



**TRUCK  
WORLD**

**APRIL 18 - 20, 2024**

THE INTERNATIONAL CENTRE  
MISSISSAUGA, ON

## Exhibitor Newsletter

**December 15, 2023**

Company Name:

Booth#:

*The Truck World team wishes you a wonderful holiday season and a prosperous New Year!*

Welcome to the third 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. Stay tuned for updates!

### **TRAVEL & ACCOMMODATIONS**

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

### **FREE VIP REGISTRATION PRINTED FORMS**

Click [HERE](#) to order printed forms 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](mailto: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.**

### **GREENTECH PRODUCT SHOWCASE**

A **new** feature area for 2024, the GreenTECH Showcase, will feature sustainable products & technologies from innovative companies that are paving the road for the future of transport. Contribute to your success by displaying your equipment, product or technology in this prominent showcase area located next to the **new** GreenTECH Forum (education stage) in Hall 5, for only \$420+ taxes / product. Click [HERE](#) for details and pricing.

## **SPONSORSHIP OPPORTUNITIES**

Truck World exhibitors can maximize their visibility and exposure through a combination of targeted advertising and dynamic sponsorships. From pre-show email campaigns to badge mailing inserts and onsite advertising, Truck World offers a variety of high-impact programs to drive booth traffic and maximize ROI.

Elevate your brand exposure and stand out from the competition at Truck World.

Click [HERE](#) to review our Sponsorship Brochure and [HERE](#) to submit your request by order form.

*\*Note that items marked "ON HOLD" are currently unavailable.*

## **NEW PRODUCT SHOWCASE**

Generate more traffic to your booth by displaying your new equipment, product, technology to thousands of decision makers. Space is limited and offered on a first come first served basis for \$420+tax/per product. The New Product Showcase will be in a strategic area of the show floor providing these innovations the best exposure.

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](http://www.truckworld.ca).

## **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.

## **QUESTIONS?**

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