

## Exhibitor Newsletter

April 4, 2024

### VIP KICKOFF BREAKFAST

#### ***PURCHASE YOUR TICKET BEFORE THURSDAY, APRIL 11!***

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.

Location: Hall 5, Aviation Ballroom A&B

Time: 8:00-9:30 am (breakfast served at 8am)

Fee: Tickets are \$105 per person or \$750 per table (round of 8), plus taxes.

Order tickets [HERE](#) by Thursday, April 11, 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.

### 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

Fee: Tickets are \$90 per person, plus taxes.

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.

## KNOW-BEFORE-YOU-GO NEWSLETTER – COMING APRIL 11

Keep an eye on your inbox for the last exhibitor newsletter before the show, coming next week on Thursday, April 11. It will include important information regarding show site and show days.

## EXHIBITOR MANUAL & SUPPLIER ORDER FORMS

The Exhibitor Manual is an integral part of your contract and a great resource to help you plan and prepare for the show. It includes critical information including the show's rules and regulations, booth parameters, insurance requirements, available services, and mandatory forms.

Access the Exhibitor Manual [HERE](#). The password is **TW2024**.

## 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).

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**truckworld.ca**