



28 Saturday, March 28th at
Prairie Band Casino & Resort | Topeka, KS

2026 CONVENTION & TRADE EXPO



Tech Training



Owner Sessions



Trade Expo!

Time		Event	Location
	7:00AM	Registration Open	Pre-Function 1
9:00AM	10:00AM	Breakfast & Keynote State of the Industry (George Kingman ASL)	St. Lawrence
10:00AM	12:00PM	The Profit Model: How Payroll %, Labor Rate & Pricing Work Together (presented by Advanced Shop Leadership)	Prairie du Chien / Green Bay
10:00AM	12:00PM	Mastering Undercar Systems - Garage Gurus (Presented by O'Reilly's)	Chicago / Council Bluffs
12:00PM	1:00PM	Lunch	St. Lawrence
1:00PM	3:00PM	The Psychology of Service: Why Customers Say Yes at Great Shops (presented by Advanced Shop Leadership)	Prairie du Chien / Green Bay
1:00PM	3:00PM	Mastering Undercar Systems - Garage Gurus (Presented by O'Reilly's)	Chicago / Council Bluffs
3:00PM	6:00PM	TRADE EXPO!! Cocktail Reception, food, drawings, cash prizes, Auctions, and more!	St. Lawrence / Sturgeon Bay

SPACE IS LIMITED!

Register online to secure your spot, <https://www.matda.org/convention>



Mid America Tire Dealers Association
P.O. Box 8014, Topeka, KS 66608-0014
www.matda.org

