

**EXHIBITOR PACKET**



**NORTHEAST  
TRUCK &  
TRAILER  
EXPO 2017**

***Tuesday, October 24, 2017***  
***Mohegan Sun Arena***



# ABOUT NORTHEAST TRUCK & TRAILER EXPO

We are excited to announce the Northeast Truck & Trailer Expo begins its annual show in 2017!

We will hold the first annual Northeast Truck & Trailer Expo on October 24, 2017 from 9am to 5pm inside Mohegan Sun Arena!

We have space for more than 20 vehicles, including trucks, trailers, construction equipment, dumptrucks, plows, vans, and more!

## GOALS

100+ Exhibitors

700+ Customers

Our goal for the Northeast Truck & Trailer Expo is to get more than 100 exhibitors like you to display your products at the show for more than 700 customers.

On the show floor:

**TRUCKS**

**TRAILERS**

**TRUCK EQUIPMENT**

**TRUCK PARTS**

**FINANCE**

**INSURANCE**

**& MORE!**

## EXPO SCHEDULE

**Monday, October 23rd**

11am-3pm - Exhibitor Vehicle Load-In

2pm-6pm - Exhibitor Registration

2pm-7pm - Exhibitor Setup

7pm-10pm - Exhibitor Hospitality Event

**Tuesday, October 24th**

7:30am-9am - Exhibitor Setup & Registration

9pm - Show Floor Opens

8am-10am - Continental Breakfast Available

11:30am-1:30pm - Lunch on Show Floor

5pm - Show Floor Closes

5pm-7pm - Exhibitor Tear Down



# Exhibitor Packages

## PLATINUM

\$4,500

Premium floor and vehicle space, full page ad in expo program, lunch sponsorship, six booth staff

## GOLD

\$2,800

Booth space, vehicle space, half page ad in expo program, breakfast sponsorship, four booth staff

## SILVER

\$1,200

Booth space, business card-sized page ad in expo program, two booth staff  
(Vehicle space not included.)



**Additional Exhibitor Options for Purchase**

**Additional Booth Staff: \$75**

**Upgrade to Half Page Ad: \$275**

**Upgrade to Full Page Ad: \$500**



## Deadlines

Register before September 1st

Program Advertisement due October 1st

Shipments due to Capital Conventions by October 20th

# Accommodations

## Hotel accommodations are available at Sky Tower at Mohegan Sun.

We have a block of rooms being offered to our exhibitors at a rate of \$159 plus taxes and fees. After you register for the expo, you will receive a confirmation email with a link that will direct you to our block of hotel rooms for you to reserve your room(s).

## Mohegan Sun Parking

Earth Casino valet parking or Riverview garage are the best parking options to access the Arena quickly and easily.



## Capital Conventions

We will be working with Capital Conventions during this expo. In the event that you need to ship boxes and materials to Mohegan Sun Arena prior to the show, booth setup assistance including sign or banner mounting, additional furnishing, etc. please request a Capital Conventions packet for pricing and ordering information.

If you are able to transport your booth/booth materials in your own vehicle to the arena the day before the show (Monday, October 23rd - exhibitor set up day), you do not need to go through Capital Conventions for any shipping purposes.

All other assistance requests and electricity or AV requests will go through Capital Conventions and PSAV respectively.

# Registering for the Expo



✓ Go to [www.ThermoKingNortheast.com](http://www.ThermoKingNortheast.com)

✓ Click



✓ Click **Vendor Registration**  
**Click Here!**

✓ Complete Registration



## Fine Print

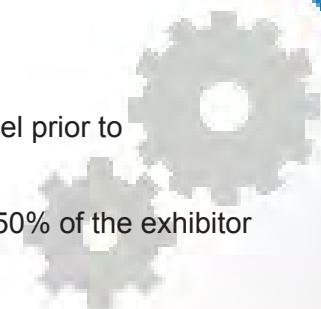
### Registration Deadline

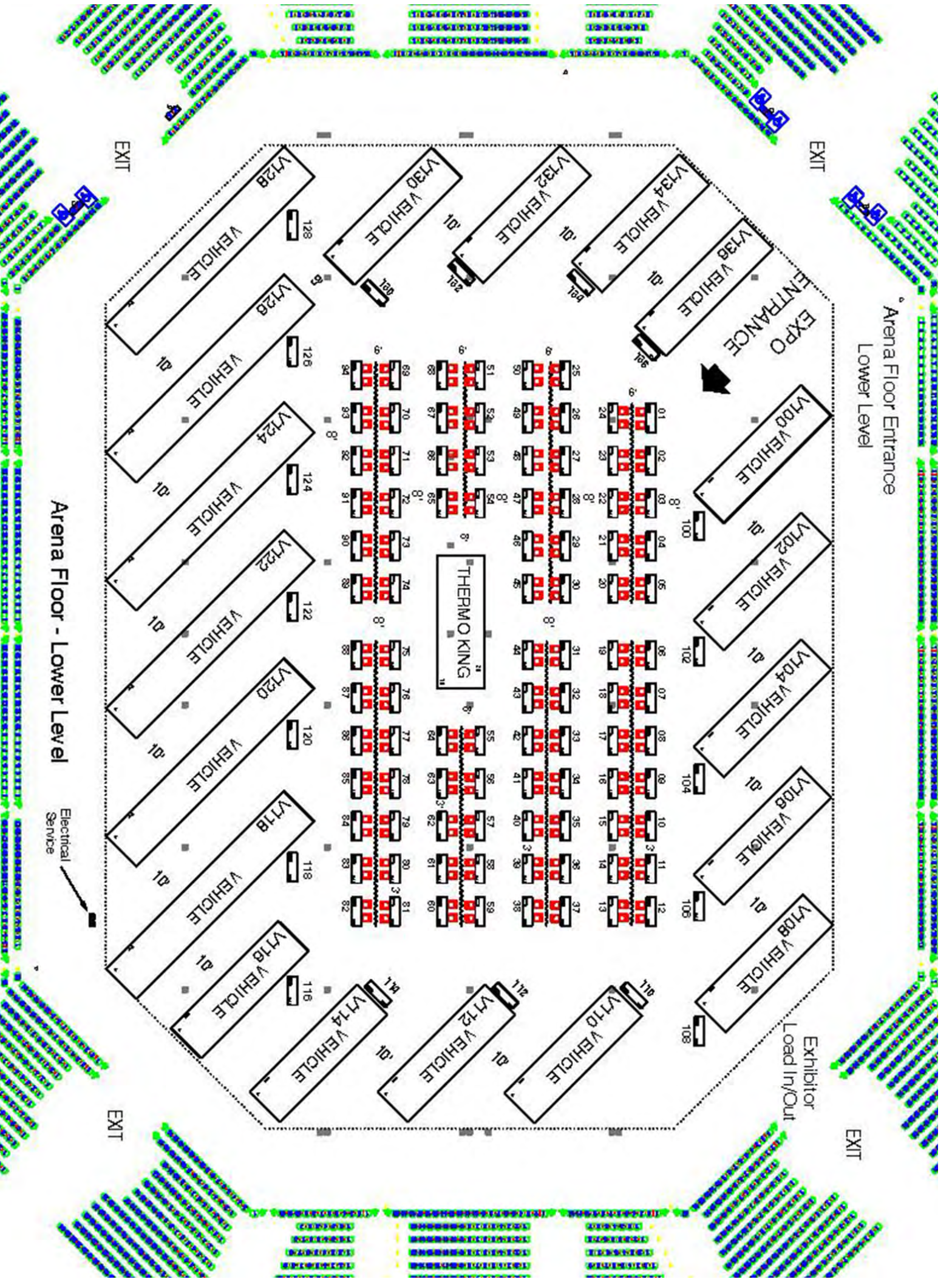
Exhibitors are encouraged to register before September 1, 2017. After September 1st, we will add 3% to each exhibitor package.

### Cancellations

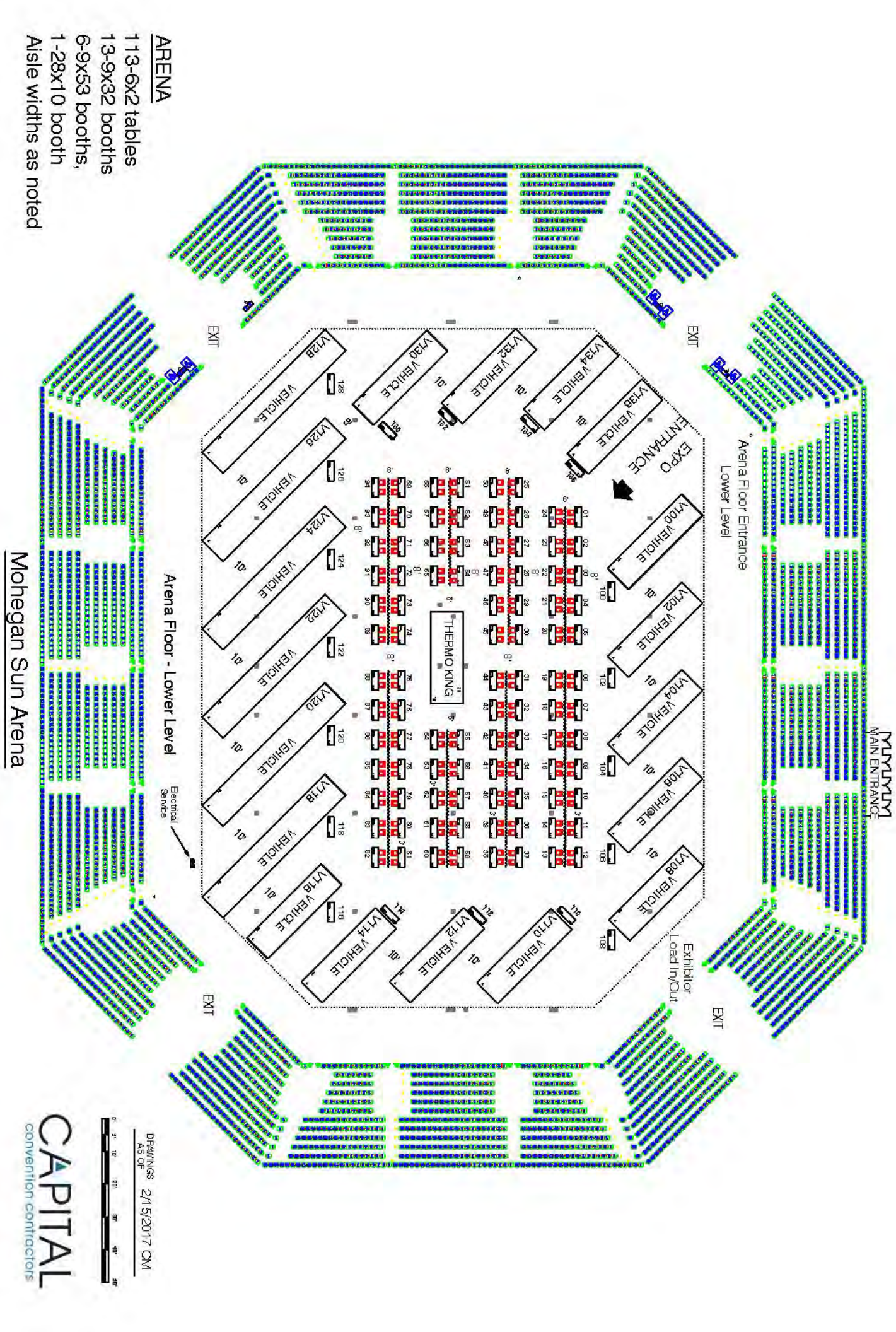
If circumstances occur in which an exhibitor must cancel prior to September 1 2017, a full refund will be given.

If an exhibitor cancels on or after September 1, 2017, 50% of the exhibitor package cost will be refunded.





DATCOO Northeast Truck & Trailer Expo  
 September 20, 2017  
 Mohegan Sun · Uncasville, Connecticut



ARENA  
 113-6x2 tables  
 13-9x32 booths  
 6-9x53 booths,  
 1-28x10 booth  
 Aisle widths as noted

Mohegan Sun Arena

Contact:  
Elyse Fernandes, Marketing Manager  
Thermo King Northeast  
elyse.fernandes@dattco.com  
860-229-4878, ext. 6674



NORTHEAST  
TRUCK &  
TRAILER  
EXPO 2017

Northeast Truck & Trailer Expo  
is sponsored by



**THERMO KING**  
NORTHEAST