

MEDIA EVENT FACT SHEET

As of February, 2012

www.truckworld.ca

Truck World 2012

The Meeting Place For Canada's Trucking Industry

www.truckworld.ca

EVENT DATE

April 19-21, 2012

HOURS

April 19 - 10:00am-6:00pm

April 20 - 10:00am-6:00pm

April 21- 9:00am -5:00pm

LOCATION/VENUE

International Centre, Hall(s) 1, 2, 3, 3a, 5

6900 Airport Road

Toronto, (Mississauga) Canada

L4V 1E8

<http://maps.google.ca/maps?hl=en&tab=wl>

WEB SITE

www.truckworld.ca

ABOUT TRUCK WORLD 2012

Truck World, is the meeting place for Canada's trucking industry. It is the largest trade event for [20,000 + skilled professionals](#). Covering an impressive 300,000 square feet, the trade show features stakeholder OEMs and key industry companies showcasing a wide variety of "[state of the art product releases](#)", innovative initiatives, solutions, and ideas.

Truck World is a unique opportunity where [buyers](#) and sellers can frankly discuss the serious issues that affect their companies in today's economy. The largest event in Canada under one roof, Truck World is a driving force; generating excitement that fuels business and creates jobs. Featured at Truck World 2012 is the second edition Vocational Truck & Equipment Expo. VTEX is a display of work trucks and equipment featuring all classes of vehicles, with a special focus on medium duty, vocational trucks, equipment, chassis, bodies, and services in a distinct section of Truck World.

Since the year 2000, the industry at large continues to recognize Truck World as a must attend event by all trade members with a vested interest in the sustainability and future of this vital sector of transportation.

Continued on page 2

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VISITOR CATEGORIES

Fleets

Owner-Operators

New Vehicle Dealers

Manufacturers

Heavy Duty Wholesaler/Distributor

Heavy Duty Service/Repair Shops

Industry Service Providers including Associations, Government, and Media

Industry Guests

EXHIBITORS

For a current list of exhibitors, and floor plan please click on this link

<http://tinyurl.com/762t9du>

PRODUCTS AND SERVICES YOU WILL SEE AT TRUCK WORLD

Brakes and Accessories

Cleaning Equipment

Climate Control Systems/

Auxiliary Power

Clothing & Uniforms

Communications/Audio/Personal

Electronic Equipment

Decals/Signage/Graphics

Electrical Components/Lighting
and Accessories

Engines and Related Components

Exhaust Components and

Accessories/Service

Fan Drives

Filtration

Financial/Taxes/Legal

Freight Brokers

Fuel/Oil/Lubrication & Additives

Health Products and Services

Insurance Companies/brokers

Liners Maintenance Facilities/Services

Mirror Systems and Related Products

Paints/Finishes/Sealants/Coatings

Permit Services/Government

Agencies/Customs

Publications/Technical/ Trade
Recruitment

Safety Equipment – Signage/
Conspicuity

Scales – On-board/Plate

Seats and Accessories

Security Systems – Truck and
Trailer/Facilities

Shop Equipment/
Hoist/Lifts/Tools

Sleeper Cabs and Accessories

Software – Fleet/Logistics/Routing

Specialty Items and Services

Steel Buildings – pre-fab Suspension/

Steering Systems/Components/

Fifth Wheel/Tarpaulins/Awning/Side Kits

Tire Inflation Systems

Tires/Wheels/Wheel Ends and

Accessories and Maintenance

Towing and Recovery Services

Trailer Manufacturing/Leasing/Sales

Trailer Refrigeration

Training and Schooling

Transmissions/Drivelines/Axles/
Components

Truck Bodies/Tool Boxes and

Truck Accessories

Truck Manufacturing/Leasing/Sales

Truck Stops/Services Stations

Truck/Trailer Parts and Accessories

Vehicle Tracking –

Telematics/Communications

NEW PRODUCTS

See exhibitors showing new products <http://tinyurl.com/7plnf98>

TRUCK WORLD GREEN ROUTE

Companies exhibiting along the Green Route will show products that help reduce fuel consumption, lower emissions and help reduce the truck transportation carbon footprint

<http://tinyurl.com/7ws7mcx>

INDUSTRY SEMINARS

Unbiased education through real-world examples of current issues facing the trucking industry will be offered. http://www.truckworld.ca/PR_January_2012.pdf

Continued on Page 3

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ENDORSED BY

Ontario Trucking Association

Canadian Trucking Alliance

Canadian Transportation Equipment Association

FEATURE

Vocational Truck Equipment Expo VTEX

EVENT SPONSORS

Navistar Canada - Platinum Sponsor

Total Lubricants - Grand Prize Sponsor

Cummins - Truck World App Powered by Cummins

Petro-Canada- Lanyard Sponsor

AWARD PRESENTATION

2012 Highway Star of the Year, award presentation, Saturday, April 21, Noon

<http://tinyurl.com/7qkqlzm>

FLEET MANAGER'S BREAKFAST – Thursday, April 19, 8:30 am - 10:00 am the Fleet Manager's Breakfast will be opened by Jerry Moyes, CEO, and founder of Phoenix. Mr. Moyes will deliver a dynamic session to the top trucking executives that attend www.truckworld.ca/images/TW2012-Breakkfast.pdf

MEDIA SPONSORS

Official Magazine

Today's Trucking

Official Media Partners

Truck & Trailer

Transport Routier

STATISTICS

Scope of the event: largest trucking event in Canada

20,000+ skilled professionals

80% of 2010 attendees' surveyed plan to visit Truck World 2012

300,000 square feet of exhibit space

350 exhibitors

5,000 free parking spaces

7th Edition (biennial) launched in 2000

Continued on page 4

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CORPORATE INFORMATION

Newcom Business Media Inc. is one of Canada's leading business media networks and resources for the trucking industry. The largest industry publisher in Canada, Newcom Business Media Inc. is an established and recognized industry and media resource leader. Newcom's portfolio includes: leading expositions, *Truck World*, *ExpoCam*, *CamExpo*, and is the largest trucking print and online publisher in Canada producing *Today's Trucking*, *Truck & Trailer* and, *Transport Routier*. Newcom's recognition extends to producing comprehensive research, white papers, and industry statistics. The company services these industries at the highest level providing opportunities and experiences that bring buyers and sellers together for the purpose of assisting them to work efficiently and effectively growing their businesses. In addition, Newcom provides management for conferences and trade shows on behalf of industry related organizations, associations and publications.

Visitor registration is open

<http://tinyurl.com/7f83k2l>

Media may register at <http://tinyurl.com/7wmgwkb>

Or contact Jai Cole, show publicist at

jcole@plumcom.ca 905 695 0123

CONTACTS

For media information and Registration

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