



## Truck World 2018 a Resounding Success

*Canada's leading trucking industry trade show attracts record numbers*

TORONTO, ON – May 10, 2018

Truck World jointly produced by Newcom Media and Hannover Fairs, division of Deutsche Messe, took place at the International Centre, April 19-21. The leading tradeshow for Canada's trucking industry welcomed 19,595 industry professionals over 3 days.

"With our goal of creating a business environment, not just a walk-around, I couldn't be happier with this year's attendance." says Joe Glionna, President of Newcom Media Inc. "Starting Thursday with 450 industry professionals at the opening breakfast, having the Ontario Trucking Association's board meeting on-site, and announcements of truck deals right on the show floor, I'm hearing a tremendous amount of positive comments from the exhibitors. I think the excitement on the show floor is indicative of the general mood across the industry right now."

There were 14,807 visitors who walked through the halls of the International Centre (Toronto) from April 19 to 21, interacting with 4,788 exhibitor representatives in more than 525 exhibit spaces.

An additional hall was utilized for this year's sold out show totaling 5 halls, making this show the largest Truck World in its history, with over 179,000 square feet of booth spaces and nearly 400,000 total show square footage.

"On Friday and Saturday, the recruitment pavilion was a true success." said Thierry Quagliata Truck World Show Manager, "Over 100 recruiting companies were spread out between hall 4 and the general show floor, attracting more than 5,000 drivers looking for new career opportunities."

Truck World is endorsed by the Ontario Trucking Association (OTA) and the Canadian Trucking Alliance (CTA). Navistar was the event's prominent sponsor and provided free WIFI for the show, while Cummins sponsored the well-used Show mobile APP.

Highlights of the show included:

- VIP kickoff breakfast with guest speaker David Carroll, Author of United Breaks Guitars,
- Knowledge Stop – NEW this year, where industry experts shared their expertise, including the very popular session where representatives from the Ontario Police Commercial Vehicle Committee reviewed trip inspections,
- Fleet Forum where industry leaders discussed the state of Platooning,

- Awarding of Newcom Media award 2018 Highway Star of the Year honors to Westcan Bulk Transport's Doug McGowan, an award sponsored by Freightliner, Eberspaecher, and the Owner-Operator's Business Association of Canada.
- Women in Trucking salute to women in the industry.

**Upcoming shows:** IAA Commercial Vehicles September 20-27, 2018 in Hanover Germany, Surface Transportation Summit October 10, 2018 in Mississauga, ON, ExpoCam April 11-13, 2019 in Montreal, QC, North American Commercial Vehicle Show October 28-31 2019 in Atlanta, GA, and the next Truck World, April 16-18, 2020 in Toronto (Mississauga), ON.

**About Newcom Media:** With offices in Toronto and Montreal, Newcom Media is Canada's premier B2B publisher, delivering information and marketing services to a wide variety of industries via magazines, directories, and trade shows. Their trucking portfolio includes Today's Trucking, Truck and Trailer, Transport Routier, Truck News, and Truck West magazines, as well as the Truck World, ExpoCam and North American Commercial Vehicle (NACV) trade shows.

**About Deutsche Messe/ Hannover Fairs USA:** Hannover Fairs USA (HFUSA) develops and manages marketing programs at Deutsche Messe events in Hannover, Germany and the United States, as well as in such key emerging markets as China, India and Turkey. Working closely with its clients, Hannover Fairs helps them maintain their competitive position on and off the event floor. The company's programs reflect the global scope of Deutsche Messe's activities.

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