focused professionals to engage in a community setting that fosters high-level learning and innovation.
- MasterTech Expo 2024 takes place on March 3-6 2024 in Mesa, AZ.
- Education workshops are limited register TODAY before they sell out!

Visit www.MasterTechExpo.com today to register!
Questions? info@mastertechexpo.com