



Truxpo Premier Showing

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

As with past shows, TRUXPO 2010 will offer a Premier Showing for exhibitor-invited guests only on Thursday, September 30, 2010. The Premier Showing is a private opening reception for trucking company owners, senior managers and other industry decision makers that will allow mingling in a relaxed environment. The Premier Showing will feature musical entertainment, appetizers, and great prizes. The Premier will not be identified in TRUXPO 2010 public advertising as a show date. Exhibitors will be required to staff their booths for the Premier Showing.

Our target is to invite approximately 5,000 guests of which we hope to attract 2,000 to the Premier Showing. Each exhibitor will be allowed a number of invitations based on the dollar value of your space at TRUXPO 2010. Invitation lists are submitted by exhibitors to TRUXPO so that we can assemble one master list and avoid the problem of duplicates. This contact list will be kept strictly confidential and will not be distributed to any exhibitors or outside parties. The owners and senior managers of BCTA member companies will automatically be included in the invitation list. Premier Showing invitations with pre-printed badges will be mailed directly from TRUXPO to invited guests approximately one month prior to the show. The badges will allow invited guests free admission to TRUXPO 2008 on the public days of the event as well.

Exhibitors with 300 or more square feet of inside space will have a maximum allocation of 100 Premier Showing invitations; exhibitors with less than 300 square feet of inside space and outside exhibitors will have a maximum allocation of 50 Premier Showing invitations. Should we find that you have listed the same persons as other exhibitors, we will contact you for additional names.

Invited guests may bring spouses to the Premier Showing, however, minors will not be allowed to attend the Premier Showing as a bar will be set up on the show floor on that day. Invited guests will be encouraged to return with their families on one of the public days of the show. If you know that a customer would like to attend with their spouse, please include the spouse as one of your invited guests.

The next page can be used as your cover page for your invitation list. Exhibitors will also each be sent confidential log-on information to submit individual Premier guest names through the TRUXPO website, www.truxpo.com.

In order to coordinate the issuing of invitations, your list of guests must reach BCTA by Friday, July 30, 2010. Please see next page for further instructions.



Premier Showing Invitation List Form

Send to info@truxpo.com or fax to 888-2941 by July 30, 2010

Individual Premier registrations can also be done via www.truxpo.com

Attach your list of Premier Showing invited guests to this cover page and send to BCTA to arrive by Friday, July 30, 2010. Please send to BCTA via one of the following:

Email: info@truxpo.com - Please send information as attached Excel spreadsheet (preferred), Text or Word file, or within the body of the email.

Fax: 604-888-2941

Mail: 100, 20111 93A Avenue, Langley, BC V1M 4A9 (Printed lists or on disk)

All lists must be typed and include the first name, last name, company name, street address, city, province and postal code of invited guests. Lists that do not include these requirements will be returned.

Name: _____

Company: _____

Booth: _____

Phone: _____ Fax: _____

Email: _____

- We would like to issue additional invitations than have been allotted to our company. Please contact us for additional names should there be space available.