

MASTERTECH

EXPO

WHERE PROFESSIONALS COME TO LEARN

ATTENDEE

EXPO GUIDE

2024

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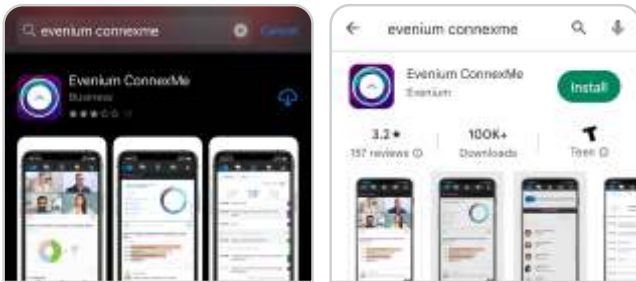
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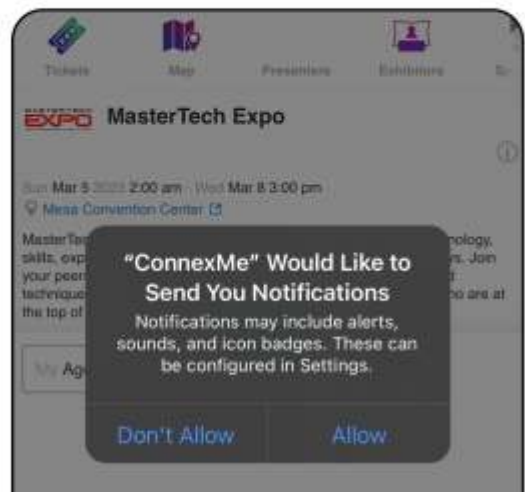
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MASTERTECH EXPO

AT A GLANCE EXPO TIMELINE

SUNDAY MARCH 3RD

9:00am - 5:00pm
Set-Up & Move-In Continues


9:00am - 6:00pm
Attendee Registration Open

NEW! **12:30pm - 2:15pm**
Early Afternoon Pre-Workshops






NEW! **2:30pm - 4:00pm**
Late Afternoon Pre-Workshops

NEW! **12:30pm - 4:00pm**
Manufacturer Training

5:30pm - 9:00pm



MASTERTECH EXPO NETWORKING KICK OFF EVENT

MUSIC & INTERACTIVE DESIGN

MONDAY MARCH 4TH

7:30am - 8:00am
Attendee Registration

8:00am - 9:15am
Training Session 1

15 MINUTE BREAK

9:30am - 10:45am
Training Session 2

15 MINUTE BREAK

11:00am - 12:15pm
Training Session 3

12:15pm - 4:15pm
LUNCH / Exhibit Floor Open




4:30pm - 5:45pm
Training Session 4

DINNER / Outdoor Dining on the South Patio

7:00pm - 9:00pm
Manufacturer Training "Night School"



TUESDAY MARCH 5TH

8:00am - 9:15am
Training Session 1



15 MINUTE BREAK

9:30am - 10:45am
Training Session 2


15 MINUTE BREAK

11:00am - 12:15pm
Training Session 3

12:15pm - 4:15pm
LUNCH / Exhibit Floor Open

4:30pm - 5:45pm




THE FOOSE DESIGN EXPERIENCE

Chip Foose / Special Guest & Keynote Speaker

DINNER / Outdoor Dining on the South Patio


7:00pm - 9:00pm
Manufacturer Training "Night School"



WEDNESDAY MARCH 6TH

8:30am - 9:45am
Training Session 4 (Continued from Tuesday)




10:00am - 12:15pm
Manufacturer Training "Night School"



12:15pm - 4:15pm
LUNCH / Exhibit Floor Open from 12:00pm - 3:00pm

1:30pm - 3:00pm

Awards Ceremony

Interview with Steve Irby, of Kicker

Exhibit Floor Open Until 3pm

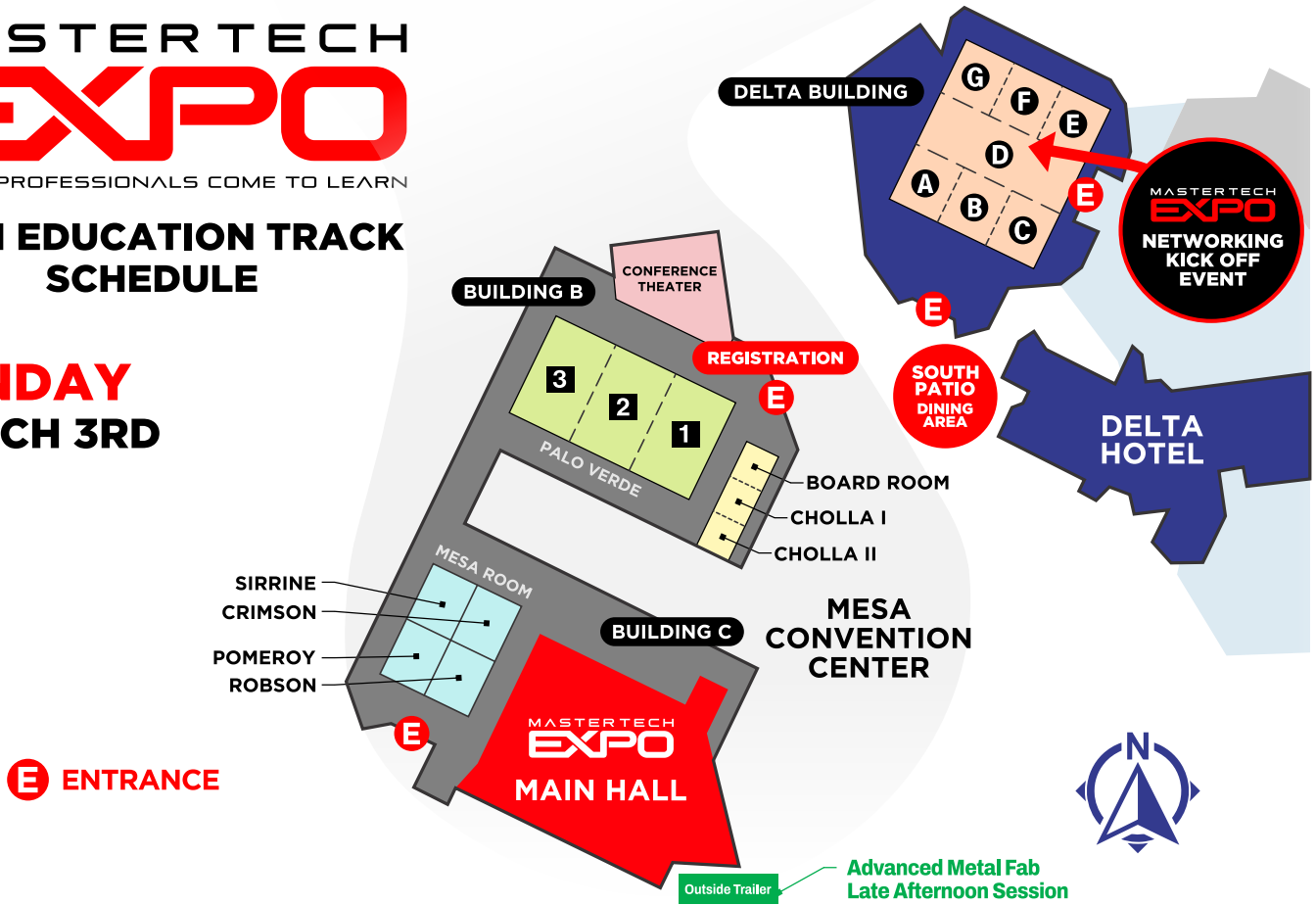
3:00pm
SHOW CLOSED

MASTERTECH EXPO

WHERE PROFESSIONALS COME TO LEARN

MAIN EDUCATION TRACK SCHEDULE

SUNDAY
MARCH 3RD










E ENTRANCE



Advanced Metal Fab
Late Afternoon Session
Outside Trailer

MASTERTECH EXPO SUNDAY MARCH 3RD, 2024

LOCATION	REGISTRATION CHECK-IN 9:00am - 6:00pm	EARLY AFTERNOON 12:30pm - 2:15pm	LATE AFTERNOON 2:30pm - 4:00pm	KICK OFF EVENT 5:30 - 9:00pm
Palo Verde 1	REGISTRATION MasterTech Expo Building B / Main lobby Attendees, Exhibitors & MasterTech Expo Instructors Be sure to download the Event APP  SCAN NOW TO DOWNLOAD	Clean Wire Techniques Radar / Laser Speed Defense Audison Product Training Introduction to Router Tables	Learn Sub Enclosure Design Software MSC Product Training Audison Product Training Advanced Metal Fab Wiring Hot Rods & Muscle Cars	      Delta Ballroom Live Music, Cash Bar & Appetizers
Palo Verde 2				
Palo Verde 3				
Theater				
Mesa Room Pomeroy & Robson				
Mesa Room Sirrène & Crimson				
Outside Trailer				
Delta B & C				

COLOR BY PRE-WORKSHOP CLASSES

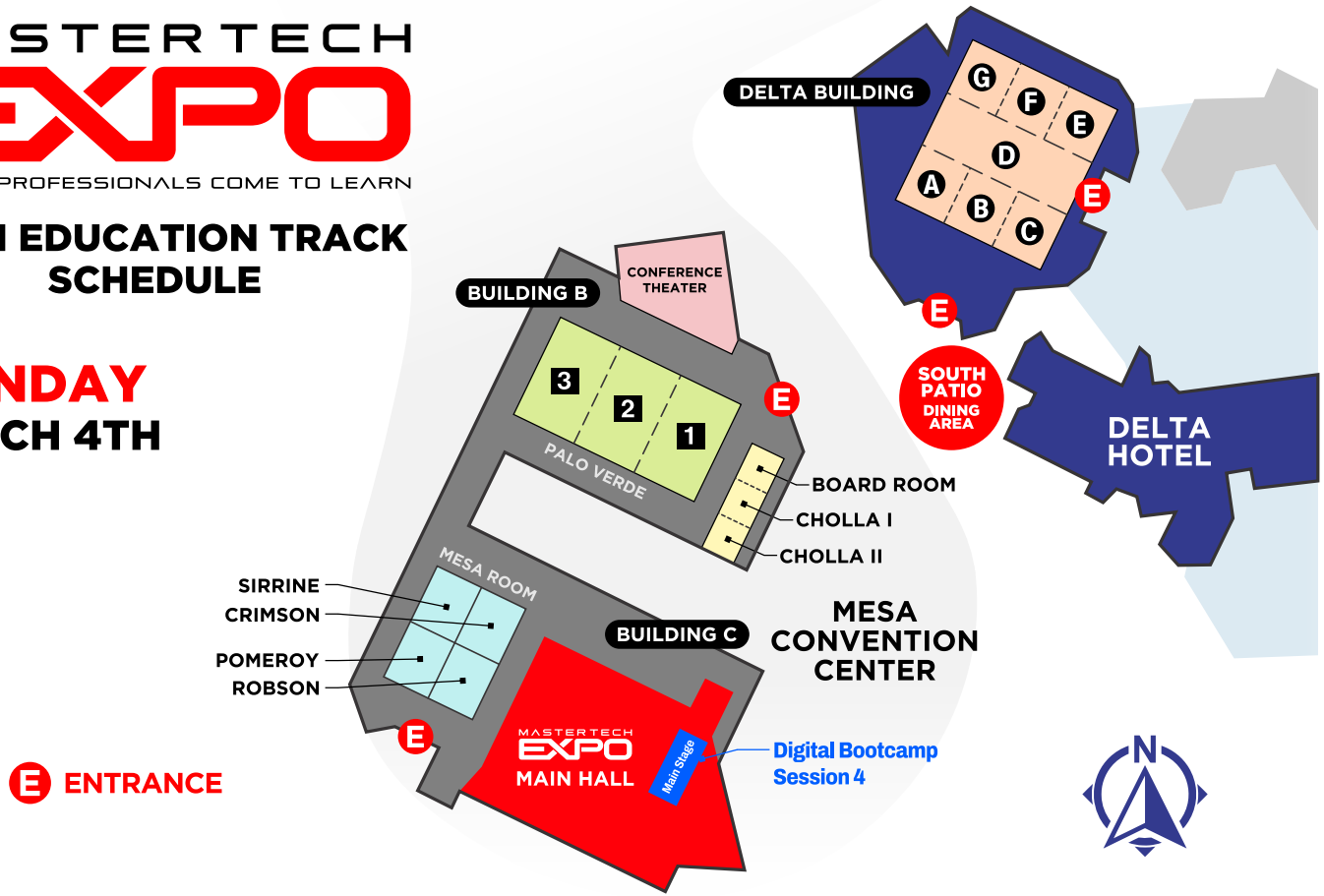
- CLEAN WIRE TECHNIQUES
- INTRODUCTION TO ROUTER TABLES
- WIRING HOT RODS & MUSCLE CARS
- RADAR / LASER SPEED DEFENSE
- ADVANCED METAL FAB

MASTERTECH EXPO

WHERE PROFESSIONALS COME TO LEARN

MAIN EDUCATION TRACK SCHEDULE

MONDAY
MARCH 4TH



E ENTRANCE



MASTERTECH EXPO MONDAY MARCH 4TH, 2024

LOCATION	SESSION 1 8:00 - 9:15am	SESSION 2 9:30 - 10:45am	SESSION 3 11:00 - 12:15pm	SESSION 4 4:30 - 5:45pm
Palo Verde 1	Master Interior	Master Interior	Master Interior	Master Interior
Palo Verde 2	Digital Bootcamp	Digital Bootcamp	Digital Bootcamp	
Palo Verde 3	Business	Business	Business	Business
Theater	High Fidelity	High Fidelity	High Fidelity	High Fidelity
Delta A	Sales	Sales	Sales	Sales
Delta B & C	Tech Boot Camp	Tech Boot Camp	Tech Boot Camp	Tech Boot Camp
Delta D	Master Fab	Master Fab	Master Fab	Master Fab
Delta E & F	Mastertech Design	Mastertech Design	Mastertech Design	Mastertech Design
Main Stage				Digital Bootcamp

Break - 15 Min

Lunch | Exhibit Floor Open | Build Off - 12:15 - 4:30pm

5:45PM - 7:00PM - Dinner on the SOUTH PATIO DINING AREA

7:00PM - 9:00PM
NIGHT SCHOOL / MANUFACTURER TRAINING

COLOR BY EDUCATION TRACK

- TECH BOOTCAMP / HIGH FIDELITY SOUND
- FAB BOOTCAMP / MASTER FAB
- BUSINESS
- DIGITAL BOOTCAMP / MASTERTECH DIGITAL
- MASTER INTERIORS
- SALES

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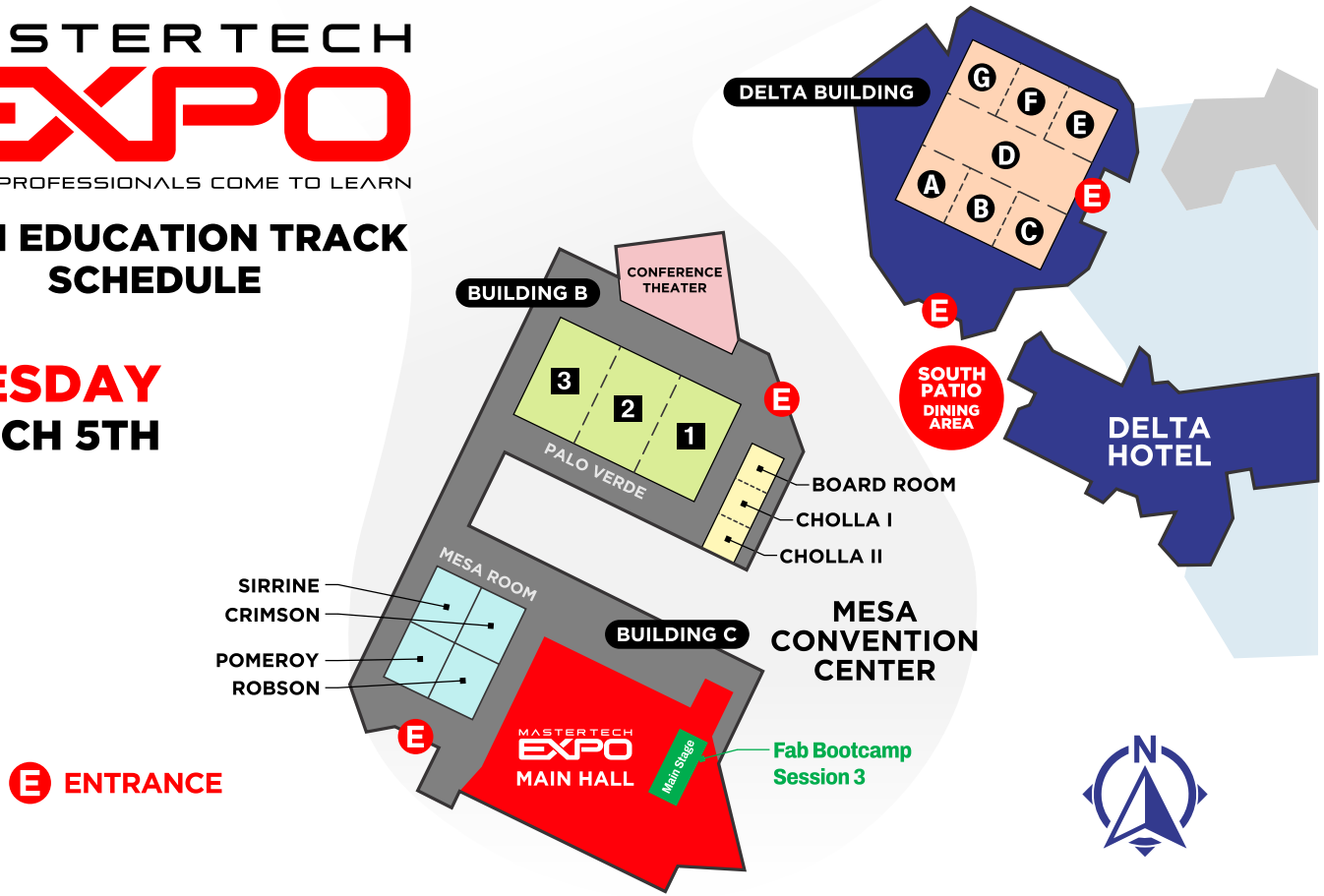
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MASTERTECH EXPO

WHERE PROFESSIONALS COME TO LEARN

MAIN EDUCATION TRACK SCHEDULE

TUESDAY
MARCH 5TH



E ENTRANCE



MASTERTECH EXPO TUESDAY MARCH 5TH, 2024

LOCATION	SESSION 1 8:00 - 9:15am	SESSION 2 9:30 - 10:45am	SESSION 3 11:00 - 12:15pm	
Palo Verde 1	Master Interior	Master Interior	Master Interior	Lunch Exhibit Floor Open Build Off - 12:15 - 4:30pm
Palo Verde 2	Digital Bootcamp	Digital Bootcamp	Digital Bootcamp	
Palo Verde 3				
Theater	Business	Business	Business	
Delta A	Sales	Sales	Sales	
Delta B & C	Tech Boot Camp	Tech Boot Camp	Tech Boot Camp	
Delta D	Master Fab	Master Fab	Master Fab	
Delta E & F	Mastertech Design	Mastertech Design	Mastertech Design	
Delta G	Fab Bootcamp	Fab Bootcamp		
Main Stage			Fab Bootcamp	
				<p>MAIN STAGE EXHIBITION HALL</p>
				5:45PM - 7:00PM - Dinner on the SOUTH PATIO DINING AREA
				7:00PM - 9:00PM NIGHT SCHOOL / MANUFACTURER TRAINING

COLOR BY EDUCATION TRACK

- TECH BOOTCAMP / HIGH FIDELITY SOUND
- FAB BOOTCAMP / MASTER FAB
- BUSINESS
- DIGITAL BOOTCAMP / MASTERTECH DIGITAL
- MASTER INTERIORS
- SALES

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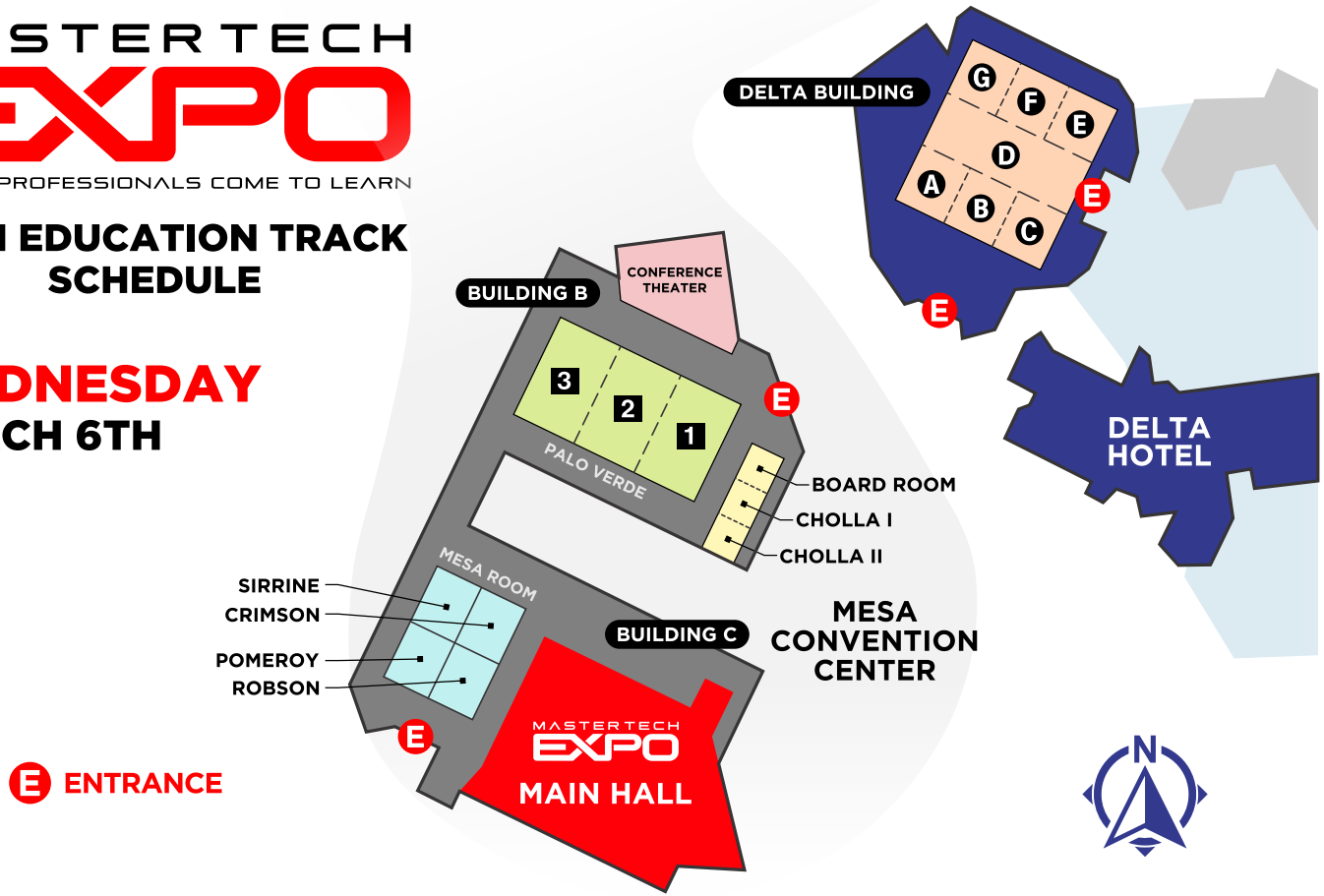
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MASTERTECH EXPO

WHERE PROFESSIONALS COME TO LEARN

MAIN EDUCATION TRACK SCHEDULE





**WEDNESDAY
MARCH 6TH**



E ENTRANCE



MASTERTECH EXPO WEDNESDAY MARCH 6TH, 2024

LOCATION	SESSION 4 <i>(Continued from Tuesday)</i> 8:00am - 9:45am	MANUFACTURER TRAINING 10:00am - 12:15pm	LUNCH / EXHIBITS AWARDS CEREMONY 12:30pm - 3:00pm
Palo Verde 1	Master Interior	 See the Night School Schedule for Class List & Locations	LUNCH EXHIBIT FLOOR OPEN AWARDS CEREMONY    Interview with Steve Irby from Kicker
Palo Verde 2	Digital Bootcamp		
Palo Verde 3			
Theater	Business		
Delta A	Sales		
Delta B & C	Tech Boot Camp		
Delta D	Master Fab		
Delta E & F	Mastertech Design		
Delta G	Fab Bootcamp		

COLOR BY EDUCATION TRACK

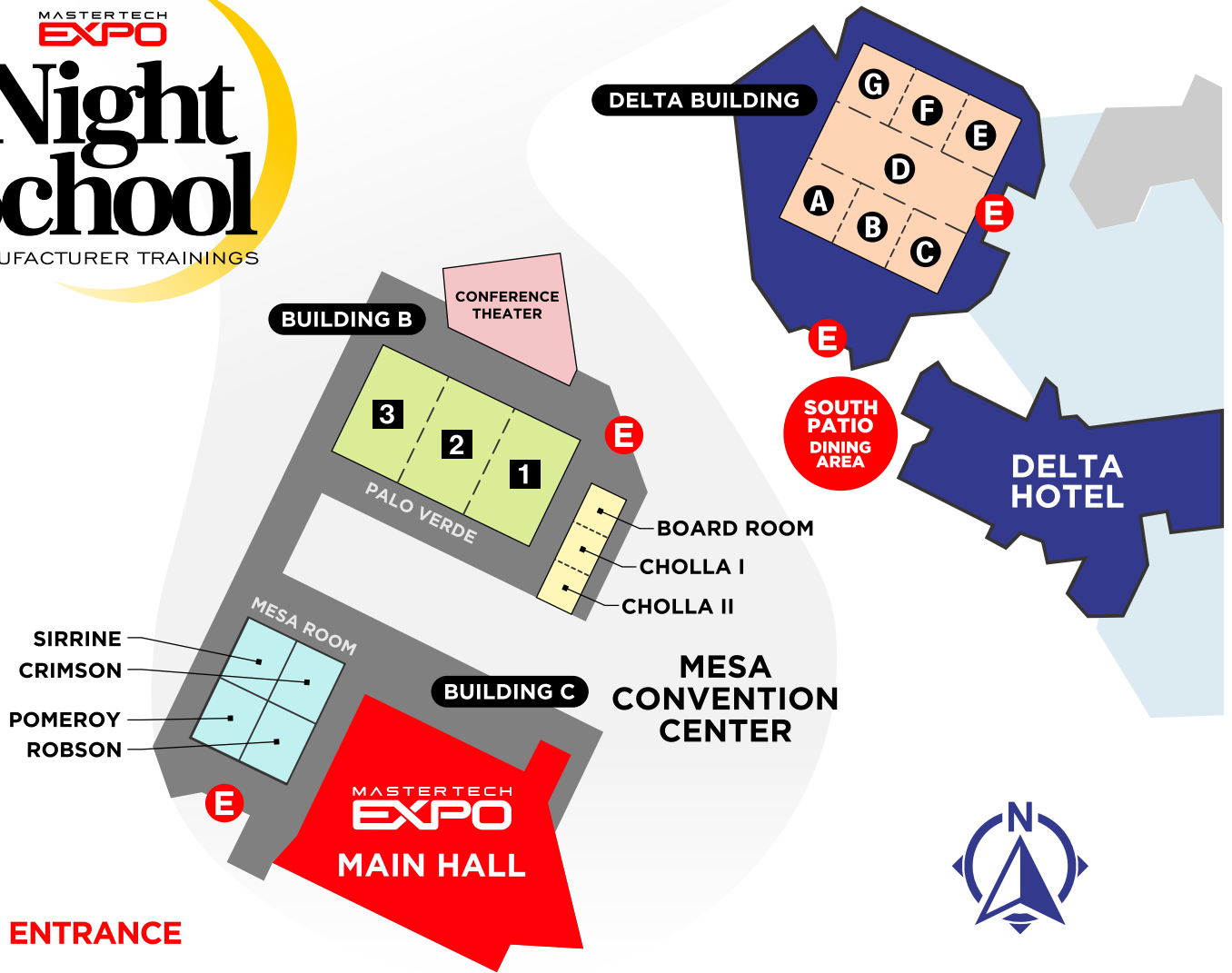
- TECH BOOTCAMP / HIGH FIDELITY SOUND
- FAB BOOTCAMP / MASTER FAB
- BUSINESS
- DIGITAL BOOTCAMP / MASTERTECH DIGITAL
- MASTER INTERIORS
- SALES

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MASTERTECH EXPO

MANUFACTURER NIGHT SCHOOL 2024

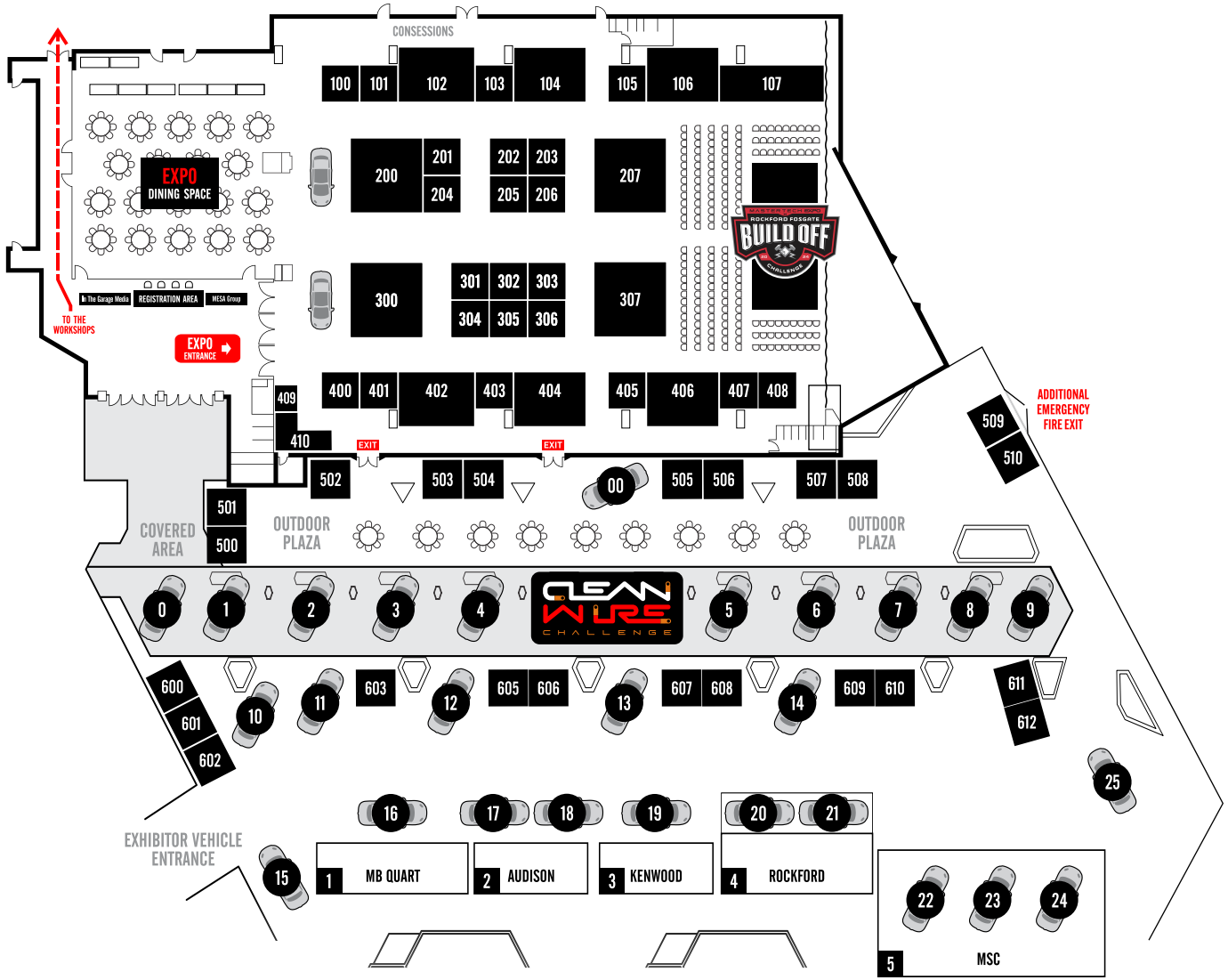


E ENTRANCE

MONDAY MARCH 4th 7 PM - 9 PM		TUESDAY MARCH 5th 7 PM - 9 PM		WEDNESDAY MARCH 6th 10 AM - 12:15 PM	
MANUFACTURER	LOCATION	MANUFACTURER	LOCATION	MANUFACTURER	LOCATION
Arc Audio	Palo Verde 1	Wet Sounds	Palo Verde 1	JBL	Palo Verde 1
Hertz	Palo Verde 2	ORCA	Palo Verde 2 & 3	Stinger - AC	Palo Verde 2
Kicker	Palo Verde 3	MSC	Conference Theater	Kicker	Palo Verde 3
HKI - Tury	Cholla 1 & 2	Memphis	Cholla 1 & 2	JL Audio	Conference Theater
Morel	Conference Theater	Metra	Delta A	Metra	Cholla 1 & 2
Big Rep	Delta A	Rockford Fosgate	Delta B & C	Alpine	Delta A
Orca	Delta B & C	Audison	Delta D	Sony	Delta B
MSC	Delta D	JL Audio	Delta E & F	First Tech	Delta C
Bob Katz Q&A	Delta E & F	Voxx	Delta G	MSC	Delta D
Apex Leather	Delta G			HKI - Tury	Delta E
Kenwood	Mesa SIRRINE & CRIMSON			Escort	Delta F

MASTERTECH EXPO

EXHIBITOR LOCATION MAP



INDOOR EXHIBITS

- | | | | |
|---|--|---|---------------------------------------|
| Apex Leather - Booth 105 | In The Garage Media - Lobby Entrance | MTI Acoustics - Booth 107 | Sony - Booth 404 |
| Arc Audio - Booth 207 | JL Audio - Booths 400 & 401 | NC Carpet - Booth 406 | SoundShield - Booth 103 |
| Audison - Booths 205 & 206 | Kicker - Booth 405 | ORCA / Focal - Booth 307 | Voxx - Booth 402 |
| Big Rep - Booths 305 & 306 | MECP - Booth 409 | Peel 3D - Booth 410 | Wet Sounds - Booth 102 |
| CAMaster - Booth 106 | MESA Group - Lobby Entrance | Pioneer - Booth 104RDV - Booth 407 | Window Tint School - Booth 304 |
| DOW - Booth 202 | Mobile Solutions - Booths 100 & 101 | Rockford - Booth 300 + Feature Vehicle | |
| Escort / Cedar - Booth 201 & 204 | Morel - Booths 301, 302 & 303 | Shop Monkey - Booth 408 | |
| HammerFab - Booth 203 | MSC America - Booth 200 + Feature Vehicle | SiriusXM - Booth 403 | |

OUTDOOR PLAZA EXHIBITS

- | | | | |
|--|--|---|---|
| Alpine - Booths 609 & 610, Veh #14 | JBL / Harman - Booths 503 & 504, Veh #4 | Memphis - Booths 611 & 612 | Seatbeltplanet.com™ - Booth 502 |
| Arc Audio - Veh #2 & 11 | JVC - Booths 607 & 608, Veh #13 | METRA - Booths 507 & 508 | Sony - Veh #0 & 00 |
| Audiofrog - Veh #3 | Kenwood - Trailer #3, Vehicle #19 | MOREL - Vehicle #8 | Stinger Solutions - Booths 500 & 501, Veh #1 |
| Audison - Trailer #2, Veh #17 & 18 | Kicker - Booths 601, 602 & 603, Veh #10 | MSC America - Trailer #5, Veh #22, 23 & 24 | VAIS - Booth 603 |
| Cicada - Booths 509 & 510 | Linkswell - Booths 605 & 606, Veh #12 | ORCA / Focal - Veh #7 & 9 | Wet Sounds - Veh #25 |
| HKI / Tury - Booths 505 & 506, Veh #5 & 6 | MB Quart - Trailer #1, Veh #15 & 16 | Rockford - Trailer #4, Veh #20 & 21 | |

Design, Draw & Learn from Automotive Designer and Industry Legend Mr. Chip Foose!



FOOSE

THE

DESIGN EXPERIENCE

Don't miss this once in lifetime opportunity, only at MasterTech Expo 2024. **It's a training session like no other you've attended.**

The **Foosé Design Experience** is an interactive, hands-on design session for anyone with an appetite for automotive DNA and implementing thoughtful design into the creative elements of their custom projects.



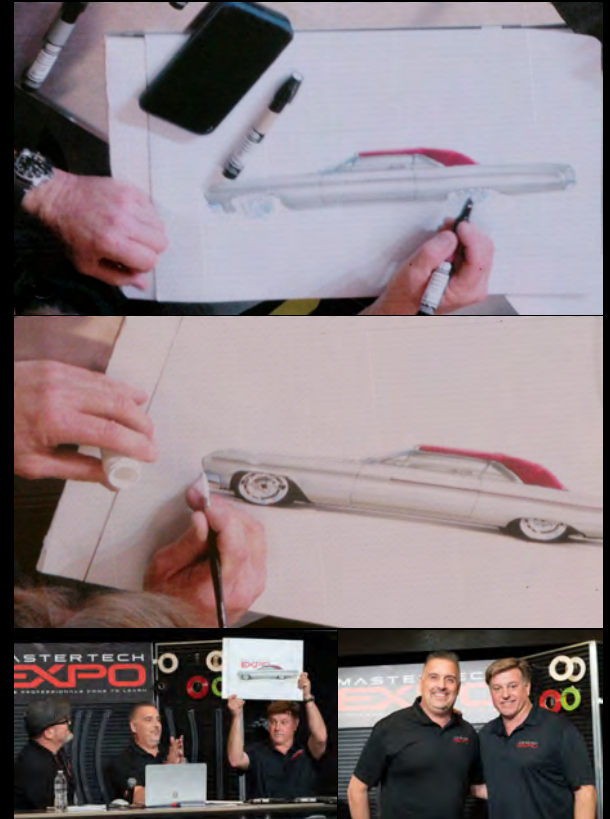
MasterTech Expo 2024 | The Foosé Design Experience

If you're a car customization enthusiast, no matter what type of car you like, you're going to love this personalized design experience. From imagination to reality Chip covers many of the steps and artistic best practices of **design ideation** helping bring the customer's dreams and your artistic concepts to reality. The course covers illustration, graphics, ideation, model making, surfacing and complete construction of today's custom automobiles **in easy-to-digest detail** so you maximize what you learn in this session. Chip's friendly and accessible presentation style means you'll have a hand-on learning session that is well worth the time and something you'll remember forever.



WHAT YOU WILL LEARN & EXPERIENCE

- Learn design and ideation techniques and processes.
- Learn about Chip's recommendation on drawing tools like pens, color, paper, back lighting, etc.
- Learn the elements of design to look at on other cars to inspire your own drawings/designs.
- Learn structured hand motion skills and best practices for free hand drawing elements.
- Learn interactive sketching, drawing and coloring tips to communicate the build.
- Learn tips and tricks of what works and what doesn't in some design (and why).
- Every person in attendance will receive a take-home design book for the hands-on exercises demonstrated throughout the duration of the course.
- One lucky attendee will become Chip's customer for the day and experience Chip's personalized Vehicle Design Dream Consultation experience as the focus of the course and going home with a rendering of the car of their dreams.



ABOUT CHIP FOOSE

Chip Foose is a masterful car designer who's created some of the most amazing vehicles to roam the earth, and his specialty is hot rods and classic cars. As a graduate of the Art Center College of Design in 1990, his design career in the automotive aftermarket has been full of amazing builds for high-profile clientele, many of which were multiple show winners at such events as the Ridler Award at the 50th Anniversary Show of the Detroit Autorama, among many other Ridler and Good Guys awards. Chip was instrumental in the design of many popular movie cars and custom vehicles that became die-cast models or limited-run production vehicles. He's probably most known for his TV show *Overhaulin'* where he and a team of experts took vehicles in need of customization to a high level of design to create so many one-off creations for the lucky owners.

Of his many achievements are many Hall of Fame inductions. In 1997 Chip became the youngest person inducted into the Hot Rod Hall of Fame. In 2002, Chip was inducted into the Darryl Starbird Rod & Custom Car Museum Hall of Fame. In 2003, Chip was inducted into the Grand National Roadster Show Hall of Fame. In 2005 Chip was inducted into the San Francisco Rod and Custom Motorcycle Hall of Fame and also won the Ridler award for Impression – the vehicle that was on display at 2023 MasterTech Expo. In 2012, Chip was inducted into the Detroit Autorama "Circle of Champions" Hall of Fame.



MASTERTECH EXPO

WHERE PROFESSIONALS COME TO LEARN

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