



**APRIL 18 - 20, 2024**  
THE INTERNATIONAL CENTRE  
MISSISSAUGA, ON

## Exhibitor Newsletter

March 22, 2024

Company Name:

Booth#:

### **GES & SHOWTECH – ADVANCED PRICING ENDS MARCH 25**

If you require carpet, furniture, electrical, or sign hanging services for your booth, please submit your order by *Monday, March 25* to receive advanced rates.

Place your order [HERE](#) with GES for carpet, furniture, labour, graphics, etc.

Place your order [HERE](#) with SHOWTECH Power & Lighting for electrical and sign hanging/rigging.

### **LAST CALL! GREENTECH PRODUCT SHOWCASE – SUBMISSION EXTENDED TO MONDAY, MARCH 25**

Have sustainable services or technology? Display them in our GreenTECH Product Showcase feature area at the show.

View details and pricing for GreenTECH Product Showcase [HERE](#).

### **VIP KICKOFF BREAKFAST – ORDER BY FRIDAY, MARCH 29**

In the race to bring zero-emission trucks to market, Nikola Corporation has emerged with the first production-ready Class 8 fuel-cell-electric trucks on North American roads - and it's targeting Canada as a key market for the vehicles. Join Nikola CEO Steve Girsky for this in-depth discussion that will explore battery-electric vehicles, fuel cells, infrastructure needs, and more.

Join us for the VIP Kickoff Breakfast on Thursday, April 18 at 8:00 am. Tickets are \$105 per person or \$750 per table (round of 8).

Order tickets [HERE](#) by **Friday, March 29, 2024**. *(Your password to access your exhibitor registration is your postal code without any space or zip code)*

Please note that registration of badges is required for all guests attending the VIP Kickoff Breakfast.

### **NEW! SOUTH ASIAN EVENING RECEPTION – FRIDAY, APRIL 19**

For the first time, Truck World 2024 will be honouring and celebrating the invaluable contributions of the South Asian community to the trucking industry. This evening will feature a special

exhibition and a VIP evening reception with entertainment, dignitaries and more. The number of tickets is limited, so don't delay purchasing yours for this not to be missed networking event!

Location: Hall 5, Aviation Ballroom A&B  
Time: 5:00pm – 7:30pm

Add ticket onto your exhibitor registration [HERE](#). *(Your password to access your exhibitor registration is your postal code without any space or zip code)*

Please note that registration of badges is required for all guests attending the South Asian Evening Reception.

## INVITE YOUR CLIENTS & PROSPECTS ELECTRONICALLY

Your VIP Invite Code:

Share this registration link below, with invite code embedded with your clients, so they can register for free:

(Preregistration ends at 6:00 pm on Wednesday, April 17)

### 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 [HERE](#) and enter your code or use your custom link registration link above - FREE OF CHARGE.

## EXHIBITOR MARKETING TOOLKIT

This [COMPLIMENTARY toolkit](#) includes 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.

## 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](mailto:truckworld@newcom.ca).

Helena Gomes, Show Coordinator | 416-799-6265  
Lianne Pead, Operations Manager | 416-510-6819  
Thierry Quagliata, Show Manager | 416-510-5235

**truckworld.ca**