



Truck World 2012 New Product Showcase

NEW!

The **New Product Showcase** is a popular spot for visitors and media and is additional promotion of your new products and your booth at Truck World - at no extra cost to you.

Get more exposure for your new products - apply to take part in Truck World's New Product Showcase.

Applications will be accepted until February 03, 2012.

“ The #1 reason visitors attend trade shows is to view new products. ”

Before the Show: New Product Sneak Peek

New Products will be featured on the Truck World website. Each product listing will include the product name, description (max 30 words), picture, company name and booth number. The New Product Showcase will be available for visitors to view on-line by March 1, 2012.

During the Show: New Product Showcase

New and innovative products will be showcased in the New Product feature area for attendees and exhibitors to view. Signs indicating the product name, description (maximum 30 words), company name and booth number will be displayed with each product.

The New Product Showcase

will also be featured in the 2012 Truck World Show Guide published by Today's Trucking. The Official Show Guide will be given to every visitor and will be on display in the New Product feature area at the show.

In the event that a reasonable amount of product is not available for a showcase display, new products will remain in the exhibitor's booth and a new product sign will be supplied by show management.

NEW PRODUCT SHOWCASE RULES & GUIDELINES FOR ENTRY

1. Eligibility

- Entries are limited to exhibiting companies. One entry per company will be accepted.
- Entire product lines are not permissible.
- Products introduced in the Canadian market during the past 14 months are eligible.
- Products must be new to the market & represent an innovation in the sense of utilization and/or function. (i.e. new colour or new dimensions would not qualify)

2. Categories and Dimensions

- Please refer to the Dimensions section of the application for details.
- Dimensions & weight for each entry are required on the application form.
- Products exceeding the set guidelines can be displayed using a photo submission.

3. Application form & application deadline

- Product description and photo must be submitted for the product to qualify.
- Applications must be received by February 03, 2012

4. On Site –Product drop off & pick-up

- Products must be delivered to the New Product Showcase on April 18 between the hours of 9 am and noon. Any other delivery time must be approved in advance by show management.
- Absolutely No Entries will be accepted after 5 pm on April 18.
- All entries must be picked up promptly at 5 pm on April 21.
- Show management is not responsible for any product left behind.

5. Security

- Security may be employed by Show Management in the New Product showcase based on need. For additional security arrangements for your product, please contact Show Management.
- Newcom Business Media does not assume any responsibility for losses, theft or damage to products showcased.
- Photography is not permitted, unless authorized in advance by show management.
- Products are for viewing only & should not be touched, handled or demonstrated.

Please complete the application on reverse side.



Truck World 2012

New Product Showcase Application Form

Company & Contact Information

Representative: _____

Company Name _____ Booth # _____

Address: _____

City: _____ Prov. /State: _____ Postal / Zip code: _____

Phone: _____ E-mail: _____

On-site rep: _____ Cell number: _____

Product Information

Product name: _____

Product description: (maximum 30 words)

Product Category (choose only 1): Trucks Trailers Components Accessories Services

Product Weight & Dimensions: (The maximum dimensions for products displayed will be: 5' l x 5' w x 5' h)

Length _____ Width _____ Height _____ Weight _____

- Yes, I will send a product photo (acceptable digital files for photos are JPEG, GIF or EPS.
Digital files should be sent to info@truckworld.ca with "New Product Photo" in the subject line)

**Please fax to (416) 614-8861 or E-mail: info@truckworld.ca with subject line "New Product Application"
Applications must be received by February 03, 2012**

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