



AMERICAN TRUCK HISTORICAL SOCIETY

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Come Join Us for Success in Des Moines 2017!

On behalf of the American Truck Historical Society, we would like to extend an enthusiastic offer to join many marketers of products and services at the 2017 ATHS National Convention and Truck Show in Des Moines, Iowa, May 25-27, 2017, at the Iowa Fairgrounds, 3000 E Grand Ave.

Last year's sponsors and vendors in Salem, Oregon are still raving about their successful experience including significant sales, promotion and additional contacts realized during this three-day event which attracted more than 7,000 visitors in 2016.

This year, the ATHS National Convention and Truck Show returns a must-go venue for attendees and those who are offering valuable products and services; both for the antique truck and trucking transportation industries.

Don't miss out on your chance to join in the fun and a considerable commerce opportunity. Success in Des Moines 2017 opportunities are limited. Contact ATHS today!

See you there!

Dave Schroyer
President

Mailing Address: P.O. Box 901611, Kansas City, MO 64190-1611

Headquarters: 10380 N. Ambassador Drive, Suite 101, Kansas City, MO 64153

VENDOR INFORMATION

VENDOR PRICING

INDOOR

10' x 10' Standard Indoor Booth	\$250
10' x 20' Standard Indoor Booth	\$375

OUTDOOR

20' x 20' Swap Meet Area (<i>only used or old items</i>)	\$100
20' x 20' Standard Outdoor Booth	\$325
20' x 30' Standard Outdoor Booth	\$450
Tractor Trailer/RV Outdoor Booth	\$1,000

KEY DATES

Monday, April 11:	Vendor Registration Deadline
Friday, April 22:	Logo Submission Deadline
Thursday, May 26:	Exhibit Hall Open 8 A.M. – 6 P.M.
Friday, May 27:	Exhibit Hall Open 8 A.M. – 8 P.M.
Saturday, May 28:	Exhibit Hall Open 8 A.M. – 6 P.M.

MOVE IN / MOVE OUT

Move In is scheduled for **Tuesday, May 23 & Wednesday, May 25**. Move Out is scheduled for **Saturday, May 27**.

Specific times will be outlined in the May Vendor Packet.

FLOOR PLAN

Booths will be assigned by exhibit management and communicated in the May Vendor Packet.

INDOOR BOOTH ADD-ONS

Electrical Power (<i>1000 Watt</i>)	\$60
8' Table (<i>Not Skirted</i>)	\$20
Folding Chair	\$5

ATHS CHAPTER OPPORTUNITIES

All ATHS Chapters are welcome to apply to vend using the enclosed registration form. Rates have been adjusted as outlined below.

Compliments of ATHS National:

- One 10' x 10' Vendor Booth
- One 8' Table
- Two Folding Chairs

Items Not Included:

- Convention Registrations for Booth Staff
- Additional Tables & Chairs
- Additional Booth Space
- Electrical Power

ADDITIONAL INFORMATION

COMPANY LOGO

Company logos will be used for advertising purposes. Depending on the level of sponsor and/or vendor participation, use of logo will vary. **Logo Specifications:** 300 DPI; Minimum of 5"x5"

PARKING

Parking will be available to vendors and sponsors **free of charge** beginning Tuesday, May 23. Further instructions will be distributed in the May Vendor Packet.

RAFFLE

Looking to drum up attendee's interest in your product/service? Consider donating a prize for the ATHS raffle. For more information, please complete the raffle portion of the enclosed registration form.

REGISTERED SERVICE ANIMAL

Pets are not allowed inside of any of the Iowa Fairgrounds buildings, including the Varied Industries building where vendors will be featured. Please notify the exhibit management team should you require a registered service animal and plan to bring him/her

SHOW BAGS

Show bags will be available to all registered show truck owners, reaching close to 800 trucking professionals. If you are interested in providing inserts, please complete the show bag portion of the enclosed registration form.

SPONSOR & VENDOR RULES & REGULATIONS

By applying for exhibit space, your company agrees to comply with all rules and regulations outlined below, and further agrees to abide by the decision of ATHS' exhibit management with respect to interpretation of these rules.

All representatives attending the convention/truck show are aware of and adhere to these rules.

1. PAYMENT

Full payment of exhibit fees or sponsorship is required with this contract. Please make checks payable to: **American Truck Historical Society**, and send to PO BOX 901611, Kansas City, Missouri, 64190-1611.

2. EXHIBIT REPRESENTATIVES

See registration form for exhibitor badges and exhibit registration information.

Each additional exhibitor badge is \$25.

3. ASSIGNMENT OF SPACE

Booths will be assigned by exhibit management, who reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibit effort. Every effort will be made to respect the exhibitors' space choices whenever possible, but the exhibit management's decision shall be final.

4. ELIGIBLE EXHIBITS

Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.

5. CANCELLATIONS

If exhibit space is canceled before Friday, April 21, 2017 50% of the exhibit fee will be held as a cancellation fee. If the exhibit space is canceled after Friday, April 21, 2017, the exhibitor will be charged the entire exhibit fee inclusive of add-ons. All company logos must be received no later than Friday, April 21, 2017, to be included in the on-site program flier.

6. SECURITY

Security will be provided on a 24-hour basis by exhibit management during the show, beginning on the day of setup until tear down. However, each exhibitor should make provisions to safeguard his/her goods from the time they are placed in the booth until the time they are removed. ATHS will not be responsible for loss or damage due to any cause. All exhibitors must wear the official exhibitor's name badge for admission to, and while in, the exhibit hall.

7. NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME

No exhibitor shall have the right, prior to closing of the exhibition, to pack or remove articles in exhibit without written permission from exhibit management.

9. USE OF EXHIBIT SPACE

Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business. Items not intended for family viewing are not allowed.

10. COMPLIANCE

All pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed. All merchandise, chairs and other equipment must remain within the marked boundaries of the booth.

11. RELEASE AND HOLD HARMLESS

AGREEMENT: By signing this registration form, the exhibitor agrees to fully and finally, release and hold harmless both ATHS, its agents, and employees, and the Landlord of the venue, and its agents and employees, from any and all liability for all claims of every nature and kinds whatsoever, including death, personal injury, loss, theft or damages to personal property, whether or not caused by ATHS or Landlord's own negligence of their agents and employees.

2017 ATHS CONVENTION SPONSOR PROMOTIONAL PACKAGES

	Bronze	Silver	Gold	Platinum	Diamond
	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000
	Pre-convention				
<i>Wheels of Time</i> Ad (May)		1/4	1/2	Full	Fold-out
ATHS Home Page			Logo	Logo	Logo
Convention Landing Page	Name	Sm Logo	Logo	Logo	Logo & Msg
	During Convention				
Convention Program	Name	Sm Logo	Logo	Cover Logo	Cover Logo
Sponsor Acknow. Signs	Name	Sm Logo	Logo	Logo	Logo & Msg
Exhibit Booth	10x10	10x10 Prime	10x20	10x20 Prime	20x20 Prime
Ad Inserts in Show Bags		Yes	Yes	Yes	Yes
Free Parking	X	X	X	X	X
Full Show Registrations	2	4	6	8	12
Award Banquet Tix		2	4	6	8
Golf Cart with Logo				1	2
All Name Badges					Logo & Msg
Truck Signs					Logo & Msg
Welcome Banner					Logo & Msg
Radio Spots					Mention
	Post-convention				
<i>Wheels of Time</i> Ad (July)	Mention	Mention	1/2	Full	Full
<i>Show Time</i> Ad	Name	Logo	Logo & 1/2	Logo & Full	Full & Article