



JULY 18 - 20 | CAESARS FORUM® | LAS VEGAS

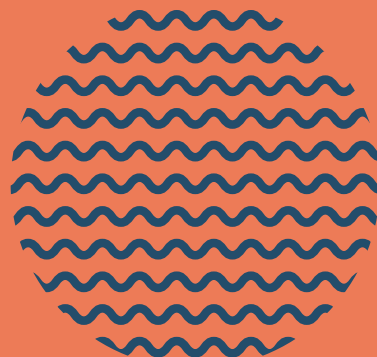
MARTIAL ARTS SUPERSHOW

EXHIBITOR GUIDE

**BUILD BRAND AWARENESS. GENERATE NEW LEADS.
EXHIBIT AT THE 2022 SUPERSHOW.**

Explore this Exhibitor Guide and reach out to us for booth and sponsorship availability.
We'll fill you in on what to expect and walk you through the process.

DONNA DIAMOND RIEKENBERG
Integrated Media Sales Director
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ABOUT OUR SHOW

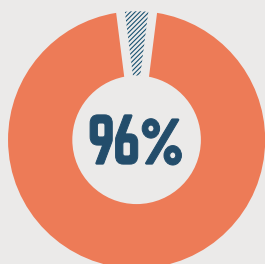
DON'T TAKE OUR WORD FOR IT. SEE THE STATS FOR YOURSELF.

The 2022 Martial Arts SuperShow is back live and in person! Presented in the brand-new Caesars Forum, the SuperShow will showcase some of the best-known and most well-respected martial arts vendors in the industry. This is your chance to put your products, services, and vision at the center of the industry's largest gathering of the year.

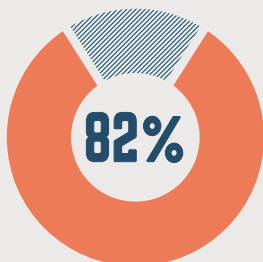
The SuperShow is the world's largest event for martial arts school owners and instructors held annually for the past 20 years.

- Over 1,800 school owners, instructors and martial arts professionals
- 594 individual martial art schools represented
- 49 states and 10 countries represented
- 47 breakout sessions
- 23 hours of total tradeshow time with 12 hours of dedicated exhibitor time
- Over 43,000 square feet of tradeshow floor space for the 2022 show, our largest space yet
- 20 years of proven success

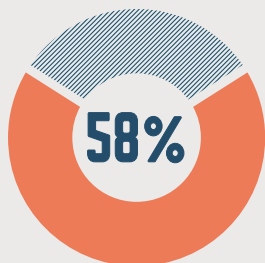
OUR ATTENDEES ARE YOUR FUTURE CUSTOMERS



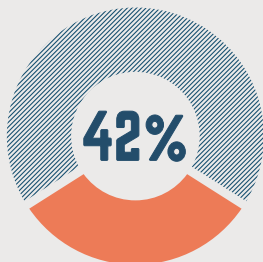
ARE BLACK BELTS



ARE THE BUSINESS DECISION MAKERS



ARE MALE



ARE FEMALE

SuperShow attendees are proactive decision makers and action takers. These professional entrepreneurs are highly skilled martial artists and fitness athletes who have a strong focus on discipline and achievement.

Combined with a true passion for what they do, these principles consistently draw our attendees to the tradeshow floor to look for innovative ways of improving their business.

SUPERSHOW ATTENDEES ARE:

- Small Business Owners
- Community Leaders
- Decision Makers
- Mentors
- Teachers
- Entrepreneurs
- Black Belts
- Martial Arts Icons
- Athletes & Fitness Enthusiasts
- Coaches
- Motivators
- Competitors

THEY ARE LOOKING FOR:

- Innovative Gym Products & Services
- Websites & Tech-Tools
- Expert-Level Training
- Business Education
- Advanced Certifications
- Networking Opportunities
- Sales & Marketing Expertise
- Email & Digital Communication Tools
- Health & Wellness Supplements
- Administrative & Business Services
- Professional Media & Publications
- Creative & Photography Services

EXHIBITOR HIGHLIGHTS

As an exhibitor, you'll get a booth space in our highly trafficked tradeshow floor. This is a perfect opportunity to gain new, receptive clientele for your business as well as meet existing customers and other business professionals.

ALL EXHIBITORS RECEIVE:

- Quarter page ad in the Show Program Guide
- Exhibitor listing on MASuperShow.com
- Exhibitor profile on the SuperShow App
- Listing in the Show Program Guide
- Admission to all seminars during the Show
- Admission to the Opening Night Event at the Omnia Nightclub
- Group Rate of \$119/night plus resort fee and tax at Harrah's (Visit MASuperShow.com for Hotel details)
- Exhibitor Badges (see Booth Pricing below for quantity)

BOOTH PRICING

20 X 20 BOOTHS ARE OPEN SPACE 10 X 10 AND 10 X 20 BOOTH PACKAGES:

- 8 ft. high back wall is piped and draped with black and white panels
- 3 ft. high side walls are draped with black panels
- One 6 ft. table with black drape
- 2 chairs
- 1 wastebasket
- 1 ID sign

BOOTH TYPE	EARLY BIRD THROUGH 1/31/22	REGULAR RATE DEADLINE 3/31/22	EXHIBITOR BADGES
10 x 10 Booth	\$2,890	\$3,150	4
10 x 20 Inline	\$3,790	\$4,150	5
10 x 20 End Cap	\$5,290	\$5,590	5
20 x 20 Island	\$7,490	\$7,990	6

SPONSORSHIP OPPORTUNITIES

2022 SHOW SPONSORSHIP OPPORTUNITIES HAVE BEEN UPDATED! BE SURE TO REVIEW ALL YOUR NEW OPTIONS.

	\$50,000 1 AVAILABLE NEW!	\$35,000 1 AVAILABLE	\$25,000 3 AVAILABLE	\$12,500 4 AVAILABLE	\$7,500 5 AVAILABLE
PRIOR TO THE SHOW	DIAMOND	TITANIUM	PLATINUM	GOLD	SILVER
Link to your website on MASuperShow.com	X	X	X	X	X
MASUCCESS: Ad in July/August 2022 highlighting your brand as a sponsor	2 Page Spread	2 Page Spread	Full Page	1/2 Page	1/4 Page
MASUCCESS: Feature article in magazine	X	X			
App: Brand in Sponsor Section starting June 1	X	X	X		
App: Push notifications in months of May & June	3 Notifications	2 Notifications	1 Notification		
App: Linked website within the App	X	X			
Emails to attendees promoting your product or service (provided by sponsor)	3 Emails	2 Emails	1 Emails		
Facebook Live introducing your brand/products with the Hype Team	X				
DURING THE SHOW	DIAMOND	TITANIUM	PLATINUM	GOLD	SILVER
Your logo on the back of the commemorative show t-shirt	X	X	X	X	X
Your logo highlighted in the Exhibitor Listing in the Program Guide	X	X	X	X	X
Your logo on print, web & email advertising	X	X	X	X	X
Your logo on "Thank You" slides in TV kiosk commercials on tradeshow floor	X	X	X	X	X
Your branding on signage in the convention area	X	X	X	X	X
Flyer or swag item inserted in the tote bag (provided by sponsor)	X	X	X	X	X
Ad in the show Program Guide	2 Page Spread	Full Page	Full Page	1/2 Page	1/2 Page
Exhibitor badges	10 Badges	8 Badges	6 Badges	6 Badges	5 Badges
Guest passes to the show	6 Passes	4 Passes	4 Passes	2 Passes	2 Passes
Booth space in the tradeshow floor	20x20 Island	20x20 Island	10x20 End Cap	10x20 Inline	10x10 Booth
Viewing(s) of your :30 second video on the TV kiosks within the tradeshow floor	4 Viewings	2 Viewings	1 Viewing	1 Viewing	
App: (1) push notification each day of the Show	X	X	X		
Co-sponsor of the Demo Stage with your logo featured on signage	X	X			
Co-Sponsor of water stations within the tradeshow floor	X	X			
Co-Sponsor with branding of the Welcome Reception within the tradeshow floor	X	X			
Branded seminar room with your logo featured on signage and other marketing	X	X			
Your logo featured on the Pocket Agenda	X	X			
Reserved VIP table at Opening Night Party	X	X			
Official sponsor of the attendee lounge in the tradeshow floor	X				
45-Minute speaking session with the speaker of your choosing *Speaker Must follow speaker guidelines	X				

BE THE OFFICIAL SPONSOR OF THE OPENING NIGHT PARTY AT OMNIA NIGHTCLUB!
\$50,000 //

Enjoy 2 reserved VIP tables for you and your clients / guests to witness the Lifetime Achievement Award Presentation. This **exclusive** opportunity includes your branding featured on LED screens and special projectors throughout the nightclub and its main entrance in Caesars Palace. See the **Opening Night Sponsorship Package** for more details!



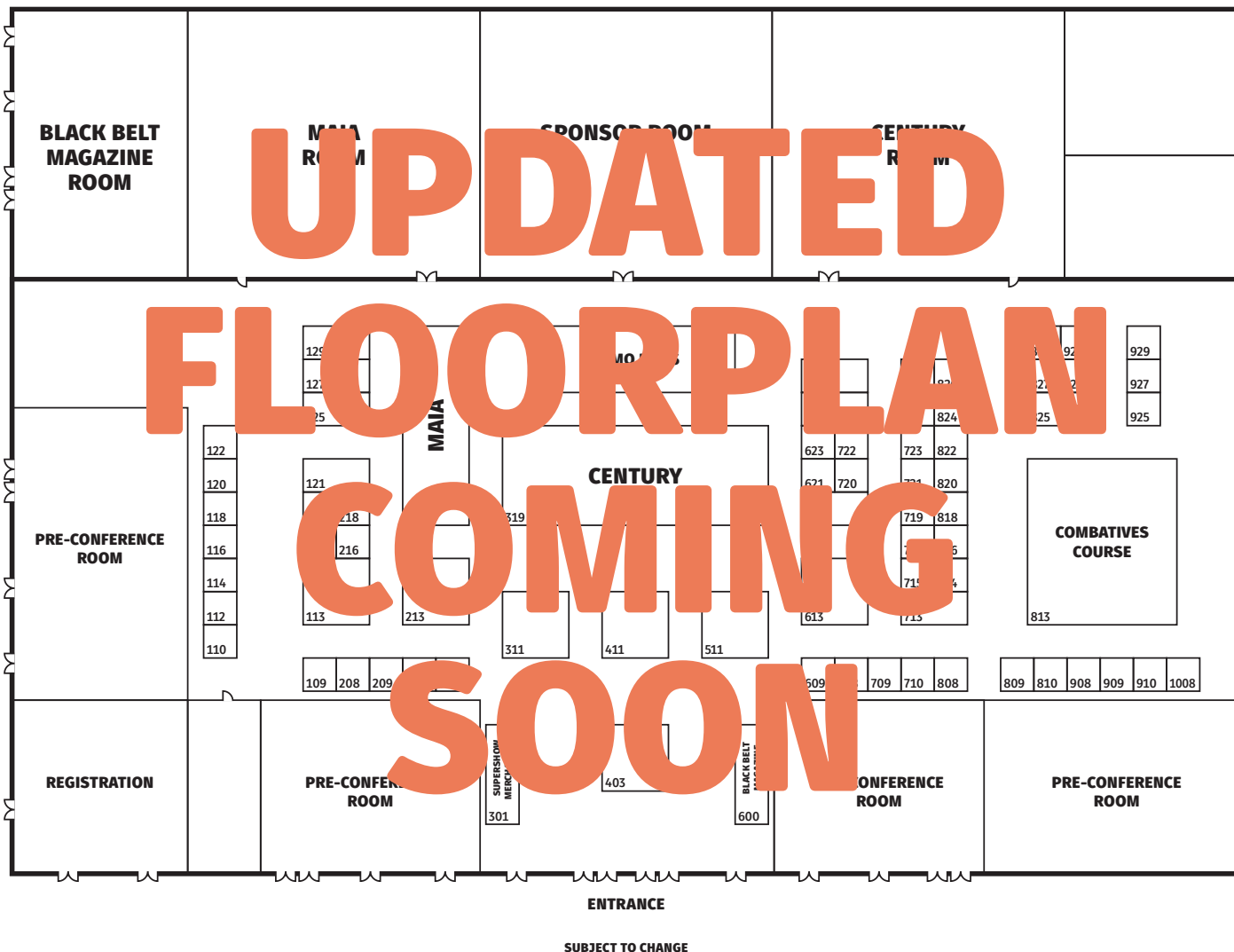
A LA CARTE OPPORTUNITIES	COST	A LA CARTE OPPORTUNITIES	COST
Your logo on a spiral notebook in each attendee bag (1 available)	\$4,000	App: Sponsored post during tradeshow hours	\$149
Tote Bag Sponsor (1 available)	\$3,750	App: Sponsored post during evening hours	\$99
Swag/Flyer Insert in attendee tote bag	\$375	App: Premium "Image gallery"	\$179
Highlighted Listing in Program Guide	\$100	App: Sponsored poll question	\$49
Upgrade Program Guide ad to a full page	\$700	Extra Exhibitor Badge	\$150
Digital Marketing Pack (includes: 1 Blog, 1 Third Party Email and 1 Social Post in Century School Network Facebook Group. Assets provided by sponsor)	\$2,000		

NEW A LA CARTE OPPORTUNITES COMING SOON!

SPONSORSHIP CONTRACT AND 50% OF DOWN DEPOSITS DUE 1/31/2022.
LOCK IN YOUR SPONSORSHIP TODAY! CONTACT DONNA RIEKENBERG AT
DRIEKENBERG@BLACKBELTMAG.COM

SUBJECT TO CHANGE

FLOORPLAN



IMPORTANT DATES

DON'T MISS THESE DEADLINES!

DECEMBER 31, 2021

Last day for sponsorship contract + 50% deposit.

JANUARY 31, 2022

Last day for Early Bird Pricing.

MARCH 31, 2022

Contract deadline and last day to submit your exhibitor / sponsor assets.

MAY 31, 2022

Last day to submit your names for exhibitor badges.

AT SHOW DATES & TIMES

JULY 17 (8 AM - 5 PM) 18 (8 AM - 12 PM)

Booth Set Up.

JULY 18 (2 PM - 6 PM)

Tradeshow Floor Open.

JULY 18 (4:30 PM - 6 PM)

Welcome Reception in Tradeshow Floor.

JULY 19

Tradeshow is open from 8 am - 6 pm.

JULY 20

Tradeshow is open from 8 am - 5 pm.

JULY 20

Tradeshow teardown is from 5 pm - 10 pm.

JULY 18 - 20 | CAESARS FORUM® | LAS VEGAS

MARTIAL ARTS SUPERSHOW

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@MASUPERSHOW



YOUTUBE.COM/MAIASUCCESS

PRESENTED BY:

CENTURY
MARTIAL ARTS



BLACK BELT
WORLD'S LEADING MAGAZINE OF MARTIAL ARTS

Gameness