MULTI-AGENCY TACTICAL

MATRIX 2026

RESPONSE & INVESTIGATION EXERCISES

VENDOR & SPONSOR MEDIA KIT

NOT A BOOTH.
A STATION ON THE SCENE.

Put your technology in the hands of the detectives, CSIs, bomb techs, fire investigators and HazMat teams who need it, while they work a live multi-threat scenario on the Universal Studios backlot.



NOVEMBER 16–20, 2026
UNIVERSAL STUDIOS HOLLYWOOD · EUROPEAN STREET + SOUNDSTAGE

CLOSE THE GAPS. UNSTOPPABLE TOGETHER.

WHY MATRIX

THE BUYERS WORK YOUR GEAR ON A LIVE SCENE

MATRIX 2026 (Multi-Agency Tactical Response & Investigation Exercises) is a four-day training event where law enforcement and all-hazards responders work one scenario together: **a diplomatic summit hit by three terrorist cells at once**, with an active-shooter pair, an IED bomber with 12 devices and a nerve-agent drone operator.

200–250	16	3	1
LAW, FIRE, RESCUE & EMS RESPONDERS	HANDS-ON STATIONS	SCENARIO DAYS	LIVE MULTI-THREAT SCENE

HOW YOUR STATION WORKS

SMALL GROUPS, EVERY ATTENDEE

Groups rotate through every station. At yours, a group splits into half-groups of about 6–9 people for a **25-minute hands-on session**, then swaps. Every attendee on the street visits all 16 stations.

THREE SCENARIO DAYS

Wed Nov 18 – Fri Nov 20. Groups work the street on Wednesday and Thursday, and Friday opens every station for joint scenarios where attendees choose where to go.

16 SESSIONS PER SCENARIO DAY

8 pod slots × 2 half-groups = 16 hands-on sessions on Wednesday and 16 more on Thursday, plus Friday's open practicals. That's dozens of real demos in three days.

TIED TO THE SCENARIO

Every house station carries a thread of the case. Attendees use your equipment on the problem in front of them, with their training officers watching, not at a table in a hallway.

WHO'S IN THE GROUPS

ONE MIXED AUDIENCE

Detectives, crime scene investigators, patrol supervisors, bomb squad, digital forensics, intelligence and prosecutors, working alongside fire investigators, rescue, EMS, HazMat, mass casualty incident command and drone-threat teams. Every attendee works every station.


TOWN SQUARE


STAIR COURTYARD


BACKLOT HOUSE

STATION OPTIONS

12 HOUSES. 4 OUTDOOR SITES.

MATRIX runs on Universal's **European Street**: connected townhouses, alleys, two town squares and a train station with a loading dock. One vendor per station.

HOUSE STATION

A 10×10 footprint inside or at the doorway of a backlot house. Interior lighting, a scenario thread (including an inert IED prop) and a station sign.

OUTDOOR SITE

For large sponsors with vehicles, tents, trailers or flight operations. Train platform, town square, hillside and service-road sites. Outdoor sponsors are recognized on stage at the Opening Ceremony.

ALL STATIONS FULL

The MATRIX 2026 scenario is complete — all 16 stations on European Street are assigned.

Still want to be part of MATRIX? Ask us about **Sponsor-a-Responder**: cover responders' seats and get a soundstage booth, photos of your sponsored responders in the scenario and a MATRIX social post. info@gomatrixtraining.com

WHAT EVERY STATION PARTNER GETS

- Your station on European Street, **Wed–Fri**
- A soundstage booth all week, plus the **Vendor Forum** all day Fri Nov 20
- Logo on the poster, flyer, website and lineup posts
- A **co-marketing kit**: social tiles, post copy and your own promo code
- Badge scans / lead capture from every group
- Vendor briefing and scenario walk-through on setup day

WHO'S ON BOARD

ALREADY ON SCENE

FARO · INSIGHT · AMETEK · Trimble · FoxFury · ThermoFisher Scientific · DLX · SmartSafety Software · Trancite · ORTEC · Carlson · Break New Ground · Teledyne FLIR · HAZMAT Resource · Skydio · Leica

COMMUNICATIONS SPONSOR

CAL OES TACTICAL COMMUNICATIONS

SCENARIO PARTNERS

CERT · SAROPS

Plus a featured keynote from **Chief Homer Delgado, Uvalde, Texas**, a case study from the **Los Angeles County District Attorney's Office**, and daily FARO and Trimble classes in the soundstage lab.

KEY DATES

Now	**All stations full** — directory and signage locked; final placements confirmed before load-in
Mon Nov 16	Setup day: load-in 6:00 AM–6:00 PM through **Gate 8** — drive to your station, unload and set up, then set up your soundstage booth · vendor briefing 1:00 PM in the soundstage
Tue Nov 17	Registration + breakfast 8:00 · Keynote 9:30 · speakers 1:30–5:00 (incl. Art Kirkland, NBCUniversal, 3:00) · booths open during registration and breakfast
Wed Nov 18	Scenario Day 1 on European Street
Thu Nov 19	Scenario Day 2 on European Street
Fri Nov 20	Open Day · **Vendor Forum all day** at your soundstage booth · Culminating Scenario Reveal · Awards · load-out after 4:00 PM (final schedule TBD), off the lot by 10:00 PM

NEXT STEP

The scenario is complete and every station is assigned. To support MATRIX 2026 another way, ask about Sponsor-a-Responder or a Vendor Forum presence in the soundstage — we'll reply the same day.

ALL STATIONS FULL

INFO@GOMATRIXTRAINING.COM · GOMATRIXTRAINING.COM