

# MASTERTECH EXPO

WHERE PROFESSIONALS COME TO LEARN

# 2026

## ATTENDEE PREVIEW

**MARCH 12-15, 2026**

**MESA CONVENTION CENTER**

**MESA, ARIZONA**



## WEDNESDAY MARCH 11

**8:00am - 5:00pm**  
Exhibitor Set-up & Move-In

## THURSDAY MARCH 12

**8:00am - 3:00pm**  
Exhibitor Set-up & Move-In (Continued)  
Attendee Registration Open

**12:30pm - 2:00pm**  
Elective Workshop - Session 1

**BREAK**

**2:15pm - 4:45pm**  
Elective Workshop - Session 2

**4:45pm - 5:30pm**  
Featured Vehicle Interview  
*South Patio at the Delta Hotel*

**5:30pm - 8:30pm**  
Networking Kickoff Event  
*North Patio at the Delta Hotel*  
Featuring Live Band & Dinner

## FRIDAY MARCH 13

**7:00am - 8:00am**  
Registration

**8:00am - 9:15am**  
Training Session 1 - Main Track

**BREAK**

**9:30am - 10:45am**  
Training Session 2 - Main Track

**BREAK**

**11:00am - 12:15pm**  
Training Session 3 - Main Track

**12:15pm - 4:30pm**  
Lunch / Exhibit Floor Open  
Build Off & Clean Wire Competitions

**4:30pm - 5:45pm**  
Elite Manufacturer Training

**5:45pm - 6:45pm**  
Dinner  
*Outdoor Dining on the Plaza / TACOS*

**6:45pm - 8:15pm**  
Elite Manufacturer Training

## SATURDAY MARCH 14

**7:30am - 8:00am**  
Registration

**8:00am - 9:15am**  
Training Session 1 - Main Track

**BREAK**

**9:30am - 10:45am**  
Training Session 2 - Main Track

**BREAK**

**11:00am - 12:15pm**  
Training Session 3 - Main Track

**12:15pm - 4:30pm**  
Lunch / Exhibit Floor Open  
Build Off & Clean Wire Competitions  
(MTE Attendees Only)

**12:00pm - 5:00pm**  
**Show & Shine - "Dino's Get Down"**  
Open to the public – Access to show  
floor and plaza exhibits

**5:00pm - 6:15pm**  
Elite Manufacturer Training

**6:15pm - 7:15pm**  
Dinner  
*Outdoor Dining on the Plaza / BBQ*

## SUNDAY MARCH 15

**8:00am - 9:30am**  
Elective Workshop - Session 1

**BREAK**

**9:45am - 11:15pm**  
Elective Workshop - Session 2

**11:30am - 12:30pm**  
Lunch

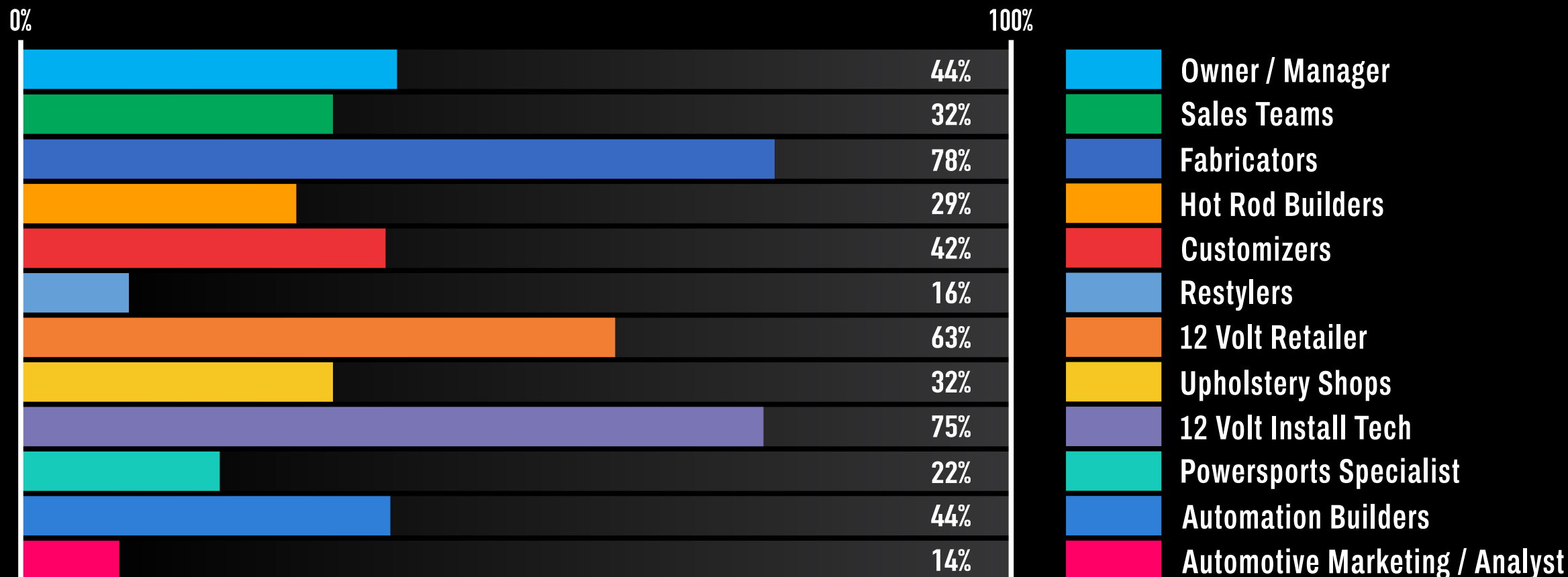
**10:00pm - 1:30pm**  
Exhibit Floor Open

**1:30pm - 3:00pm**  
Attendee & Manufacturer  
Award Ceremony

**3:00pm - 6:00pm**  
Exhibitor Tear-Down & Move-Out

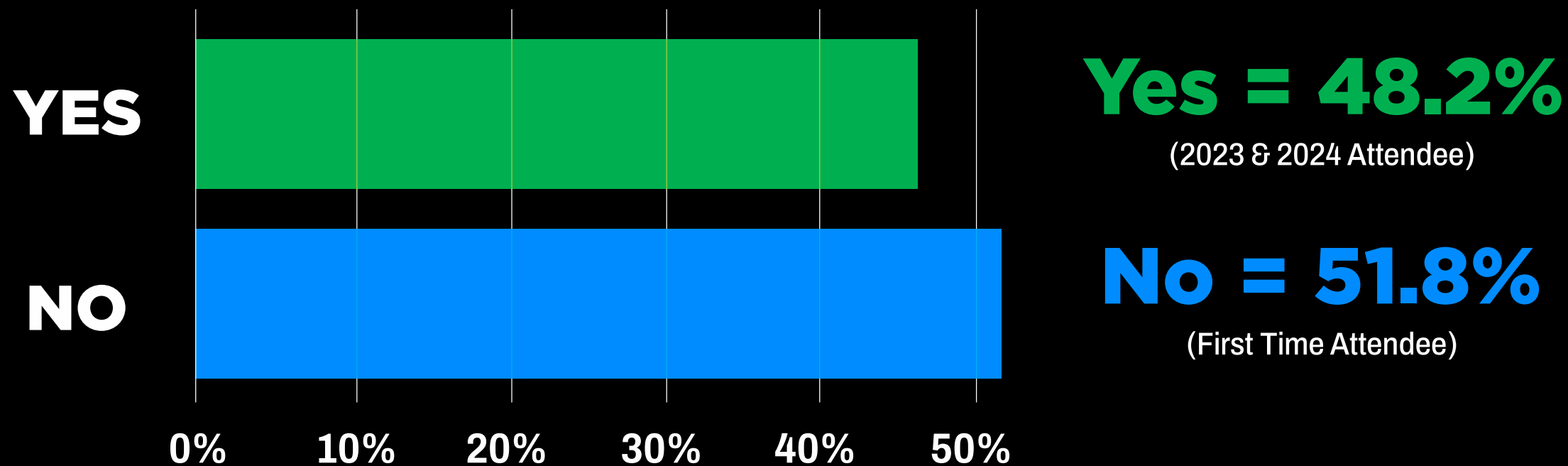
## DEFINE YOUR CAREER | THE NEXT LEVEL... STARTS HERE!

Network with Peers From 12-Volt and Auto Aftermarket Industries





## Alumni & New Faces “Balanced Audience” Second Year in a Row Attendees:



# 2025 ATTENDEE SURVEY RESPONSES

9.3

## Speaker Credibility

MasterTech's elite lineup of educators and pros earned high marks for authenticity and expertise.



9.1

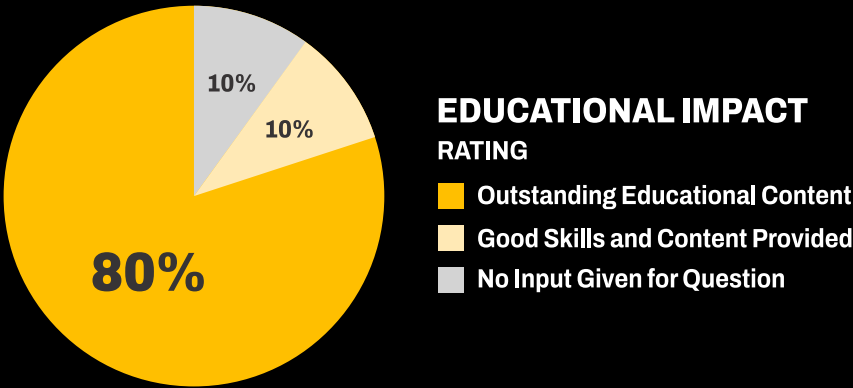
## Food & Hospitality

With lunch included and dinner options like the now-legendary MasterTech tacos, meals were rated very important by 83% of guests.



## Educational Impact

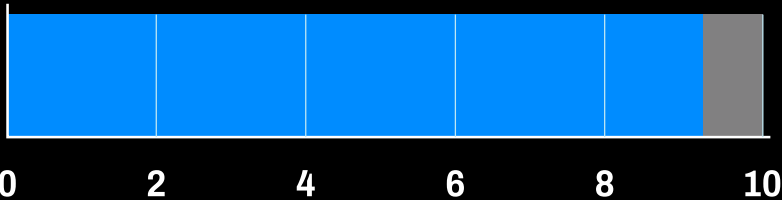
Attendees reported major gains in fabrication, tuning, and business skills... skills they used immediately back at the shop.



## Event Organization

From registration to logistics to classroom flow, attendees gave high ratings for event professionalism.

EVENT ORGANIZATION RATING 1-10 (Rank 9.2 / 10)



# 2025 ATTENDEE SURVEY RESPONSES

9.6

## Industry Connections

93% of attendees said they made meaningful business connections that will grow their career or shop.



9.4

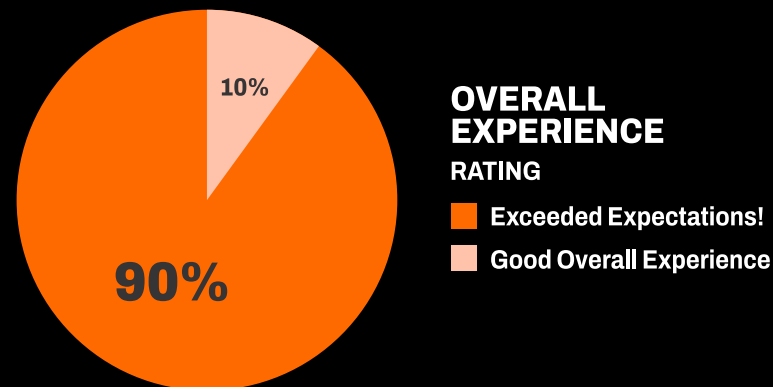
## Exhibitor Access

Attendees praised the expo hall for unfiltered access to tools, tech, and brand leaders.



## Overall Experience

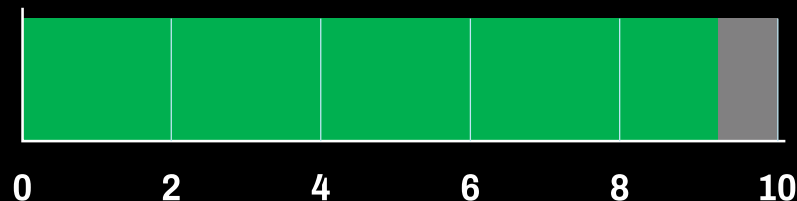
Nearly all participants said MasterTech Expo exceeded their expectations and would recommend it to others.



## Hands-On Value

Attendees rated the hands-on demonstrations and build-offs as one of the most valuable parts of their experience.

**HANDS-ON VALUE RATING 1-10 (Rank 9.8 / 10)**



# MASTERTECH IS GROWING | SHOW & SHINE CAR SHOW

Will be Held in the West Parking Lot - Convention Center

(Open to the Public)



- Dino's Get Down!
- 12:00pm – 5:00 PM
- Open to Top Hot Rod Builders, Automotive Customizers, and Hardcore Enthusiasts
- Ages 16 and up Event
- West parking lot connected to the show floor





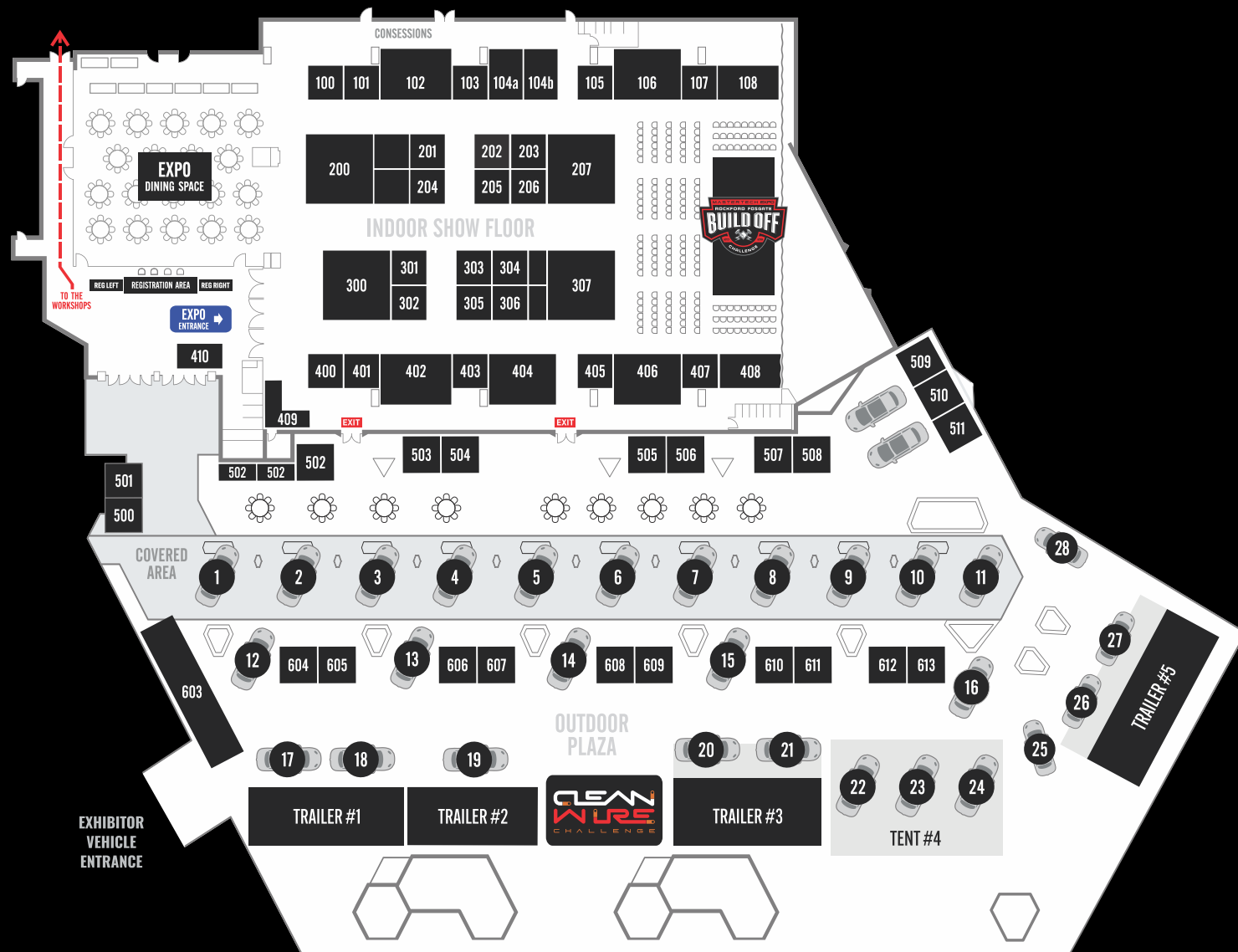
# Exciting Additions to MasterTech Expo

# 2026

## New for 2026

- New themed Outdoor Kickoff Party – Huge Video Wall, Live Band & Dinner
- Earlier training time slots for manufacturers
- New Sunday Extended Elective Classes
- Host hotel has expanded the room block
- Added Car Show element to increase foot traffic - Featuring Dino's Get Down Car Show
- New project-based educational workshops
- Meals provided for all exhibitors (continental breakfast, lunch & dinner)
- Returning Award Ceremony on Sunday for Attendees and Manufacturers





## 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

**EXHIBITOR AWARDS**



## INDUSTRY RECOGNITION AWARDS





## STEP #1 REGISTRATION INFORMATION

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

**SHIRT SIZE**  
(CHECK ONE)

☐

SMALL

☐

MEDIUM

☐

LARGE

☐

X-LARGE

☐

2XL

☐

3XL

☐

4XL

☐

5XL

## STEP #2 THURSDAY & SUNDAY ELECTIVE WORKSHOPS

☒ Choose Any **4** Elective Workshops / **2** Early Sessions & **2** Later Sessions

☐ **Router Workflow** **EARLY**

☐ **Stealth Tech Radar** **EARLY**

☐ **EV Evolution** **EARLY**

☐ **System Tuning** **LATER**

☐ **3D Printlab** **LATER**

☐ **Fix My Build** **LATER**

## STEP #3 MAIN EDUCATION TRACKS

☒ Choose Any **2** Main Education Tracks

☐

**HI-FI WORKFLOW**

FOCUSED ON SOUND QUALITY

☐

**MASTERFAB PRO**

FOCUSED ON ADVANCED FABRICATION

☐

**DIGITAL FAB**

FOCUSED ON 2D CAD FUNDAMENTALS

☐

**MASTER DESIGN**

FOCUSED ON 3D DRAWING, SCANNING, MODELING, AND MACHINING

☐

**UPHOLSTERY STUDIO**

FOCUSED ON INTERIOR TRIMMING & UPHOLSTERY TECHNIQUES

☐

**NEXT-LEVEL OWNER**

FOCUSED ON BUSINESS FOR OWNERS & MANAGERS

☐

**SALES MASTERY**

FOCUSED ON SALES FOR OWNERS & MANAGERS