May 2026



MATRA Momentum

MATRA QUARTERLY NEWSLETTER

(click below to view the ENTIRE newsletter)

To our MATRA Members,

The past few months have been a whirlwind of activity, growth, and renewed purpose. From the mountains of Colorado to the boardrooms of Maryland, the energy within **MATRA** is at an all-time high. As we look ahead to the next two years, I want to share the progress we've made and an exciting new way our industry is giving back.

2026 MATRA Member Directory:

Update Your Listing, Renew Your Membership, and Reserve Ad Space

The **2026 MATRA Member Directory** is now in progress!

This year-round resource is distributed in both **print and digital PDF formats** and helps MATRA members connect with rental companies, vendors, partners, and industry decision-makers.



All active 2026 MATRA members receive a **free directory listing**, including company name, contact information, phone, email, and website.

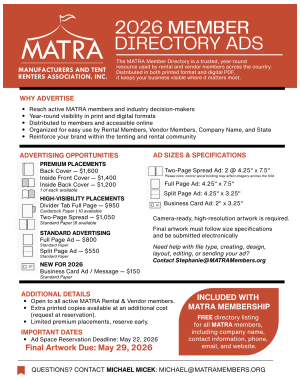
To make sure your company is included and your information is correct, please take a few minutes to:

Current members:
Log in and update your company profile so your directory listing is accurate.

Past members who have not renewed for 2026:
Renew your MATRA membership by **Friday, May 22** to be included in the 2026 Member Directory.

Members who want additional visibility:

Directory advertising is now open, with premium placements, full page ads, split page ads, two-page spreads, divider tabs, and business card ads/messages available.



Click to Enlarge

Important Deadlines
Membership Renewal/Directory Listing Updates: Friday, May 22, 2026
Ad Space Reservation Deadline: Friday, May 22, 2026
Final Artwork Due: Friday, May 29, 2026

Questions about membership, directory listings, or advertising? Contact Michael Micek at michael@matramembers.org.

Need help with file type, design, layout, editing, or submitting your ad? Contact Stephanie at stephanie@matramembers.org.

Mark Your Calendars

Earn your Level 1 Professional Tent Installer Certification in just two days at the MATRA Safe Tenting Professional Certification Program Workshop!



Join us **July 22–23, 2026** at *Harrah's Resort Atlantic City* for hands-on training, practical skill-building, and the opportunity *to complete all three certification courses in one place.*

Courses include:
Essentials of Tent Anchoring

Essentials of Frame Tent Installations

Essentials of Pole Tent Installations

Attendees can register for the full 2-day workshop or select individual courses. Lunch is included each day.

Full PPE is required.

Completion of the free Foundations of Safe Tenting online course is required before attending.

Sponsorship opportunities are also available.



Register Now

Introducing: The MATRA Second Life Project



For decades, used tent vinyl has ended up in landfills. Today, MATRA is choosing a different path. In partnership with **Every Shelter**, we are officially rolling out the **MATRA Second Life Project**.

This initiative sends containers of used vinyl to Africa to provide durable, dignified shelters for displaced and widowed families. Many of these families are displaced for over eight years; this material allows them to have a home again.



- **The Impact:** Each container holds roughly **150,000 sq. ft. of vinyl**, which is enough to build **400 shelters**.
- **Gratitude:** A massive thank you to **Christian Party Rental** for donating the vinyl and to **George and Karen Smith** for their generous funding of our very first container.
- **How You Can Help:** It costs **$10,000** to ship a container. This means a donation of just **$25** provides the materials to shelter an entire family.

Donate Now

Vinyl Donations: We are currently looking for larger companies with 150,000+ sq. ft. of vinyl to fill a container directly. For others, we will be hosting **Vinyl Drives** at The Tent Show and other upcoming MATRA events.



The MATRA board is energized by what's to come, and we are honored to have you with us as we lead the industry forward—both here at home and across the globe.

BOARD Meeting Updates



In late March, our dedicated team of volunteers gathered for the Spring MATRA Board meeting. We spent this time mapping out the next 6–24 months of MATRA's impact on the industry.



2026 MATRA Scholarship Recipients

MATRA is proud to announce the recipients of the 2026 MATRA Scholarship Program.

Congratulations to this year's awardees:

- **Katherine Eimer** —
  Penn State Harrisburg
- **Mary Fitzwater** —
  University of South Carolina
- **William Stetson V** —
  Virginia Tech



These students represent the next generation of leadership, dedication, and growth within our industry community. We are honored to support their educational journeys and look forward to all they accomplish in the years ahead.

Spring Success: Education in Action



Our two Spring Training events were a resounding success, proving that the hunger for knowledge in our industry is stronger than ever.

In Denver, CO: Hosted by **Colorado Party Rentals**, we welcomed a wave of new companies eager to dive into our educational seminars. We were also proud to facilitate our *Essentials of Tent Staking and Ballasting* certification.

In Frederick, MD: Hosted by **Curated Events**, we tackled everything from KPIs and the impact of AI to hands-on warehouse and installation techniques. This session also saw a successful run of our *Essentials of Frame Tent Certification*.

View Photos

A Huge Thank you to our East & West Spring Training Hosts, Sponsors & Exhibitors:

THANK YOU TO OUR **HOST**

COLORADO PARTY RENTALS

SPECIAL THANK YOU TO OUR **MONDAY NIGHT SPONSOR:**

12 BY Event Flooring
Quality products. Expert Service. Problem Solved.

Thank you to our Exhibitors:

AZTEC TENTS DESIGN & PRODUCTION

BILJAX Haulotte

GRANDCHAMP STRUCTURE DESIGN

MAINLINE CARPETS

RAINIER by The LOOK Company — RAINIER TENT

SHELTER STRUCTURES AMERICA

inTENTional SYSTEMS

THANK YOU TO OUR **HOST**

CURATED EVENTS

SPECIAL THANK YOU TO OUR **MONDAY NIGHT SPONSORS:**

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LOSBERGER DE BOER

ANCHOR™ INDUSTRIES INC

Thank you to our Exhibitors:

AZTEC TENTS DESIGN & PRODUCTION · BILJAX Haulotte · GRANDCHAMP STRUCTURE DESIGN · MAINLINE CARPETS · PALMER SNYDER tables. chairs. dance floor. tent floor. · RAINIER TENT by The LOOK Company · SHELTER STRUCTURES AMERICA · inTENTional SYSTEMS · TOPTEC Event Tents

Tour of the Tents | 2025 Interactive Map



Gearing up for the 2026 Tent Show?

The Tent Show may only last a few days, but your tent can live on long after the event ends.

MATRA's interactive map gives attendees, exhibitors, and the tenting community a way to revisit the show, explore the layout, and keep engaging with the displays after everyone heads home.

It's another way your participation continues to be seen, shared, and remembered.

Explore the 2025 interactive map:
https://www.matramembers.org/page/the-tent-show

▶️ Watch the 2025 recap video
📸 Browse the full 2025 photo gallery on Flickr

And while you're reliving it…
Save the Date for The 2026 Tent Show:



The 2026 Tent Show
NOV 2-5, 2026
ATLANTIC CITY, NJ

SAVE THE DATE

THE BIGGEST TENT SHOW OF THE YEAR
SAVE THE DATE AND JOIN US IN NOVEMBER



Meet the CAM Team Supporting MATRA

In our last newsletter, we took a moment to thank **T-Team Management and Michael Tannen** for more than 20 years of dedicated service to MATRA. Their long-standing support helped shape the organization and carry MATRA through many important seasons.

Now that CAM is nearly six months into day-to-day management of MATRA, we want to introduce a few of the faces behind the team helping keep everything moving. Many of you have probably already seen or heard from us at Spring Training, last year's Tent Show, in your inbox, or behind the scenes on member projects and event planning.



Leading the transition is **Michael Micek** (IL), MATRA's new Executive Director. We are keeping the Michael theme going with steady leadership, strong support, and a continued focus on helping MATRA grow.

You will also continue to get to know **Pablo** (IL), MATRA's Association Coordinator, who supports member communication, event logistics, and the many details that keep the association running.

Stephanie (NY), MATRA's Marketing Director, works on MATRA's communications, promotions, social media, newsletters, event signage, swag store, campaign planning, and more.

They are supported by a larger **CAM team of 50+ professionals and trusted resources**, with MATRA's current dedicated support including Saylor (MI) for website backend support, Joel (IL) for IT, Shelbi (MI) for systems, John (IL) for planning, Carrie (NC) for finance, and others who assist with operations, events, membership, marketing, and the many moving pieces that happen behind the scenes.

Over the coming months, we look forward to helping MATRA members get to know the CAM team, understand who to contact, and feel confident that the association is in good hands.

We are excited to support MATRA, build on the strong foundation already in place, and work alongside the Board, committees, members, sponsors, and industry partners as we move into this next chapter together.

STAY ON THE ROSTER



Sledge is keeping an eye on the membership list.

If you haven't renewed,
now's the time.

Not a member yet?
Join the MATRA community and be part of the momentum.

To make sure you never miss an update, please add Michael@MATRAMembers.org to your contacts so we land directly in your inbox.

Renew or Join Today!

MATRA
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