2022 Sponsorship Opportunities

www.truckworld.ca

Endorsed by:

Produced by:

Official Media:

Canadian Trucking Alliance
Alliance Canadienne du Camionnage

Ontario Trucking Association

NEWCOM SHOW DIVISION

Today's Trucking

Road Today
Sponsor Key Benefits

- Increase booth traffic and exhibiting ROI
- Extend your company’s presence beyond your booth
- Position your company as a leader
- Build brand awareness
- Differentiate yourself from competitors

Rates at a glance

Onsite opportunities:
Hall 1 registration area .................. SOLD
Hall 5 registration area .................. SOLD
Hall 1 Walkthrough .....................
Hall 2-5 Connector areas ............... SOLD
Hall 4 Recruitment Pavilion Entrance ... SOLD
Hall 5 Entrance Floor Decal ............ $2,900
Onsite Printed Show Map ................. $9,000
Wayfinder Digital Screen .................
  1 Unit .......................................... $2,050
  2 Units .......................................... $3,300
  4 Units .......................................... $6,500
Phone charging stations ................. $4,800
Sponsor Branded Water ................ $3,500/day
Hall 5 Visitors restaurant area .....
Business Centre ........................ $6,000
Buyer’s lounge ............................ $12,000
Hanging banners ....................... $1,650/banner
Floor signage decals ................... $550/sign

Promotional opportunities:
Lanyards ..................................... SOLD
Visitor badges .......................... $10,000
Inserts in visitors pre-show mailing $3,000
Inserts in Truck World bag .......... $1,500
Hotel keys ................................... $3,900

Event Opportunities:
Knowledge stop .......................... $4,500
Virtual reality headset prize draw ... $2,500
Hat day ...................................... min 100 hats

Online opportunities:
Mobile app ................................ $9,000
Truck World Website Banner Ad ....... $550/Month - $2,500/Show
Online Logo .............................. $185/logo
Online Video .............................. $199
Visitor pre-registration page /
  Registration Confirmation email and printed page .......... $3,500
  E-newsletter ............................. $1,650/newsletter
  Custom E-blast ......................... $3,500/e-blast
  Social Media Campaign ............. $500/advertisement
Hall 1& 5 Entrance Registration Areas

Your company logo at one of the show entrances. Sponsor’s logo on the registration counter kick panels, around the columns, glass doors, and floor decals.

Hall 1 Registration Area

**Sponsorship Features:**
- Registration counters kick panels
- Three Column wraps
- Three floor decals
- Entrance glass door decals
- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: SOLD

Hall 5 Registration Area

**Sponsorship Features:**
- Registration counters kick panels
- Three Column wraps
- Entrance glass door decals
- Three floor decals
- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: SOLD
The Walkthrough/Connector Areas

One of the busiest areas of the show. Thousands of attendees walk through these locations to access other exhibit halls. Your company brand will be viewed by a large number of Truck World buyers.

Hall 1 Walkthrough

**Sponsorship Features:**

- Three large column wraps (12 ft high Hexagon wrap)
- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost:

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Hall 2 – 5 Connector

**Sponsorship Features:**

- Connector column wraps (2 columns)
- Connector stair signage
- Two billboards on top of connector stairs
- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: **SOLD**

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Hall 4 Recruitment Pavilion Entrance

**Sponsorship Features:**

- Three overhead banners single sided
- Three feather flags
- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: **SOLD**

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Hall 5 Entrance Floor Decal

Transform this high traffic area of the show into a prime branding location with your logo on a custom floor graphic

**Sponsorship Features:**

- Prominent sponsor decal (10’ x 10’) placed just after entering Hall 5.
- Sponsor will be recognized on the Truck World website sponsor page

Sponsorship Cost: $2,900
Onsite Printed Show Map

Become the exclusive sponsor of the show floor plan and listings. Put your brand directly in the hands of all show attendees. As part of your sponsorship, you get four pages, full color ad, on the back of the show floor plan and listings.

**Exclusive sponsorship:**

Limited to one sponsor only.

• Sponsor will be recognized on the Truck World website sponsors page

Sponsorship Cost: $9,000

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Wayfinder Digital Screen

The Interactive Digital Wayfinding Screen(s) will be placed in strategic location(s) throughout the show floor. This is one of the most efficient ways to catch buyers’ attention with your company logo and/or video positioned on top of the screen. This new Digital Screen will hold Truck World floor plan, list of exhibitors, new product showcase and other key show information.

**Sponsorship Features:**

• Logo/video* inclusion on top of the screen  
  *Logo and Video to be provided by sponsor
• Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: Exclusive to one main sponsor per unit.

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Phone Charging Stations

Strategically positioned in different locations of the show floor, your company will receive full company’s brand recognition thanks to the custom-designed screen and capabilities. Your logo and message will be viewed by thousands of Truck World attendees.

**Sponsorship Features:**

• Total of three (3) charging stations located in hall 1, hall 2 and in the hall 2-5 connector.
• Sponsor logo/video* inclusion on device screen.  
  *Logo and Video to be provided by sponsor
• Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: $4,800/for 3 units  
Option to order individual unit for $1,800/Unit
ONSITE SPONSORSHIP OPPORTUNITIES

Branded water
Get your brand in front of a 1000+ attendees entering Truck World, with this exclusive branded bottled of water sponsorship. Attendees will be welcomed at the show entrances with a FREE bottle of water with your company logo

Sponsorship Features:
• Personalized bottled water with your company logo in the front of the first 1000+ of attendees through Hall 1 and Hall 5 entrances.
• Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: 1000 bottles (500 bottles distributed at Hall 1 and Hall 5) $3,500/day
1500 bottles (750 bottles distributed at Hall 1 and Hall 5) $4,500/day

Restaurant Area
Located in hall 5, the restaurant gives Truck World attendees the opportunity to enjoy a meal and rest without exiting the show floor. This is an outstanding opportunity to increase your company’s visibility in this area that attracts thousands of visitors.

Sponsorship Features:
• Prominent sponsor identification signage above the restaurant area
• Sponsor decals on restaurant tables (40 tables)
• Two (2) billboards
• Two sponsor literature stands
• 1 charging station (logo and or video to be provided by sponsor)
• Sponsor will be recognized on the Truck World website and mobile app sponsor page.

Sponsorship Cost: $7,800

Truck World Business Centre
Located in two strategic rooms of Hall 2-5 connector. This meeting place is designed to provide exhibitors and attendees a private area where they can discuss sensitive business or get business done away from the show floor.

Sponsorship Features:
• Sponsor logo decals on the room tables.
• One literature rack placed at the room entrances
• Reception desk kick panels
• 1 charging station (logo and or video to be provided by sponsor)
• Sponsor will be recognized on the Truck World website and mobile app sponsor page.

Sponsorship Cost: $6,000

For multi day distribution, contact us for cost.
ONSITE SPONSORSHIP OPPORTUNITIES

Truck World Buyer’s Club

Exclusive sponsorship opportunity to present your brand to C-Suite key industry players. The VIP Club provides a relaxing and peaceful environment for high level private networking and meeting, away from the show crowd. Food & non alcoholic beverages will be offered.

- Your logo on the official VIP invitation sent to Key Industry Buyers
- Two (2) billboards placed in the room
- Sponsor goodies placed in the room, pens, pad, and flyers
- Sponsor will be recognized on the Truck World website and mobile app sponsor page.

Sponsorship cost: $12,000 (Open only on Thursday and Friday)

Hanging Banners

Have your 4’ x 6’ double-sided sign hanging from the ceiling (with the aisle number attached below).

This high-profile signage is a fantastic way to grab visitors’ attention and highlight a unique feature or product from your exhibit. Printing is included.

Cost per sign: $1,650

Floor Signage

Direct visitors to your booth with this innovative signage. Signs are laid on the floor on an aisle leading to your booth and can include your logo, booth number and a brief (maximum 6 words recommended) message. Printing is included. Artwork is provided by the sponsor.

Cost per sign: $550
Cost for 5 signs: $2,000
Cost for 10 signs: $3,500
Lanyards (Strap attached to Name Badges)

Get walking advertising by more than 15,000 Truck World 2020 visitors wearing your company name and lanyards. Your company name will be seen everywhere throughout the exhibit halls. A minimum of 15,000 lanyards must be supplied by the sponsor.

- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Sponsorship Cost: SOLD

Visitors Badges

What a better way to advertise to every attendee than to have your company logo, printed in full colour on the front of 15,000 visitor badges. This powerful promotion keeps your logo walking around the entire exhibit hall all 3 days.

- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Order deadline: January 28, 2022
Cost: $10,000

Inserts with Visitors Pre-Show Mailing

Put your promotion into the hands of 20,000 pre-registered attendees as they are making their plans for the show. Tie into this effective direct mail program, which reaches the most highly motivated of our attendees, those who have taken the time to register in advance for the show. The insert must be sized to fit into a No. 10 envelope (without folds). We provide the envelope, labour and postage.

Insert must be ready by February 18, 2022
Sponsorship Cost: $3,000

Inserts with Truck World Bag

Put your promotional item(s) or premium in the hands of every visitor by providing an insert in the Truck World bag. Items must be delivered to the Truck World office by March 2, 2020. A minimum of 10,000 items must be provided (maximum 15,000). Items must be approved by Truck World in advance. Maximum weight per item: 250g.

Sponsorship Cost: $1,500

Hotel Room Key

Sponsor’s Logo + Visit us at Booth #

Printed on one side of the Hotel Room Key and given to all hotel guests who registered through our 4 (four) Truck World Official Host Hotels room blocks.

Exclusive to one main sponsor
Sponsorship Cost: $3,900
The Knowledge Stop

What a better opportunity to associate your company name and / or brand to this unparalleled educational program, happening on the show floor during the 3 days of the show, where leading industry experts present significant industry topics.

Sponsorship features:

• Your company logo / brand applied to the knowledge stop mounted wall
• Company logo will be included in Knowledge Stop promotion
• Sponsor will be recognized on the Truck World website and mobile app sponsor page.

Exclusive to one main sponsor
Sponsorship Cost: $4,500

Virtual Reality Headset – Ballot box

A great opportunity to attract hundreds of attendees to your booth with this amazing new draw prize!

A ballot box will be provided to the Sponsor.
Sponsor will have an individual ballot with Sponsor name, logo, and booth number.
Ballots will be combined with the attendee’s badge and mailed to pre-registrants.

• Sponsor will be recognized on the Truck World website and mobile app sponsor page.
Maximum of 5 VR headset available.
One Virtual Reality Headset prize per sponsor.
Order deadline: January, 28, 2022
Sponsorship cost: $2,500 / VR Headset

Hat Day

A huge success with visitors at previous shows, a great opportunity to create brand awareness or draw attention to a new product. We recommend the Sponsors give away hats to the first 2,000 visitors on Saturday April 23 at 9:00 am.
Each Sponsor must provide a minimum of 100 hats
Sponsorship cost: 100 hats/Sponsor
Mobile App

Get your company noticed from the moment Truck World official Mobile app is downloaded, activated, and after the event when it becomes the handiest access to our show buyers guide.

Sponsorship features:

- Sponsor recognition on the mobile app
- Welcome screen (splash page)
- Sponsor logo on static app banner
- Sponsor push notifications
- Sponsor social feed
- Sponsor will be recognized on the Truck World website and mobile app sponsor page

Exclusive to one main sponsor

Sponsorship Cost: $9,000

Truck World Website Banner Ad*

Increase your visibility by advertising on the Truck World website. Get your company’s banner visible on our homepage.

*To be provided by sponsor

Cost: $550/month or $2,500/show

Your Logo

Add your logo to the Truck World online exhibitor list. Capture visitors’ attention when they are browsing the exhibitor list on Truck World’s website and mobile app.

Cost: $185

Your Video(s)

Add your video(s) to your company’s profile on our online exhibitor list. Get more views of your company & product(s) video(s) when attendees are browsing for exhibitors and products before, during and after attending Truck World.

Cost: $199
**Visitor Pre-registration page**

Be the first company noticed when visitors register online for the show. More than 85% of Truck World attendees register online before the show. This is an outstanding opportunity for your company and brand to be visible in front of thousands potential buyers.

Your company logo will be on the:
- Online registration page
- Registration confirmation email
- Printable confirmation page

Exclusive to one main sponsor

**Sponsorship Cost:** $3,500

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**E-newsletter**

Add your logo, a short (maximum 25 words) message and link to your website to the Truck World 2022 visitor E-Newsletter which will be sent to all pre-registered visitors three times before the show.

**Distribution dates:**
- February
- March
- April 2022.

**Cost per Newsletter:** $1,650

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**Custom E-blast**

Promote directly to targeted pre-registered attendees prior to the show. Provide us your custom message in HTML format and Truck World will email it one time to the targeted group(s).

**Limited number of E-blasts,**
- one per month maximum:
  - February, March, and April 2022.

**Sponsorship Cost:** $3,500/E-blast

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**Social Media Campaign**

Your company logo co-branded with Truck World’s Social Media campaign towards LinkedIn targeted audience, Facebook and Twitter followers.

**Sponsorship Cost:** $500/Advertisement
Connecting you with buyers...

Ask our staff how Canada’s leading trucking show can help you **INCREASE BRAND AWARENESS** and reach new buyers and prospects.

**Rules and requirements for all sponsorship, advertising and promotional programs**

**Eligibility**
- Confirmed exhibitors are eligible.
- Non-exhibiting manufacturers or trucking industry service providers are ineligible.
- Outside (non-trucking industry) organizations are eligible.

**Requirements**
A 50% deposit is required to confirm the Sponsorship. No logo placement in advertisements or other materials will take place until the deposit is received.

- The final balance is required by January, 28, 2022.
- Sponsorship funds are non-refundable.
- HST is applicable to Sponsorships and will be applied to your invoice.

For more information on Sponsorship Opportunities at Truck World 2022 contact:

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