

Feb
2026



MATRA Momentum

MATRA QUARTERLY NEWSLETTER

The year is already in full swing — and MATRA is moving.

From Spring Training to scholarship opportunities to reliving The Tent Show, here's what's happening across the Manufacturers and Tent Renters Association.

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

Where MATRA is Headed Next

2026 is about strengthening education, expanding opportunity, and deepening connection across our industry.

From hands-on Spring Training and certification programs to scholarship support and The Tent Show, MATRA continues to focus on delivering real value to our members.

Here's what's happening now — and what's coming next.

View the 2026
Event Calendar



SPRING TRAINING 2026

TWO LOCATIONS.

TWO CERTIFICATION DAYS.

ONE STRONG INDUSTRY COMMUNITY.

NOTICE: ROOM BLOCK ENDS SOON; BOOK HOTEL ASAP

WEST SPRING TRAINING

WEST — Denver, CO

Monday, March 23

Certification

Essentials of Tent Anchoring

Welcome Reception at

FI Arcade

2734 Walnut St.

Denver, CO

Tuesday, March 24

Training Day

[See Agenda Here](#)

EAST SPRING TRAINING

EAST — Frederick, MD

Monday, March 30

Certification

Essentials of Frame Tent

Installations

Welcome Reception at

X GOLF>Frederick

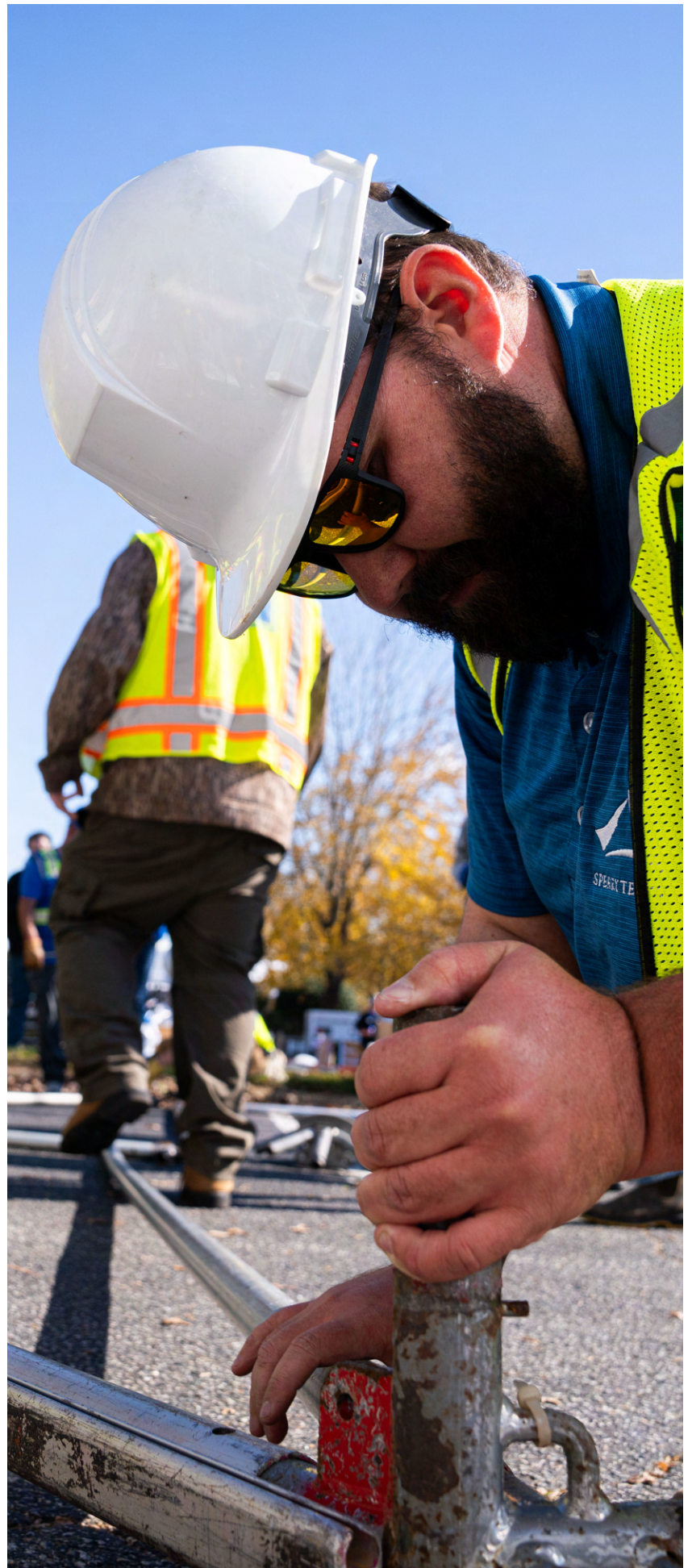
5205 Buckeystown Pike

Frederick, MD

Tuesday, March 31

Training Day

[See Agenda Here](#)



Spring Training combines hands-on learning, industry-recognized certifications, and meaningful connection with fellow professionals.

Whether you're advancing your skills, earning credentials, or strengthening your team, Spring Training is a cornerstone MATRA experience.

Register Now

Questions? Contact Pablo at Pablo@matramembers.org.

SCHOLARSHIP PROGRAM

The MATRA Scholarship Program supports students connected to MATRA member companies and the hardworking families behind our industry.



Applications are now open, with a **deadline of March 15.**

Eligible applicants include:

- Full-time employees of MATRA member companies
- Immediate family members of current employees
- Part-time or seasonal employees nominated by their company

If someone at your company plans to apply, now's the time.

Apply Now

We're proud to recognize the **2025 MATRA Scholarship** recipients.

These students represent the next generation of leadership within our industry, and we look forward to seeing the impact they make in the years ahead.

Congratulations again to this year's awardees:



Calista Herrmann



Jeff Makowski



Ryan Simon

BOARD RETREAT

The MATRA Board recently gathered for its annual retreat to align on strategic priorities for 2026 and beyond.

Discussions focused on:

- Expanding education and certification opportunities
- Strengthening member engagement and overall member ROI
- Enhancing communication and elevating industry visibility
- Advancing both rental and vendor membership benefits
- Evolving the Annual MATRA Tent Show to new, innovative heights

We're energized by the direction ahead and grateful for the leadership and dedication of our board members.

MATRA BOARD RETREAT



ATA Tent Expo and The ARA Show

MATRA remains actively engaged with industry partners, including recently exhibiting at ATA. These ongoing conversations help advance education, advocacy, and professional standards across the tenting and event rental community.



In addition, MATRA will be present at ARA next week — continuing to build connections, increase industry visibility, and represent the interests of our members.

If you're attending ARA, be sure to connect with us.



The Tent Show Recap | 2025

From innovation on the show floor to connection under the tent, The 2025 MATRA Tent Show delivered incredible energy and engagement.

[Watch the recap video](#)

[Browse the full 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



2025 Award Winners

*Held November 3rd-6th
Grandover Resort & Spa
Greensboro, North Carolina*

Golden Sledgehammer Winner

Joey Jewell, ACC Party Rentals



Women's Overall Winner

Kathleen Grandchamp, Grandchamp



Over 40 Overall Winner

Jeff Phelps, Perfect Event Rentals



Hall of Honor Recipient

Michael Tannen, T-Team

(MATRA Honorary Lifetime Member)

Hall of Honor Recipient

Sue Werb, T-Team

(MATRA Honorary Lifetime Member)



MATRA Games Team Winner

Specialty Events Virginia

Matt "The Hammer" Smith

Jacob Anderson

DeAngelo Lawson

Grady Fitzwater



[View All Awardees](#)

Thank You, Michael Tannen, Sue Werb & T-Team Management

After many years of dedicated service to MATRA and the tent rental industry, Michael Tannen, Sue Werb, and T-Team Management have officially retired and transitioned from their roles supporting the association.

Michael's leadership and vision helped shape MATRA into the strong, respected organization it is today. As a Hall of Honor recipient and MATRA Honorary Lifetime Member, his impact on education, professionalism, and industry standards will be felt for years to come.

Sue's steady guidance, attention to detail, and unwavering support behind the scenes have supported countless members, events, and initiatives. Her dedication has been instrumental in MATRA's success.



We are deeply grateful for their years of service, partnership, and commitment to this community.

As we thank Michael and Sue for their incredible contributions, we also look ahead with appreciation and excitement as **Chicago Association Management (CAM)** steps into the role of supporting MATRA's operations and communications moving forward.

We wish Michael and Sue all the best in this well-earned next chapter and thank them for the foundation they helped build.

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.

[Renew or Join Today!](#)



**MANUFACTURERS AND TENT
RENTERS ASSOCIATION, INC.**

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