



APRIL 18 - 20, 2024

THE INTERNATIONAL CENTRE
MISSISSAUGA, ON

Exhibitor Newsletter

November 23, 2023

Company Name:

Booth#:

Welcome to the second edition of Truck World's Exhibitor Newsletter – your source for relevant show information, new initiatives, key deadlines, and helpful tips to best prepare you for the 2024 Show. We are excited to reconnect live with the industry all under one roof at The International Centre. Stay tuned for updates!

TRAVEL & ACCOMMODATIONS

Time to book your travel and accommodations, with available discounts, through the official show website by clicking [HERE](#).

BEWARE OF UNAFFILIATED SOLICITORS

When preparing for the show, we encourage all exhibitors to work with our official service providers and caution all exhibitors regarding solicitors who call and/or email claiming to be affiliated with our show. Truck World does not work with third-party affiliates. The event industry is facing an ongoing issue with hotel, marketing consultants, and online directory scams. Please refer to our website for [travel and accommodations](#) service providers, and when in doubt, feel free to contact us directly to verify you are working with one of our show partners.

FREE VIP REGISTRATION PRINTED FORMS

Click [HERE](#) to order printed forms (bundles of 30) by **January 19** that you can distribute to your clients for free registration to Truck World! Submit your completed order form to truckworld@newcom.ca.

The registration forms will include your company name, a promo code, and a message to your clients to pre-register for FREE (value \$20.00). Printed forms will be mailed in mid-February.

** Printed quantities are limited, please don't delay placing your order.*

SPONSORSHIP OPPORTUNITIES

We are offering a variety of sponsorship opportunities to extend your company's presence beyond your booth. Click [HERE](#) for our brochure and submit your request using this [order form](#). Note that items marked "ON HOLD" are currently unavailable.

NEW PRODUCT SHOWCASE

Debut your new retail product to potential buyers and generate traffic to your booth. Space is limited and offered on a first come first served basis for \$420+tax/per product. Click [HERE](#) to register by February 29, 2024. The Truck World Team will reach out in advance of the show to confirm your entry submission and details.

EXHIBITOR MANUAL & SUPPLIER ORDER FORMS – COMING SOON

The Exhibitor Manual for Truck World will be available in early January and accessible online at www.truckworld.ca.

Please note, the Exhibitor Manual is an integral part of your Contract. It is the responsibility of each exhibitor to understand and respect the show's rules and regulations, including exhibit booth parameters, insurance requirements, fire regulations, move-in and move-out guidelines, shipping information, etc.

Additionally, Truck World works with a variety of service providers from electrical, sign hanging and décor, to transportation, customs clearance, and telecommunications. The full supplier directory, as well as service provider order forms will be available in early January and accessible online at www.truckworld.ca.

IMPORTANT INFORMATION – SCAM ALERT – PLEASE READ

Numerous companies are contacting our exhibitors, offering to sell or provide show attendee lists, exhibitors directory listings, and items alike. These offers are scams. Truck World does not sell any exhibitor directory listings or any type of attendee listings. All claims are false.

Please be advised that ALL our service providers are based out of the Greater Toronto Area, Ontario.

When in doubt, feel free to contact us directly to verify you are working with one of our show partners.

QUESTIONS?

Thierry Quagliata, Show Manager | 416.510.5235

Helena Gomes, Show Co-ordinator | 416.799.6265

Andrea Mays, Show Co-ordinator | 647.237.6216

Email us at truckworld@newcom.ca

truckworld.ca