



Driving Sustainable Innovation in Trucking

Now in its second edition, GreenTech is Canada's premier hub for alternative trucking technologies.

This dedicated tradeshow space brings together exhibitors, and hands-on product experiences, all designed on helping fleets reduce operating costs while achieving their environmental goals.



Three powerful strategies to attract the right buyers to your booth



1 The GreenTech Pavilion

A dedicated section on the show floor featuring companies that deliver sustainable solutions. From advanced equipment and clean technologies to products that support eco-friendly operations, this Pavilion highlights the industry's most innovative suppliers, all in one location.



2 The Ride & Drive

Nothing sells like experience. The Ride & Drive lets road professionals get behind the wheel and test drive the latest trucks equipped with alternative technologies in real-world conditions. Exhibitors can showcase their vehicles on an established route around the venue, creating unmatched opportunities to connect with buyers and gather valuable feedback.



3 The GreenTech Conference

Running directly within the Pavilion, this three-day conference addresses the biggest challenges and opportunities in sustainable development for the trucking industry. It draws decision-makers, looking for new ideas, proven solutions, and expert partners to the pavilion, ultimately bringing more potential customers directly to your booth.

Who should exhibit in GreenTech?

The Pavilion is designed for companies offering:

- Alternative Fuels
- Autonomous Vehicles & Technology
- Battery Electric / Battery Technology
- Climate Control Systems / Auxiliary Power
- Compressors
- Electric Vehicles
- Engines: Zero & Near-Zero Emissions
- EV Charging
- Fuel & Vehicle Efficiency Technologies
- Hybrid Technology
- Hydrogen & Fuel-Cell
- Propane Autogas
- Remanufactured/Refurbished products and parts
- Renewable Natural Gas
- Software: Fleet/Logistics/Routing
- Vehicle Tracking: Telematics/Communications

If your company fits one or more of these categories, the GreenTech Pavilion is the perfect place to stand out.

Why exhibit?

- High visibility in a dedicated show floor section
- Direct access to fleets and buyers committed to sustainable growth
- Engaged audiences through conference programming and test-drive experiences
- Unique positioning as part of Canada's leading hub for alternative trucking technologies



Conference Focus Areas

Alternative fuels (electric, hydrogen, hybrids, renewable fuels)

AI to improve operational efficiency

Autonomous driving and platooning

E-trailer technologies

Circular economy and recycling

Eco-driving

ESG and sustainability

Secure your space in the GreenTech Pavilion today and position your brand at the centre of Canada's sustainable trucking movement.



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