



A Pre-Show Checklist to Help You Use MATS Right

Before you step onto the show floor, slow down.

MATS doesn't reward wandering. **It rewards intent.**

Answer these questions and use this checklist to decide which tools belong in your business.

Define the Problem (Do This First)

1. What is currently costing me the most money?
 2. Where do I feel the most uncertainty or stress in my operation?
 3. What issue have I accepted as "just part of trucking" that probably isn't?
- If nothing changes this year, what will that cost me?

Freight & Decision-Making Reality Check

1. Do I understand why I take most of the loads I take?
2. Am I using data – or reacting to what's in front of me?
3. Where do emotions show up in my freight decisions?
4. What information would make those decisions clearer?

Equipment & Reliability Snapshot

1. What system or component worries me most on the road?
2. Where have I accepted reduced performance as normal?
3. What small issue could become a big expense if ignored?

Use Every Booth as a Filter

At each booth, ask:

1. What problem does this tool actually solve?
2. Who is this best for – and who is it not for?
3. What should improve over the next 6–12 months if used correctly?
4. How will I know if it's working?

If the answers aren't clear, move on.



Separate Tools From Trinkets

1. Does this reduce cost per mile?
2. Does it improve uptime or reliability?
3. Does it improve decision quality?

If it doesn't move one of these, it's not a priority.

Focus Your Time

1. Which booths deserve real conversations (not drive-bys)?
2. Which tools align with my biggest problems this year?
3. What conversations are worth slowing down for?

Decide Before You Buy

1. Do I understand this tool well enough to implement it correctly?
2. Do I know what success looks like before spending the money?
3. Is this a solution – or just something that sounds good?

Clarity first. Purchases second.

Final Check (Don't Skip This)

1. Am I going to MATS to browse – or to build?

Because every booth is a tool. And the ones you choose determine what kind of business you run.