



With a little more than 70 days until show time, many deadlines are quickly approaching. **Please take note of the upcoming deadlines, listed below.**

DUE FRIDAY!

Deadline	Item	Supplier
February 5, 2016	Exhibitor Appointed Contractor Form (EAC)	Newcom Business Media
February 12, 2016	Product Showcase Application	Newcom Business Media
February 19, 2016	Booth Drape Order Form	Newcom Business Media

For a full list of deadlines, [CLICK HERE](#)

DON'T FORGET....

VIP Code:

Booth Number:

PROMOTE YOUR PRESENCE IN TRUCK WORLD 2016

Pre-show promotion is important to your success. Use your *personal VIP Code* to invite your customers. Encourage all of your key customers and prospects to register on-line for free, compliments of your company. After 4:00 PM, April 13th, visitor registration is \$20 per person.

WAYS TO PROMOTE:

1. PERSONAL ELECTRONIC INVITATION

[CLICK HERE](#) to download a template of our pre-registration invitation and customize it to suit your needs.

2. Online Banners

Place an event banner or button on your website or newsletter and let your customers and prospects know that you are exhibiting at the show. Download either the image or copy the HTML into your website [HERE](#)

3. Social Media

Stay in the loop and Follow us on [Twitter](#) & [Facebook](#)! We will be promoting highlights of the show as well as providing **IMPORTANT DEADLINE REMINDERS** for exhibitors. Join the fun and promote your presence even further. Don't forget to include #truckworldshow or tag us @truckworldshow if you want us to retweet ;)

Exhibitor Registration

An email was sent out last week with instructions on how to register your booth personnel. If you have not received this email, please let us know.

Show Guide Instructions

We have been working *day and night* to upload our *new Interactive Floor plan & Show Guide* to our website. Stay tuned, tomorrow you will be receiving an email with instructions on how to upload online.

WARNING

Exhibition Housing Management is calling Truck World exhibitors to reserve hotel space through them. Truck World is not affiliated in any way with any travel agencies. We strongly recommend that you exercise careful due diligence in doing business with these agencies. Contact the [Marriott Toronto Airport](#) or the [Sandman Signature](#) directly for hotel rooms.

CONTACT US

Joan Wilson, Show Manager, 416.510.5112, joanw@newcom.ca

Thierry Quagliata, Assistant Show Manager, 416.510.5235, thierry@newcom.ca

Megan Mehlenbacher, Show Coordinator, 416.510.5234, megan@newcom.ca