



APRIL 18 - 20, 2024

THE INTERNATIONAL CENTRE
MISSISSAUGA, ON

Exhibitor Newsletter

January 12, 2024

Company Name:

Booth#:

Happy New Year!

Welcome to the fourth 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!

EXHIBITOR MANUAL & SUPPLIER ORDER FORMS

The Exhibitor Manual is an integral part of your contract and a great resource to help you plan and prepare for the show. It includes critical information including the show's rules and regulations, booth parameters, insurance requirements, available services, and mandatory forms.

Access the Exhibitor Manual [HERE](#). Password is **TW2024**

Deadline Dates: Access the Exhibitor Checklist [HERE](#) to stay on top of deadline dates and to save time & money.

FREE VIP REGISTRATION PRINTED FORMS

January 19, 2024 is the deadline to order free printed VIP registration forms. Click [HERE](#) to order printed forms that you can distribute to your clients and prospects for free registration to Truck World. Submit your completed order form to truckworld@newcom.ca. * *Printed quantities are limited, don't delay placing your order.*

EXHIBITOR INSTALLATION QUESTIONNAIRE

Exhibiting companies with booths 400 square feet and larger are required to complete the exhibitor installation questionnaire found [HERE](#) and submit your booth design to truckworld@newcom.ca by **February 23, 2024**. This information will assist with finalizing your move-in and out schedule.

TRAVEL & ACCOMMODATIONS

Take advantage of preferred rates by booking your travel and hotel accommodation with official Truck World suppliers [HERE](#).

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. Click [HERE](#) for details and pricing. The deadline to submit is **February 29, 2024**.

MARKETING TOOLKIT & INVITE/PROMO CODE – COMING SOON!

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?

The Truck World team is here to help, please contact us at truckworld@newcom.ca.

Thierry Quagliata, Show Manager | 416.510.5235

Helena Gomes, Show Coordinator | 416.799.6265

Andrea Mays, Show Coordinator | 647.237.6216

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