



APRIL 18 - 20, 2024

THE INTERNATIONAL CENTRE
MISSISSAUGA, ON

Exhibitor Newsletter

January 25, 2024

Company Name:

Booth#:

Welcome to the fifth 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!

FREE MARKETING TOOLS

FREE VIP REGISTRATION PRINTED FORM - DEADLINE EXTENDED

The deadline to order free **printed** VIP registration forms has been extended to tomorrow **Friday, January 26, 2024**. 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*

INVITE YOUR CLIENTS & PROSPECTS ELECTRONICALLY

Your VIP Invite Code:

Registration link with VIP Invite Code embedded:

Why share your invite code?

Share your VIP invite code to invite your clients and prospective clients to visit your booth. Advise them to register at truckworld.ca/register and enter your code, or with your custom link above - FREE OF CHARGE.

EXHIBITOR MARKETING TOOLKIT - COMING SOON!

This COMPLIMENTARY toolkit will include digital ads, social media graphics, personalized email invitations (HTML) and more, that you can use to promote your participation at Truck World ahead of time.

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](#). The password is **TW2024**

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

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. 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.

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