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MATS moved to 2022; other shows still on

APRIL 28, 2021 | [TYSON FISHER](#)



The Mid-America Trucking Show will not be happening for a second consecutive year, but there are still truck shows to attend this year.

In February, MATS organizers announced that it will yet again reschedule the 50th anniversary show, this time for March 24-26, 2022. Organizers had to decide whether to move the event to September 2021 or next March. With uncertainty still surrounding the pandemic, organizers chose the latter.

“Over the past year, trucking professionals have made numerous sacrifices and worked relentlessly to overcome unprecedented challenges to keep our country moving forward,” a MATS Facebook post states. “We are humbled by your dedication and honored to be a part of such a hard-working industry. We look forward to seeing everyone at #MATS50 and celebrating our great industry together.”





The wait will certainly be worth it. In an update on the website, Toby Young, president of event organizer Exhibit Management Associates, said next year's show will "set a new standard for trucking industry events." In addition to new in-person experiences, MATS 2022 also will include more education, exhibits, events and entertainment than previous shows. Organizers are working on:

- Opening night celebration and networking event.
- Expanded education, product demos, and
- speaking opportunities.
- Larger-than-ever PKY Truck Beauty Championship.
- More outdoor events and entertainment.
- Interactive MATS history experiences.

Registration for attendees is scheduled to begin Nov. 1. All previously registered attendees and exhibitors will be contacted to finalize their registration for the rescheduled date. For updates throughout the year, check TruckingShow.com.

Great American Trucking Show

As mentioned in the last issue of Land Line Magazine, the Great American Trucking Show has canceled its in-person event. However, there will be a virtual GATS. Much like last year's virtual show, the GATS virtual event will include four events: Small Fleet Champ Award, Partners in Business, Pride & Polish and Trucker Talent Search. The announcement was made last September.

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“For more than 20 years, Randall-Reilly and our exhibitors and sponsors have invested significant resources to produce GATS,” Randall-Reilly said in a statement. “Planning begins at least 12 months in advance. Yet as we head into the fourth quarter of 2020, we are no more certain about the potential to hold a successful, large-scale in-person event than we were when we canceled the 2020 show.”

Shell Rotella’s SuperRigs

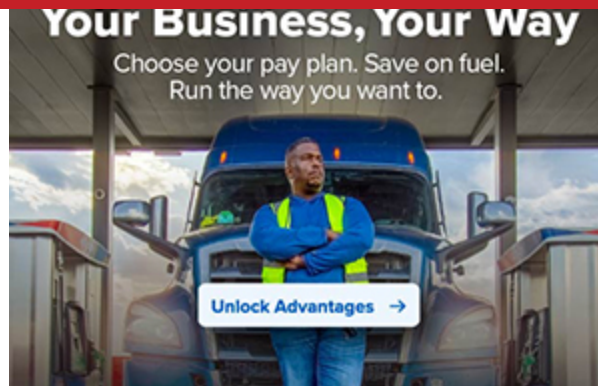
Shell Rotella’s SuperRigs is still up in the air. As of press time, there has been no announcement regarding which direction Shell may go with the truck show. The last in-person SuperRigs was in July 2019. In late March, a Shell Rotella spokesperson told Land Line that they “are working through details and should be ready to share soon.”

Guilty By Association Truck Show

One big truck event that plans on letting the show go on is the Chrome Shop Mafia’s Guilty By Association Truck Show in Joplin, Mo. Scheduled for Sept. 22-25, GBATS is looking to be one of the largest truck shows in 2021. A lot of events are scheduled, which you can check out at ChromeShopMafia.com.

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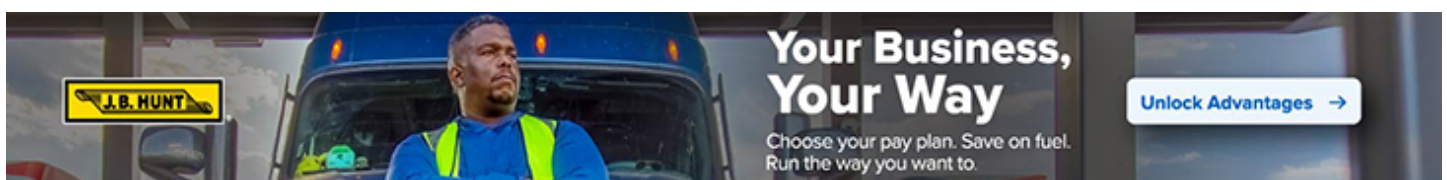


Many more shows are either continuing business as usual, going virtual or modifying to satisfy local COVID restrictions. For example, the Mother's Day Truck Convoy in Lancaster, Pa., will go on, but at limited capacity. Known as the largest truck convoy with more than 600 trucks at one point, which set a world record for longest convoy, **organizers are limiting this year's convoy to 100 trucks.**

In March, President Joe Biden announced that all Americans should be eligible for a vaccine by May 1. With two doses a few weeks apart needed, Biden is hoping that deadline will get the nation closer to normal by July 4. **LL**



Land Line Now Senior Correspondent Scott Thompson contributed to this report.



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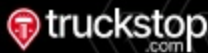
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