



Tradex Centre, Abbotsford, September 30 – October 2, 2010

March, 2010

Dear Potential Exhibitor:

TRUXPO 2010, Western Canada's largest truck, trailer and equipment show, will take place September 30 – October 2, 2010 at Tradex Centre in Abbotsford, BC. As per previous shows, September 30 will be a private Premier reception for exhibitor-invited customers. October 1 and 2 will be widely promoted as being open for all in the industry and public to attend.

TRUXPO 2010 will continue to be an excellent marketing tool for reaching qualified new customers in Western Canada. With a total of 150,000 square feet of exhibit space and approximately 150 exhibitors, TRUXPO is ranked by Tradeshow Week Magazine as one of the 25 largest trade shows in Canada. The official attendee registration for TRUXPO 2008 was 9,744. An independent, on-site survey showed that 94% of TRUXPO 2008 attendees rated the show Good to Excellent. 77% of attendees indicated they had attended the previous show and 93% indicated they would return to TRUXPO 2010. On the post-show survey of exhibitors, 97% of the respondents rated the overall quality of TRUXPO 2008 as Very Good to Excellent.

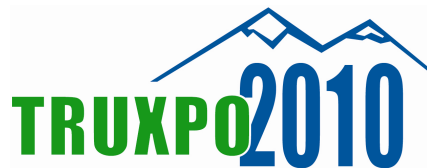
A booth space request form and space rate information is included in this package. If you are planning to exhibit at TRUXPO 2010, please complete and return your Request for Exhibit Space form as soon as in order to receive the best possible space.

If you have any questions or would like further information, please contact me or Sandra Stashuk via telephone at 604-888-5319 or 1-800-565-2282 or email at mnicol@bctrucking.com or ssstashuk@bctrucking.com.

Sincerely,

Michele Nicol

Michele Nicol
TRUXPO Show Manager



Tradex Centre, Abbotsford, September 30 – October 2, 2010

SHOW LOCATION

TRADEX – Fraser Valley Trade & Exhibition Centre

1190 Cornell Street, Abbotsford, British Columbia

(next to Abbotsford Airport)

www.fvtradex.com

SHOW DATES & HOURS

Premier Showing:

THURSDAY, SEPTEMBER 30, 2010

3:00 pm to 8:00 pm

Private Opening: Attendance by invitation only.

In addition to public show days, exhibitors are required to have staff at their booths during the Premier evening.

Public days:

FRIDAY, OCTOBER 1, 2010

1:00 pm to 8:00 pm

SATURDAY, OCTOBER 2, 2010

10:00 am to 4:00 pm



Tradex Centre, Abbotsford, September 30 – October 2, 2010

EXHIBIT SPACE RATES & POLICIES

Square Footage	BCTA Member	Non BCTA member
100 – 300 Inside	\$8.00	\$9.50
301 – 600 Inside	\$6.75	\$8.00
601 – 999 Inside	\$6.25	\$7.50
1000 and over - Inside	\$4.95	\$5.95
750 and over - Outside	\$1.15	\$1.40

Rate, Payment and General Policy Information

- ◆ The rates above are per square foot. GST / HST is payable in addition to these rates.
- ◆ For booth space reserved prior to June 1, 2010, a 25% deposit will be required within 30 days of receipt of the invoice. The balance of booth space fees will be required within 60 days of receipt of the invoice. For booth space reserved after June 1, 2010, the full amount of booth fees will be required within 30 days of receipt of the invoice. If payment is not received by the due date, the space may be resold.
- ◆ An exhibitor may not sublet booth space without a written request and the prior written permission of show management. The British Columbia Trucking Association reserves the right to prohibit exhibits or exhibitors which it, at its sole discretion, considers objectionable or unsuitable for the show.
- ◆ The exhibitor agrees to abide by all show rules and regulations adopted by the British Columbia Trucking Association. The exhibitor agrees to indemnify and hold harmless the British Columbia Trucking Association, show sponsors, and the facility, their respective officers, agents and employees, against all claims, costs and charges of every kind resulting from their occupancy of the exhibit space or its environs. The exhibitor will not hold the British Columbia Trucking Association responsible for any losses if the show is curtailed or cancelled.

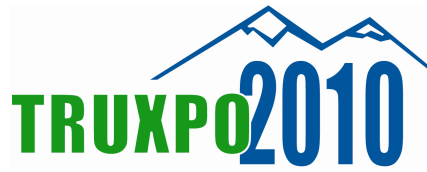
Cancellation Policy

- ◆ Cancellations prior to June 1, 2010: full refund, less a \$100 administration fee.
- ◆ Cancellations after June 1, but prior to August 1, 2010: full refund, less a \$200 administration fee, if the space is resold.
- ◆ There will be no refund if the space is cancelled after August 1, 2010.

Booth Space Sizing Details

- ◆ The 100, 200, and 300 series of booths are 10' deep by 10' wide; these may be set up as 10' x 20' or longer; no trailers unless reserved trailer spots are sold out.
- ◆ Spaces 400 - 418 are 20' deep by 20' wide; may be set up as 20' x 40'; no trailers unless reserved trailer spots are sold out.
- ◆ Spaces 430 – 444 are 20' deep by 70' – 80' wide and are reserved first for trailers.
- ◆ The 500 series of booths are 50' deep; minimum size is 50' x 20' for a dedicated space in the centre of the show floor; maximum size is 50' x 80'; no trailers unless reserved trailer spots are sold out.
- ◆ The 600 series of booths are outside spaces with a minimum width of 15' and depth of 50'. Beyond the minimum, the dimensions may be increased as long as the orientation of the booth remains the same as on the distributed floorplan. Please note that the maximum length for spaces 600 – 614 is 100'; the maximum length for spaces 620 – 634 is 90'.
- ◆ The floorplan and booth space details are subject to change depending on exhibit space requests.

Hosted and Organized by the British Columbia Trucking Association
 100 – 20111 93A Avenue, Langley, British Columbia, Canada V1M 4A9
 Telephone: 604-888-5319 • Fax: 604-888-2941 • Toll Free: 1-800-565-2282
www.bctrucking.com • www.truxpo.com



Tradex Centre, Abbotsford, September 30 – October 2, 2010

BENEFITS OF EXHIBITING

- ◆ TRUXPO is the only major Western Canadian motor transport industry show in 2010
- ◆ Strong industry awareness and attendance since 1986
- ◆ One of the 25 largest trade shows in Canada according to Tradeshow Week magazine
- ◆ TRUXPO has been named “Best Trade Show in Canada” by the Canadian Special Event Awards based on exhibit square footage, attendance, promotional programs, exhibitor services and organization.

INCLUDED WITH BOOTH SPACE

- ◆ Booth draping for indoor exhibitors backing onto a wall (unless not required)
- ◆ Carpet, one electrical outlet, and nightly booth cleaning for indoor exhibitors
- ◆ One electrical outlet for outside exhibitors; additional lighting for outside area
- ◆ Listing in professionally produced Show Guide
- ◆ Listing on TRUXPO website with link to exhibitor website
- ◆ Exhibitor parking passes
- ◆ Security
- ◆ Scheduled Move-in and Move-out and material handling services to your booth
- ◆ Comprehensive Exhibitor Information Kit (distribution in May, 2010)

ADDITIONAL SERVICES AVAILABLE

- ◆ Electricity (beyond the one outlet provided)
- ◆ Booth furnishings, plants and flowers
- ◆ Transportation and customs brokerage
- ◆ Catering
- ◆ Audio-visual, telephone and internet service
- ◆ Lead retrieval
- ◆ In-booth material handling for setup and teardown (beyond material handling to booth)

Hosted and Organized by the British Columbia Trucking Association
100 – 20111 93A Avenue, Langley, British Columbia, Canada V1M 4A9
Telephone: 604-888-5319 • Fax: 604-888-2941 • Toll Free: 1-800-565-2282
www.bctrucking.com • www.truxpo.com



Tradex Centre, Abbotsford, September 30 – October 2, 2010

PROMOTIONAL PROGRAM

- ◆ Extensive campaign to pre-register attendees; entry to TRUXPO 2010 is free for attendees who pre-register
- ◆ Show Premier targeting industry company owners and managers; free VIP invitations mailed prior to the show
- ◆ Professional advertising campaign in industry trade publications and other media
- ◆ Distribution of brochures with pre-registration forms to industry throughout Western Canada
- ◆ Highway Signage, Posters, Direct Mail promotion
- ◆ TRUXPO 2010 Web Site: www.truxpo.com
- ◆ Professionally produced Show Guide

INCENTIVES FOR ATTENDEES

- ◆ TRUXPO is the only major Western Canadian trucking industry show in 2010
- ◆ Wide variety of exhibitors – including major manufacturers of Class 5 through Class 8 trucks
- ◆ Free entry to show with pre-registration
- ◆ Central location for industry
- ◆ Catered reception for Premier show opening
- ◆ Great prizes - with entry requirement to visit various stamping stations located throughout the show floor and outside exhibit area
- ◆ Convenient opening hours
- ◆ Onsite café
- ◆ Ample parking