MANUFACTURERS AND TENT RENTERS ASSOCIATION, INC.

MATRA - 35 YEARS OF TENTING



The Tent Show 2022 Goes to Greenville, SC

Join us as we celebrate 35 years as an Association! We are heading to another, brand new Southern destination - Embassy Suites Golf Resort/Conference Center in Greenville, SC.

There will many new changes to The Tent Show this year as we return to almost everything outside under the tents! The Losberger tent will be hosting us for Dinner followed by a fun evening of Entertainment hosted in the Grandchamps tent. Go to the **Tent Show** page which contains all the information you'll need for hotel, travel, sponsorships and registration pricing for attendees and exhibitors.

Attendees - there will be informative educational sessions again this year and more details will follow in the next few weeks!

Exhibitors, reserve your space to participate in the only in-face, outdoor tent show for 2022. Very exciting update for Exhibitors due to the overwhelming feedback from last year's survey results, there will be no Exhibit hours on Thursday morning. More details will follow in the next few weeks as well!

Sponsorship opportunities are available with great exposure to your customers. Be sure to review the available **Sponsorship** packages on our Tent Show Page for 2022!

The Embassy Suites hotel is very excited to be hosting us this year. Be sure to book your hotel rooms early as our room block expiration is **October 12th**. Book early - we will fill that block fast! **Online Hotel Reservations**

Look What You Missed at Spring Training.....

Spring Training was hosted by Peak Event Services, Woburn, MA on March 22, 2022. This year's one day of education was informational, educational and fun! Sessions were presented that demonstrated to attendees how effective departmental collaboration impacts your clients' events - from the initial client phone call, to sales, warehouse operations, loading and event execution.

MATRA's goal was to provide education illustrating why one department can't move ahead and succeed without an in-depth understanding of each department's role in the team, and acknowledging a shared vision and mutual respect for each functional area.

Kelly Ann Peck, Emerson Reese Creative, opened the day with a session on Setting Your Sales & Operations Team Up for Success. She gave attendees a number of creative...

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Meet Kevin Vasquez, Education Chair

Please welcome Kevin Vasquez from Made in the Shade Tent Rentals. Kevin has served as a member of the Education Committee since 2018 and, along with the Committee, has been instrumental in creating educational content for The Tent Show, Spring Training and our strategic partnership with CRA. Kevin is Chair of Education for 2022.

Kevin began his career in the tent rental industry in his car seat riding from job to job as his parents installed tents. He worked his way up from that to driver, installer and learned all aspects of the family business. He currently serves as Chief Operating Officer in

the Company.

Kevin's first MATRA show was in 2013 after making the decision to attend The Tent Show vs. other industry conferences. He was interested in "checking out a show about tents"!. He has been an active participant ever since as well as presenting as a session speaker at several of MATRA's conferences.

Kevin, along with Board member and Co-Chair Matt Smith, as well as the entire Education Committee, is very excited about this year's educational content. Session updates will be out within the next week as content and speakers are confirmed.

Join a MATRA Committee! You never know...you could end up becoming the Chair!

MATRA SCHOLARSHIP PROGRAM

Scholarship Winners Announced!

The MATRA Scholarship Committee is pleased to announce this year's **three** MATRA Scholarship recipients are: Gabriella Deninno, Nicholas Deninno, Jr., and Carlin Elizabeth Reyen! All three recipients, awarded $5,000 each, were selected from a field of over 11 submissions and DCF indicated that their applications, activities, dedication to the tent rental industry and GPA's warranted their recommendation.

Gabriella is a previous Scholarship recipient having received an Award in 2020 and 2021. She attends Hofstra University pursuing a double major in Mathematics and Physics...

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Save the Date!!

Spring Training 2023 will be held at Special Events Virginia, Portsmouth, VA on Tuesday, March 21, 2023. Put this date on your calendar! More information will be coming and Registration at the beginning of the year. Due to COVID delays in 2020, we were unable to have Spring Training at this venue. We are excited to finally get there!!! You won't want to miss this great one day education experience!



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