

THE INTERNATIONAL CENTRE, TORONTO (MISSISSAUGA), CANADA

**TRUCK  
WORLD**

APRIL 16-18, 2026

# Sponsorship Opportunities 2026

[www.truckworld.ca](http://www.truckworld.ca)

Endorsed by:



Ontario  
Trucking  
Association

Produced by:

**NEWCOM**  
SHOWS

Official media:

**Today's  
Trucking**



**Put Your Company in the Driver's Seat!**  
**Maximize your visibility with targeted sponsorship**  
**and advertising opportunities that connect your**  
**brand with Truck World attendees—before,**  
**during, and after the show.**

## Key Sponsor Benefits

- Create more traffic to your booth
- Generate more leads
- Strengthen your company's participation
- Boost brand awareness
- Stand out from your competitors



## Rates at a glance

### Onsite opportunities:

OS1 Hall 1 Registration area .....	<b>SOLD</b>
OS2 Hall 5 Registration area .....	<b>SOLD</b>
OS3 Large Billboard in hall 1 lobby.....	<b>SOLD</b>
OS4 Hall 1 Walkthrough .....	<b>SOLD</b>
OS5 Hall 4 Entrance .....	<b>\$4,700</b>
OS6 Hall 2 Connector entrance .....	<b>\$5,200</b>
OS7 Hall 2 Truck World Bar.....	<b>TBD</b>
OS8 Hall 2-5 Connector staircase/columns .....	<b>\$8,100</b>
OS9 Hall 2-5 Connector wall banners.....	<b>SOLD</b>
OS10 Hall 2- 5 Connector wall opposite glass window.....	<b>\$3,500</b>
OS11 Connector ramp glass surround .....	<b>SOLD</b>
OS12 Hall 5 — Entrance floor decal .....	<b>ON HOLD</b>
OS13 Directional sign.....	<b>from \$690</b>
OS14 Hanging banners .....	<b>From \$2,150</b>
OS15 Floor signage.....	<b>From \$550</b>

### Promotional opportunities:

PM1 Lanyards .....	<b>SOLD</b>
PM2 Visitor badges .....	<b>SOLD</b>
PM3 Show bag.....	<b>SOLD</b>
PM4-Onsite printed show map .....	<b>\$6,500</b>
PM5 Inserts with Visitor pre-show mailing .....	<b>\$3,000</b>
PM6 Inserts with show bag.....	<b>\$1,800</b>
PM7 Air Canada gift card – Ballot kiosk.....	<b>\$2,750</b>
PM8 Saturday Hat Day.....	<b>Between 25 to 100 hat</b>

### Digital advertising opportunities:

LN1 Truck World website banner ad .....	<b>ON HOLD</b>
LN2 Social media campaign .....	<b>\$550/advertisement</b>
LN3 Social media video post .....	<b>\$750/post</b>
LN4 Visitor pre-registration page .....	<b>ON HOLD</b>
LN5 Truck World eNewsletter banner ad .....	<b>\$2,100</b>
LN6 Co-branded eDirect .....	<b>\$3,900</b>
LN7 Your company logo.....	<b>\$210</b>
LN8 Your company video(s) on the online list of exhibitors .....	<b>\$215</b>

## Hall 1 & 5 Entrance Registration Areas

Feature your company logo at a prime show entrance, with additional branding opportunities on registration counter kick panels, surrounding columns, glass doors, and floor decals.

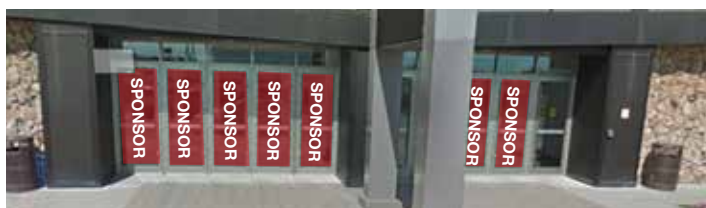
### OS1 | Hall 1 | Registration

#### 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 sponsor page

#### Sponsorship Cost: **SOLD**

*(Artwork provided by sponsor)*



### OS2 | Hall 5 | Registration



#### 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 sponsor page

#### Sponsorship Cost: **SOLD**

*(Artwork provided by sponsor)*

### OS3 | Hall 1 | Lobby Billboard

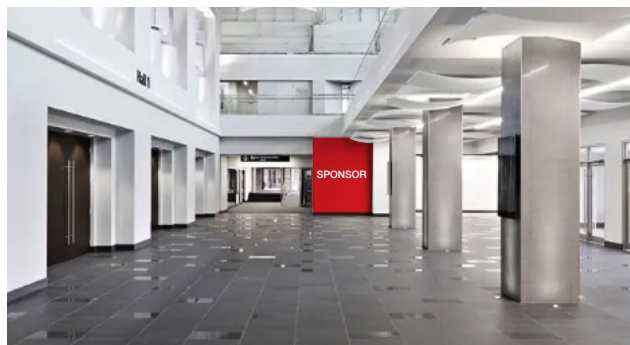
Grab attendees' attention with this large billboard — perfectly positioned for maximum visibility as they register or pick up their badge before entering the show.

#### Sponsorship Features:

- Billboard dimensions: 8 ft x 6.5 ft
- Sponsor will be recognized on the Truck World website sponsor page

#### Sponsorship Cost: **SOLD**

*(Artwork provided by sponsor)*



## OS4 | Hall 1 | Walkthrough

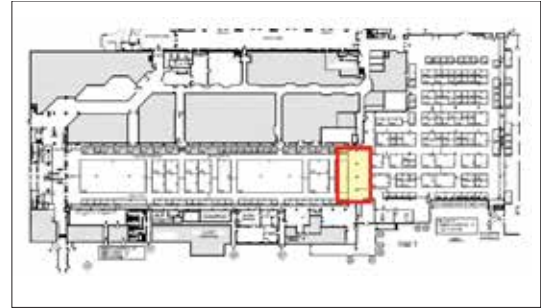
One of the busiest areas of the show. It's an unavoidable walkthrough for attendees to access other exhibit halls.

### Sponsorship Features:

- Three large column wraps
- Sponsor will be recognized on the Truck World website sponsor page.

### Sponsorship Cost: **SOLD**

(Artwork provided by sponsor)



Hall 1 Walkthrough

## OS5 | Hall 4 | Entrance

Be the exclusive sponsor and capture the attention of every attendee entering the Hall 4.

### Sponsorship Features:

- 3 overhead banners single sided
- 3 feather flags
- 3 floor decals

### **EXCLUSIVE** Sponsorship Cost: \$4,700

(Artwork provided by sponsor)



Hall 4 Entrance

## OS6 | Hall 2 | Connector Entrance

Your brand noticed immediately by attendees entering the passageway connecting hall 2 and hall 5.

### Sponsorship features:

- 2 overhead banners sizes
- 1 x 10' x 10' floor decal

### Sponsorship cost: \$5,200

(Artwork provided by sponsor)



Hall 2 Connector Entrance

## OS7 | Hall 2 | Truck World Bar & Cafe

Get your message clearly placarded on the bar counter panels.

### Sponsorship cost: **TBD**

(Artwork provided by sponsor)





## OS8 | Hall 2 – 5 | Connector

Capitalize on another prime spot within the show floor—promote your brand inside the exclusive indoor passage connecting Hall 2 and Hall 5.

### Sponsorship features:

- Connector column wraps (2 columns)
- Connector stair signage
- Two billboards on top of connector stairs
- Sponsor will be recognized on Truck World website.

**Sponsorship cost: \$8,100**

*(Artwork provided by sponsor)*



## OS9 | Hall 2 – 5 | Connector wall banners

Get your product or service noticed! Feature your brand on one of the most prominent areas of the connector between Hall 2-5.

### Sponsorship Features:

- 2 large wall banners of 25' x 8' and 15' x 8'

**Sponsorship cost: SOLD**

*(Artwork provided by sponsor)*



## OS10 | Hall 2-5 | Connector Wall (Opposite Glass Window)

Make your company stand out beyond mere visibility - present your brand on this glass window located in the connector of Hall 2-5, which most attendees pass through to access these two halls.

- Glass window decal dimensions: 10' x 8'
- Sponsor will be recognized on the Truck World website sponsor page

**Sponsorship cost: \$3,500**

*(Artwork provided by sponsor)*



## OS11 | Connector Ramp Glass Surround

Showcase your company brand prominently with your visual displayed on the Hall 2-5 Connector Ramp Glass Surround.

### Sponsorship cost:

- 2 x Connector Ramp Glass Surround **SOLD**

*(Artwork provided by sponsor)*



## OS12 | Hall 5 | Entrance floor decal

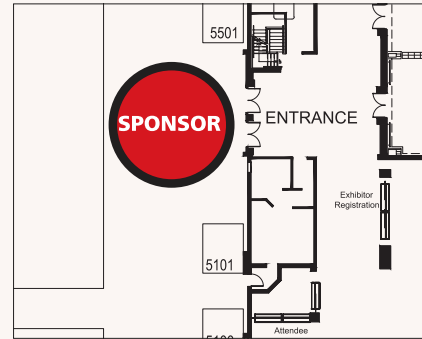
Turn this high-traffic area of the show into a standout branding opportunity by showcasing your logo on a custom-designed floor graphic.

### Sponsorship Features:

- Prominent sponsor decal (10' x 10') placed just after entering hall 5

**Sponsorship cost: \$3,150**

(Artwork provided by sponsor)



## OS13 | Directional Sign

Enhance your brand visibility with our unique freestanding totems — perfect for guiding attendees to various halls while prominently showcasing your company logo.

Cost per sign: **\$690**

Cost for 3 signs: **\$1,700**

Cost for 5 signs: **\$ 2,600**



## OS14 | Hanging Banners

Hang your 4' x 6' double-sided sign from the ceiling, complete with aisle number below. This high-visibility signage is a great way to capture visitors' attention and showcase a key feature or product. Printing is included.

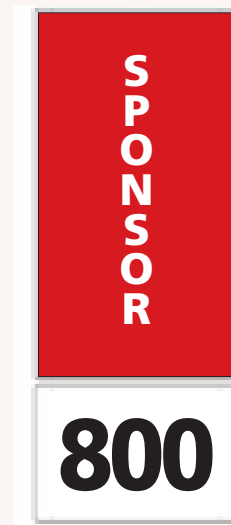
### Sponsorship cost:

Cost per hanging sign: **\$2,150**

Cost for 5 hanging signs: **\$9,900**

Cost for 10 hanging signs: **\$18,500**

(Artwork provided by sponsor)



## OS15 | Floor Signage

Guide visitors to your booth with eye-catching floor signs placed along the aisle. Include your logo, booth number, and a brief message (up to 6 words recommended). Printing is included.

**Sponsorship cost:**

Cost per sign: \$550

Cost for 5 signs: \$2,000

Cost for 10 signs: \$3,500

*(Artwork provided by sponsor)*



## PM1 | Lanyards

Turn 10,000+ Truck World visitors into walking advertisements with branded lanyards. Your company name will be seen throughout the exhibit halls. Sponsors must supply a minimum of 10,000 lanyards.

**Sponsorship Cost: SOLD** (+10,000 lanyards minimum)



## PM2 | Visitor badges

Put your full-colour logo on the front of 10,000 visitor badges and get seen by every attendee. Your brand will be visible throughout the exhibit hall all three days. Order deadline: January 26, 2026.

**Sponsorship cost: SOLD**

*(Artwork provided by sponsor)*



## PM3 | Show Bag

A high-visibility handout that visitors will carry throughout the show, prominently displaying your logo. Bags will be distributed at the two main entrances of the event. Order deadline: TBD.

- Sponsor logo featured on one side of the show bag (white logo only)
- Recognition on the Truck World Sponsor Page

**EXCLUSIVE Sponsorship Cost: SOLD**  
(Artwork provided by sponsor)



## PM4 | Onsite Printed Floor Plan

Become the exclusive sponsor of the show floor plan and listings. Showcase your brand with a full-color ad on the back, placing your company directly in the hands of every attendee.

**EXCLUSIVE Sponsorship Cost: \$6,500**  
(Artwork provided by sponsor)



## PM5 | Pre-show Mailing

Get your promotion into the hands of 20,000 pre-registered attendees as they plan their visit. This targeted direct mail program reaches the most motivated visitors—those who registered in advance. Your insert must fit a No. 10 envelope (no folds). We provide the envelope, labor, and postage. Insert deadline: February 16, 2026.

**Sponsorship cost: \$3,000**  
(Material provided by sponsor)





## PM6 | Inserts with Show Bag

Get your promotional item into the hands of every visitor with a bag insert at Truck World. Provide 10,000 items (max. 250g each) to the Fulfillment House by March 6, 2026. All items must be approved by Truck World in advance.

**Sponsorship cost: \$1,800**

*(Material provided by sponsor)*



## PM7 | Air Canada gift card – Ballot Kiosk

Attract hundreds of attendees to your booth with this exciting new draw prize! Limited to 5 Air Canada gift cards. Order by: February 20, 2026.

### Sponsorship Features:

- A ballot kiosk will be provided to the Sponsor.
- Sponsor will have an individual ballot with Sponsor name, logo, and booth number.
- Attendees will scan their badge to the ballot kiosk to enter the draw.
- Sponsor will be recognized on the Truck World website

**Sponsorship cost: \$2,750 / Ballot kiosk**

*(Artwork provided by sponsor)*



## PM8 | Saturday Morning Hat Day

A proven crowd-pleaser at past shows, this is a great way to build brand awareness or highlight a new product. The first 2,000 visitors on Saturday, April 18 at 9:00 a.m. will receive a hat. Sponsors are asked to provide 25 to 100 hats each.

*(Free promotion opportunity)*



## LN1 | Truck World Website Banner Ad

Boost your visibility by placing your company's banner on the Truck World website homepage.

Sponsorship cost: ON HOLD

(Artwork provided by sponsor)



## LN2 | Social Media Campaign

Feature your logo in Truck World's online ads running on Facebook, X, LinkedIn, and Instagram.

Sponsorship Cost: \$550 / post

(Artwork provided by sponsor)



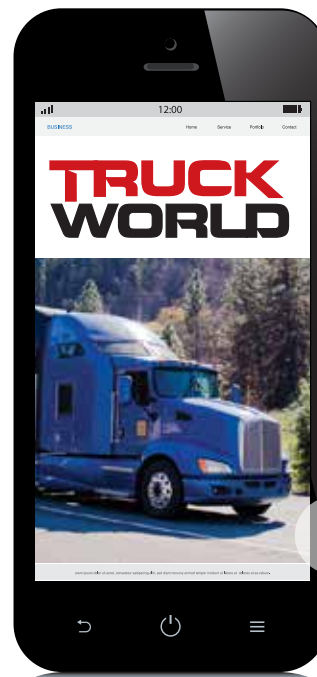
## LN3 | Social Media Video Post

Showcase your company across Truck World's Facebook, LinkedIn, and Instagram—with a dedicated 60-second video post and caption.

- Video format: mp4
- Aspect ratio: 16:9 or 9:16  
(recommended for Instagram)
- Caption: 125 character limit

Sponsorship cost: \$750 / post

(Artwork provided by sponsor)



### LN4 | Truck World Visitor pre-registration Page

Be the first brand attendees see when they register online—over 85% do. Get your company in front of thousands of potential buyers.

- Online registration page
- Registration confirmation email
- Printable confirmation page

**EXCLUSIVE** to one sponsor  
**Sponsorship Cost: ON HOLD**

(Artwork provided by sponsor)



### LN5 | Truck World eNewsletter Banner Ad

Place your banner ad near the top of the Truck World eNewsletter and get in front of pre-registered attendees before the show.  
Ad specs: 640 x 90 and 300 x 90.

Limited availability: January to April 2026

Sponsorship Cost: \$2,100



### LN6 | Custom eDirect

Promote your participation directly to targeted pre-registered attendees before the show. Submit your custom HTML message, including the Truck World logo and your booth number, and we'll deploy it to a targeted audience.

Limited to a maximum of 2 eDirects per month in January, February, March, April 2026

Sponsorship Cost: \$3,900 / Eblast



### LN7 | Add your logo

Add your logo to the Truck World online exhibitor list and into the printed show guide. Capture visitors' attention as they browse.

Sponsorship Cost: \$210

### LN8 | Add your video(s)

Add your video(s) to the Truck World online exhibitor list and capture visitors' attention with playable content on your company profile.

Sponsorship Cost: \$215





# TRUCK WORLD

## Boost your brand at Canada's leading trucking show

Ask us how Truck World 2026 can help increase  
brand awareness and connect you with new buyers.  
For more information on sponsorship opportunities, contact:

**Thierry Quagliata**  
(416) 510-5235  
[thierry@newcom.ca](mailto:thierry@newcom.ca)

**Kathy Koras**  
(416) 510-6892  
[kathy@newcom.ca](mailto:kathy@newcom.ca)

**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 23, 2026. Sponsorship funds are non-refundable. 13% HST is applicable to Sponsorships and will be applied to your invoice.

Produced by:

**NEWCOM**  
SHOWS

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