

SEPT  
2026



# MATRA Momentum

## MATRA QUARTERLY NEWSLETTER

*(click below to view the ENTIRE newsletter)*

### To our MATRA Members,

Summer may be one of the busiest seasons for the tent and event rental industry, but MATRA has not slowed down.

Since our last quarterly update, members have gathered in Atlantic City for two days of hands-on Safe Tenting certification, the 2026 Member Directory has moved closer to mailboxes, and registration has officially opened for The Tent Show.

Now, our attention turns toward November.

This edition of MATRA Momentum is packed with ways to learn, connect, get involved and make the most of your membership, including a first look at Tent Show education, certification opportunities, sponsorship, member resources, the MATRA Second Life Project and more.

We look forward to seeing many of you back in Atlantic City this fall!

**NOTE:** This message may appear clipped on your device. At the bottom of this message please Click on "**View Entire Message**" to view this newsletter in its entirety!

## THE TENT SHOW 2026



MATRA is heading back to Atlantic City for **The Tent Show, November 2–5, 2026, at Harrah's Resort Atlantic City.**

This year's Show gives attendees even more ways to experience MATRA throughout the week, with education, hands-on opportunities, certification, networking, exhibits, MATRA Games and the events that make The Tent Show one of the industry's most unique gatherings.

Your attendee registration includes access to the core Show programming and daily sessions, along with signature social events throughout the week. Poker and Safe Tenting certification require separate registration.

Whether you come to learn, see new equipment, connect with suppliers, strengthen your crew or catch up with friends from across the industry, there is a lot happening in Atlantic City this November.

[REGISTER FOR THE TENT SHOW](#)

[VIEW THE FULL SHOW SCHEDULE](#)

[BOOK YOUR HOTEL](#)

[EXPLORE EDUCATION](#)

## GET CERTIFIED AT THE TENT SHOW

### All Three Level 1 Courses. One Trip to Atlantic City.

The next opportunity to complete MATRA's Safe Tenting Professional Certification courses will be at **The Tent Show**.

Attendees will have the opportunity to complete all three Level 1 courses:



- **Essentials of Tent Anchoring**
- **Essentials of Frame Tent Installations**
- **Essentials of Pole Tent Installations**

Completion of the **FREE Foundations of Safe Tenting online course** is required before participating in the certification program, and full PPE is required for hands-on training.

**Certification requires a separate ticket from standard Tent Show registration**, so if certification is part of your plan for November, be sure to add it when registering.

**LEARN ABOUT  
CERTIFICATION**

**COMPLETE FOUNDATIONS  
OF SAFE TENTING**

## EDUCATION BUILT FOR THE WORK YOU DO

### The Tent Show Education Preview

The Tent Show education program is being built around the real challenges tent and event rental professionals face every day, from the front office to the warehouse and from sales conversations to the job site.

Sessions will explore topics including:



**THE 2026  
TENT SHOW**  
Atlantic City, NJ  
Nov 2 - 5, 2026

# EDUCATION SESSIONS TOPICS

| Sales & Client Success                                                                                                                                                                                                                        | Small Business Operations                                                                                                                                                                                                 | Advanced Tent Operations                                                                                                                                                                                           | Spanish-Language Field Skills                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The 5-Star Standard: What Event Planners Expect from Tent Partners</p> <p>Handling Price Objections Without Discounting: Winning the Conversation</p> <p>How to Sell Add-Ons That Drive Margin</p> <p>Saying No is a Business Strategy</p> | <p>From the Racks to the Jobsite: Opportunities for Automation</p> <p>Drape &amp; Lighting Tips &amp; Tricks</p> <p>From Truck to Tent: Pricing It Right</p> <p>Transitioning to Keder: When and How to Make the Move</p> | <p>Beyond PPE: Managing Site Risk Under Pressure</p> <p>Flooring   Clear Top Covers</p> <p>Fabric Fundamentals: Cleaning, Repair &amp; Handling</p> <p>Post-Project Debriefs That Actually Improve Performance</p> | <p>Fabric Fundamentals: Cleaning, Repair &amp; Handling</p> <p>Install Techniques: Drape &amp; Lighting</p> <p>Beyond PPE: Managing Site Risk Under Pressure</p> <p>Visit the Tool Yard</p> |

[MORE INFO](#)

## Sales, Service & Profitability

- What 5-star service really looks like from the event planner's perspective
- Handling price objections without automatically discounting
- Creating natural upsell opportunities with flooring, lighting, sidewalls and other enhancements
- Knowing when saying "no" can protect capacity, service and profitability
- Building stronger customer relationships and repeat business

## Operations & Efficiency

- Identifying automation opportunities that actually deliver ROI
- Improving scheduling, inventory, warehouse and workflow systems
- Building delivery fees that account for the true scope of a job
- Knowing when and how to transition from 2-inch frame inventory to keder systems
- Sharing staffing, transportation and equipment-management solutions with other operators

## Installation & Safety

- Recognizing unacceptable job-site risk and knowing when to stop work
- Stop-work procedures, site disposition and safe restart practices
- Elevated flooring installation fundamentals
- Cleaning, handling, repairing and storing tent vinyl
- Improving post-project debriefs after large installations
- Anchoring, fall protection, equipment and structural safety

## Spanish-Language Education

The 2026 education program also includes Spanish-language instruction focused on practical field topics including vinyl care, frame assembly, draping and lighting, emergency response, equipment and job-site safety.

More speakers, session details and schedule information will continue to be added as The Tent Show approaches.

[VIEW EDUCATION SESSIONS](#)

## PUT YOUR COMPANY IN THE ROOM

### Sponsor The Tent Show

Be part of The Tent Show as a sponsor.

Sponsorship opportunities are now open for MATRA's 2026 Tent Show, taking place November 2–5 at Harrah's Resort Atlantic City.

Sponsoring The Tent Show is a practical way to increase your company's visibility, connect with attendees, and support the education, networking and hands-on programming planned throughout the event.

A range of opportunities is available to fit different goals and budgets.



[VIEW SPONSORSHIP OPPORTUNITIES](#)

## MEMBERSHIP HAS ITS PERKS

### Join MATRA Before You Register

*Planning to attend The Tent Show?*

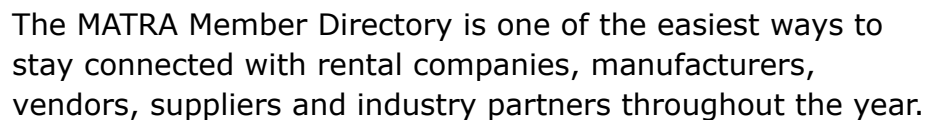
**Make sure you check your MATRA membership status first.**

Current Tent Show registration rates save MATRA members **\$315 compared with nonmember registration**, meaning the Show registration savings alone cover nearly the entire cost of a 2026 MATRA membership.

MATRA membership connects you with year-round education, member resources, networking opportunities, industry programs, member pricing and a growing community of tenting professionals.

**Not a member yet? Join MATRA first,** then take advantage of member pricing for The Tent Show.

# THE 2026 MATRA MEMBER DIRECTORY IS HERE



**Prefer the printed version?** Keep an eye on your mailbox. Printed copies are on the way!

## ATLANTIC CITY, YOU WERE AMAZING!

The MATRA July Certification Workshop brought together tent and event professionals for two incredible days of hands-on education, skill-building and a shared commitment to making our industry safer and stronger.



Attendees had the opportunity to complete all three Level 1 Safe Tenting Professional Certification courses in one location:

- Essentials of Tent Anchoring
- Essentials of Pole Tent Installations
- Essentials of Frame Tent Installations

From classroom education to hands-on installation training, participants strengthened the knowledge and practical skills needed to better protect crews, clients, guests and communities.

A special thank-you to certification instructors **Ian Sherwood, Matt Smith and Jeff Hinck** for sharing their time, knowledge and experience with attendees.

We also extend our appreciation to MATRA Vice President **Steve Campbell of LA Tent Rentals** for providing the trucks, tents and equipment used throughout the hands-on training.

And thank you to the sponsors whose support helped make the workshop possible:

# THANK YOU TO OUR SPONSORS

July 22 & July 23 | Harrah's Atlantic City, NJ

## SAFE TENTING PROFESSIONAL CERTIFICATION PROGRAM WORKSHOP SPONSORS:



Your investment supports professional development, expands access to education and strengthens the culture of safety throughout the tent and event rental industry.

Atlantic City, we'll see you again in November!

[VIEW WORKSHOP PHOTOS](#)

## SHOW YOUR MATRA MEMBERSHIP

## We're excited to share your official MATRA Member Badge!

Displaying this badge on your website shows customers and partners that you are part of a trusted, professional industry network.

### How to add it to your website:

1. Download the attached PNG file.
2. Upload the image to your website (footer, homepage, or "About" page are great spots).

**For best visibility:** Use the white badge on dark backgrounds, and the black badge on light backgrounds.

3. Link the image to: <https://www.matramembers.org/>

That's it!



**GET THE MATRA MEMBER BADGE**

If you need the badge in another format or need help adding it, just let us know at [info@matramembers.org](mailto:info@matramembers.org) — we're happy to assist.

Thank you for being a valued member of the MATRA community.

## **YOUR MEMBERSHIP. MORE RESOURCES.**

### **Explore the MATRA Member Resource Library**

Need industry tools, information or resources?

Your MATRA membership includes access to the **MATRA Member Resource Library**, a growing collection created to help members find useful information in one place.

Simply log in to your MATRA member account to access available resources.

#### **MATRA MEMBER RESOURCE LIBRARY**

- 2026 KPI Strategy
- Daily Hydration Log
- Daily Job Safety Analysis (JSA) – Tent Installation
- Employee Emergency Contact Form
- Employee Offer Letter Template
- Exit Interview Template
- Forklift Inspection Form (Pre-Use)
- Frame Terms - Spanish
- Incident Report
- KPIs – Strategy and Tactics Tool
- Mastering Machine Selection: Choosing the Right Machine for the Job
- MATRA Matrix
- Performance Review Template
- Progressive Discipline Form
- Safe Tenting Certification Flow Chart
- Sailcloth Terms – Spanish
- Sample Safety and Health Policy
- Season Ready Systems: The Forms That Run Your Business

**VISIT MEMBER RESOURCES**

## **MATRA SECOND LIFE PROJECT**

# MATRA

## SECOND LIFE PROJECT

*Repurpose. Recover. Rebuild.*



The MATRA Second Life Project is about more than moving used tent vinyl out of storage.

It is about what that vinyl can become.

Through MATRA's partnership with **Every Shelter**, repurposed tent vinyl will help create durable A-frame shelters for displaced families in Nakivale and Rwamwanja.

The shelters are designed so families can participate in building them using materials available within the settlement. More importantly, each shelter is designed to become the beginning of something permanent, something a family can add onto, improve and make their own.

The first container is on its way, but there is more work to do.

**A gift of \$25 helps provide shelter material for one displaced family.**

MATRA members know material. We know durability. We know what good shelter can mean.

Now we have the opportunity to give used tent vinyl a second life while helping families build something that lasts.

**DONATE**

**LEARN MORE**

## **MATRA SWAG IS COMING**



You've asked. We've been working on it.

The MATRA Swag Store is coming soon with new ways to represent MATRA on the job, at The Tent Show and everywhere in between.

Keep an eye on your inbox and MATRA social channels for the official launch.

**COMING SOON**

**Tour of the Tents | 2025 Interactive Map**



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](#)**

 [Watch the 2025 recap video](#)

 [Browse the full 2025 photo gallery on Flickr](#)

**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](mailto:Michael@MATRAMembers.org) to your contacts so we land directly in your inbox.

**Renew or Join Today!**

## **Our MATRA 2026 Sponsors To-Date**

MATRA's education, certification programs and member events are made possible in part through the companies that continue to invest their time, resources and support in our industry.

Thank you to every 2026 sponsor, host and exhibitor who has helped MATRA deliver education, networking and hands-on programming throughout the year.

Your support makes a difference.

**Become a Sponsor**

**THANK YOU TO OUR MATRA 2026 TENT  
SHOW SPONSORS  
(So Far & there is still time to sponsor!)**

## DIAMOND



LOSBERGER DE BOER

## PROJECT PPE - PRESENTING

24/7events



## PLATINUM



## PROJECT PPE SAFETY CHAMPION



## GOLD



July 22 & July 23 | Harrah's Atlantic City, NJ

**SAFE TENTING PROFESSIONAL CERTIFICATION  
PROGRAM WORKSHOP SPONSORS:**



**MATRA Spring Training - West**



SPECIAL THANK YOU TO OUR SPRING TRAINING WEST  
MONDAY NIGHT SPONSOR:



Thank you to our Spring Training West Exhibitors:



**MATRA Spring Training - East**

THANK YOU TO OUR SPRING  
TRAINING EAST HOST



SPECIAL THANK YOU TO OUR SPRING TRAINING EAST MONDAY NIGHT SPONSORS:



Thank you to our Spring Training East Exhibitors:





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

**Manufacturers and Tent Renters Association,  
Inc.**

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