

International Centre, Toronto, ON

Thursday April 14 – 10:00 am to 6:00 pm

Friday April 15 – 10:00 am to 6:00 pm

Saturday April 16 – 9:00 am to 5:00 pm



Exhibitor Information



www.truckworld.ca



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Today's
Trucking

TRUCK NEWS

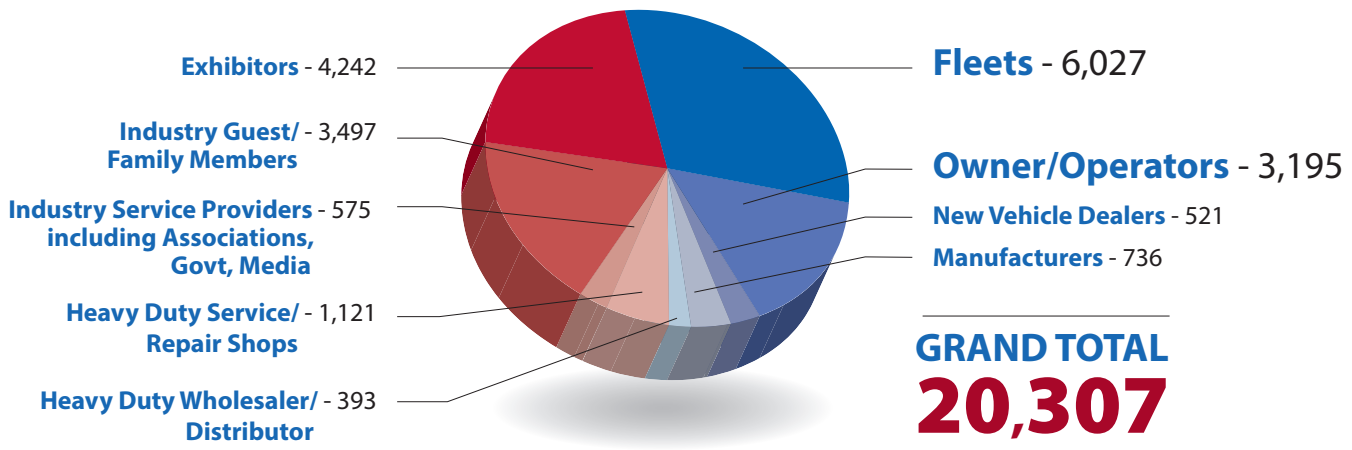
Why Exhibit?

Truck World attracts buyers...
Period.



Who are they?

2014 Truck World Categories



Why do they come?

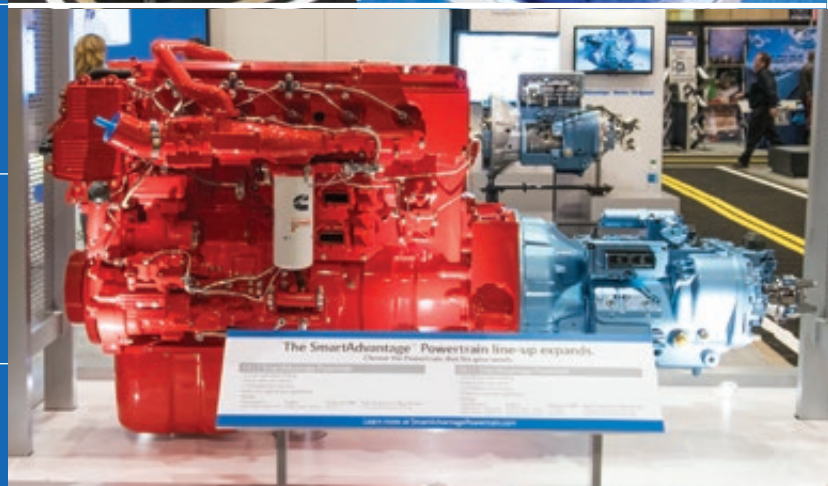
Top 3 reasons for attending are:

95% came to see new products,
equipment and services*

85% came to speak one-on-one
with product experts*

83% of Truck World 2014
attendees plan to attend
Truck World 2016*

*from Truck World 2014 attendee survey



Events

VIP Breakfast

Thursday, April 14, 2016, 8 am-10 am

Guest speaker to be announced.

- Order tickets, buy a table
- Over 300 top executives attended the Truck World 2014 Breakfast.



The Truck News

Recruitment Pavilion

Your best recruiting opportunity

59% of surveyed attendees came to Truck World 2014 to seek new opportunities.



Truck World Fleet Maintenance Seminar

In partnership with the Ontario Trucking Association (OTA), Performance Innovation Transport (PIT), and the Automotive Transportation Service Superintendent's Association (ATSSA), the first truly industry-wide supported seminar of its kind will be held at Truck World. It will take place on Wednesday April 13th at the International Centre. Details to follow...

Make the most of your investment

The following promotional opportunities are **included** with your Exhibit Space:

Exhibitor VIP Code

Each exhibitor will receive a personal VIP Code. Give this code to your customers and prospects and they can register online for free, courtesy of your company.

Better yet, we will do it for you.

Personalized Pre-registration Forms

Truck World will send each exhibitor a supply of pre-registration forms (printed with your VIP Code). You can personally hand your customers and prospects an invitation to pre-register for free and visit you at the show.

Online show guide listing

Include a company profile in our 24/7 online show guide listing.

Product Showcase

Promote your NEW product or service online prior to the show and onsite in front of thousands of decision makers.



Add our Truck World logo and your booth number to your website

Add our Truck World logo and your booth number on your company website to advise people you are exhibiting at the show.

Business Centre – your instant office in a quiet setting away from the crowd - present your company, have a technical discussion, or sign a deal with your new customer. Exhibitor and visitor badges will be scanned upon entry.



"We will invite your customers."

We can make it easy for your customers to attend Truck World 2016. Send us your customer list and we will pre-register each person and send them a badge, courtesy of your company. When they arrive at Truck World 2016 they can pick-up a badge holder and enter the show.

Also included **FREE** with your exhibit space

- Standard drape (if requested)
- Materials handling/drayage to your booth (not including assembly and disassembly)
- Listing in the official Show Guide, produced by Today's Trucking
- Listing in the online Show Guide
- Online Exhibitor Service Manual containing show information and order forms for equipment and services
- A supply of customized pre-registration forms to distribute to your customers and prospects

Note: Carpet is not provided with your exhibit space. Order forms for additional services, such as carpet, furniture, power, lighting, lead retrieval, catering and more will be available to all confirmed exhibitors in the Online Truck World Exhibitor Service Manual.

IMPORTANT WARNING

Beware of Non Official Suppliers and Vendors.

Leading up to Truck World, you may receive solicitation from non-official suppliers. Only those suppliers listed in the online Exhibitor Manual are Truck World Official Vendors. Please note that as Official Vendors, we allow representatives from these companies to contact you regarding specific deadlines and/or service opportunities.

Examples of Non Official Suppliers and Vendors

Truck World is not affiliated in any way with housing bureaus and travel agencies. If **Housing Bureaus** using the name such as Convention Housing Planner, Corporate Booking Services, Exhibit Housing Management, Exhibit Housing Services, Global Exposition Housing, Global Travel Partners and others claim to be an official supplier, please let us know immediately. These organizations offer to book accommodations and request your credit card information.

You may receive a form by mail, fax or email from **Directory Companies** using the name such as Expo (Fair) Guide, World Business Guide, Logismarket and others. They are using the Newcom Business Media and Truck World name without authorization. It is a scam. **DO NOT SIGN THEIR FORM.**

Increase your exposure

Here are more ways to reach qualified attendees



Newcom Video Group
can help with corporate and product videos.



Newcom Creative Department

As an additional service for exhibitors our Creative Services Group can assist you with the preparation of your flyers, brochures, point of sale material and signage.



Sponsorship Opportunities
Increase your exposure to key industry decision makers in addition to your exhibit space.



Custom Sponsorship

We'll work with you to customize a package that meets your needs, works within your budget and exceeds your expectations.



Printed Show Guide

Advertise in the show guide to keep your name in front of over 20,000 attendees during the show and all year round.



Banner Advertising

Build your brand by adding your company's logo in a banner ad on www.truckworld.ca.

Contact the show manager or your Newcom sales representative

Joan Wilson
Show Manager
joanw@newcom.ca

Tel: (toll free)
1-877-682-7469 x247
or 416-614-5817
Fax: 416-614-8861

Rates

Space Rates:

100-599 sq ft	\$18.35 per sq ft Corner Premium • 100-599 sq ft inline (\$155.00 per corner)
600-999 sq ft	\$16.00 per sq ft
1000-1999 sq ft	\$13.50 per sq ft
2000 sq ft & up	\$11.10 per sq ft

Show Guide Advertising Rates:

*(15,000 circulation)

Full Page	\$1,500
2/3	\$1,125
1/2 Island	\$975
1/2	\$825
1/3	\$600
1/4	\$500
1/6	\$375

Logo in the Official Printed Show Guide as well as in the Online e-Show Guide: \$175.00

Sponsorship Rates:

Platinum SOLD	Owner-Operator Forum . . \$7,500	Hat Day Hats
Gold (2 remain) \$15,000	Driver Lounge/ Recruitment. \$10,000	Insert with Truck
Grand Prize Sweepstakes . . . TBD <i>sponsor to provide prize</i>	Visitor Lounge and Bistro . \$5,000	World Bag \$1,000
VIP Breakfast SOLD	"You are Here" Signs. . . \$5,000	Hanging Banners \$1,500
Visitor Badge \$10,000	Insert with Visitor	Floor Signage \$1,000
Lanyards . . . \$8,000 <i>plus lanyards</i>	Pre-Show Mailing \$2,500	Truck World Banner Ad \$500/month \$2000/show and more...
Fleet Forum \$7,500	E-Newsletter. \$1,500	

All rates are quoted in Canadian dollars and subject to 13% HST.

Please make cheque payable to Truck World Show Corporation and send to:

Truck World

451 Attwell Drive, Toronto, ON, Canada M9W 5C4

Fax: 416-614-8861 • Tel: 416-614-5817

	THURSDAY	FRIDAY	SATURDAY
Show Dates/Hours	APRIL 14	APRIL 15	APRIL 16
	10 am to 6 pm	10 am to 6 pm	9 am to 5 pm

NEWCOM

451 Attwell Drive
Toronto, ON M9W 5C4
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