

This Is  
**THE  
GREEN  
ONE**

The **Truck World Green Route** will provide fleet owners and managers with a **one-stop source** of information on products they need to operate more efficiently.



## The **Truck World Green Route**

**Saving fuel and operating more efficiently** is the difference between staying in business and becoming another statistic.

If you will be exhibiting products that promote fuel efficiency or reduce emissions, get on board the **Truck World Green Route**

The **GREEN ROUTE** will be promoted in the show guide, on the website AND we'll highlight all participating exhibitors on the floor plan. PLUS, we'll provide each participating exhibitor with a special **"GREEN"** sign for their booth. Special promotions will also target the trade press and local media.

### **There is no charge for this program.**

To participate, complete the application and send it to Truck World by January 12, 2012. Only products that promote fuel efficiency or reduce emissions (directly or indirectly) are acceptable. Each exhibitor may submit a maximum of two products. Applications are subject to review and approval by Truck World's Technical Committee.

**Photos (one per product) can be included with the online product listing.**

Acceptable digital files for photos are JPEG, GIF or EPS. Digital files should be sent to: [info@truckworld.ca](mailto:info@truckworld.ca) with **"GREEN ROUTE"** in the subject line.

**SUPPLIED  
IMAGES**

## **Deadline: January 12, 2012**

**Return to Truck World:**

Fax: 1.888.614.8861 • E-mail: [info@truckworld.ca](mailto:info@truckworld.ca)

Product:

Description:

Company Name:

Booth Number:

Contact Name:

Telephone: (    )

E-mail:

