



AMERICAN TRUCK HISTORICAL SOCIETY NATIONAL CONVENTION & TRUCK SHOW

2023 Exhibitor/Sponsor Information Packet



RENO, NEVADA

GRAND SIERRA RESORT

JUNE

8TH - 10TH

2023

VISIT WWW.ATHS.ORG FOR MORE INFORMATION



HAGERTY

DAIMLER TRUCK
North America



WELCOME

to the American Truck Historical Society's 2023 National Convention & Truck Show

Thank you for joining us for the 2023 ATHS National Convention & Truck Show. We are looking forward to an amazing event at Grand Sierra Resort in Reno, Nevada, June 8 - 10, 2023. Each year we attract nearly 10,000 truck enthusiasts, with a display of 1,000 or more truck and trailers spanning 1910 to 2022! And we are looking forward to your company taking part in this exciting opportunity.

Don't miss this exciting opportunity to get your company in front of this highly-focused and targeted audience.





EXHIBITOR OVERVIEW

ATHS National Convention & Truck Show

Our Usual Crowd

Original equipment manufacturers
Truck dealerships
After-market parts suppliers
Chrome shops
Polish and finish suppliers
Truck model companies
Truck associations

Transportation associations
Antique vehicle groups
Tool companies
Refinishing companies
Paint shops
Tire companies
AND YOU!

Why Exhibit with ATHS?

- ▶ Numerous truck fleet and company owners proudly display their trucks and attend our annual show
- ▶ Exposure to more than 1,000 dedicated ATHS members who are currently restoring or plan to restore an antique truck
- ▶ ATHS members are passionate about the preservation of trucks and trucking history
- ▶ Access to a unique and targeted market of trucking enthusiasts
- ▶ National and international exposure for your company's brand
- ▶ Attendees come from across the U.S., Canada, and even travel from Europe, New Zealand, and Australia

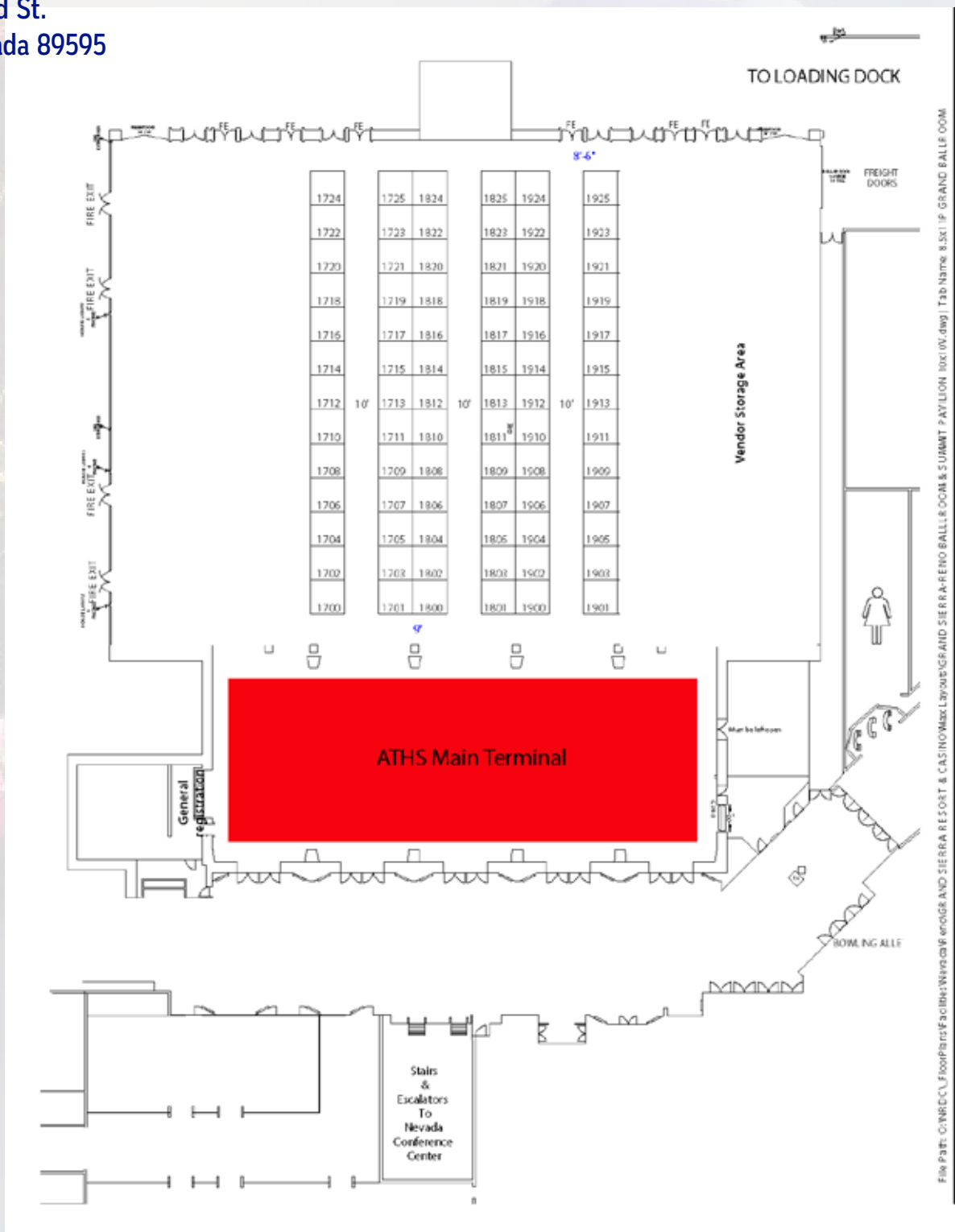


FLOOR PLANS

ATHS National Convention & Truck Show | June 8-10, 2023

Grand Sierra Resort

2500 E 2nd St.
Reno, Nevada 89595



Register Online: [ATHS.org/Convention/Exhibitor-Sign-Up](https://www.aths.org/Convention/Exhibitor-Sign-Up)



EXHIBITOR OVERVIEW

ATHS National Convention & Truck Show

PAST EXHIBITORS

10-4 Magazine

ATCA

Allied Oil & Tire Company

Alumi-Tank

Bad Dog Tools

Big Rig Polishing Supplies

Brattain International Trucks

California Custom Products

Cherokee Truck Tires

Chrome Shop Mafia/4 State

Diesel Injection Service Trucks

Cummins

Fire Replicas

Fleet Pride Truck & Trailer Parts

Galloway Enterprises

Hagerty Insurance

Heavy Truck Parts

Hot Rig Apparel

Iowa 80 Group, Inc.

Iowa Motor Truck Association

JR's Freight Services, Inc

Jim Carter Truck Parts

Large Car Magazine

Loggers World/Log Trucker

M.E. Miller Tire Co.

MHC Kenworth

Manistee Trading Company

McCoy Freightliner

Mecum Auctions

Mercer Transportation

Midwest Peterbilt Group

Mini Chrome Shop

Ms. Carita Safe Truck

Minnesota Pneumatic Products

OOIDA

Outlaw Garage Kustoms

Reiselt Machine Works

Rockwood Products, Inc.

Rush Truck Centers

Showstopper Wax

Tech-Bond Solutions

Truck Centers, Inc.

Truck Hero/RoadWorks

The Truck Stripper

Vander Haag's, Inc

Walmart

Women in Trucking



"SWAPPING STORIES,
SHOWCASING OUR
PRODUCTS AND DEVELOPING
NEW RELATIONSHIPS ARE
ONLY SOME OF THE REASONS
WE INVEST IN THE ATHS
SHOW PRESENCE."

Nicholas, Fire Replicas



EXHIBIT DETAILS

ATHS National Convention & Truck Show

Amenities Provided

- 1 - 8' table
- 2 chairs
- 10' pipe and drape backdrop and
- 3' pipe and drape dividers
- 11x17 ID sign
- 2 exhibitor passes
- Ad discount in *Wheels of Time*

Price

- 10x10 \$400
- 10x20 \$700
- 10x30 \$1,000

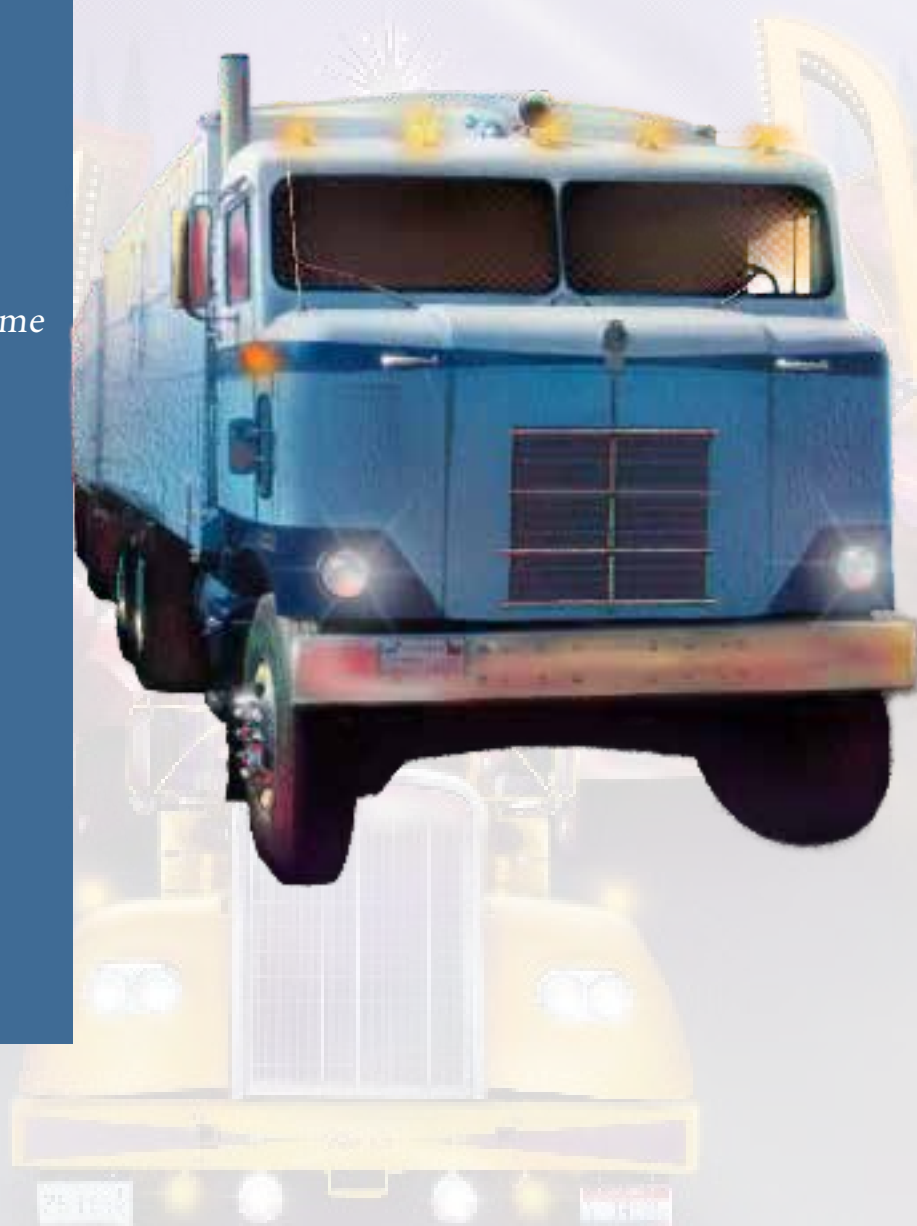




EXHIBIT DETAILS

ATHS National Convention & Truck Show

Key Dates

Friday, July 1, 2022

Super early bird discount (25%)
deadline

Friday, December 30, 2022

Early bird discount (10%) deadline

Friday, April 21, 2023

Exhibitor registration deadline

Wednesday, June 7, 2023

Exhibitor move-in

Thursday, June 8 -

Saturday, June 10, 2023

Exhibits open

Saturday, June 10, 2023

Exhibitor move-out

Hall Hours

Wednesday, June 7, 2023

Move-in

8:00 a.m. - 5:00 p.m.

Thursday, June 8, 2023

8:00 a.m. - 5:00 p.m.

Friday, June 9, 2023

8:00 a.m. - 5:00 p.m.

Saturday, June 10, 2023

8:00 a.m. - 4:00 p.m.

Move-out

4:00 p.m. - 6:00 p.m.





SALES TAX Information from Nevada

ATHS National Convention & Truck Show

Are you selling anything at the Convention? Read this.

If you are an exhibitor attending a one-time special event, tradeshow, convention or a participant in a flea market, contact your event promoter to declare if you will be a vendor transacting sales of tangible products at the event. The promoter will provide those VENDORS a "one-time sales tax return". Vendors will be required to complete this return and remit it with the sales tax collected back to the promoter at the end of the event. The promoter will forward the completed return and your payment to the Department on your behalf. All checks should be made payable to the Nevada Department of Taxation. If you sell at more than two events in Nevada during a twelve month period, you must register with the Department and obtain your own Sales & Use Tax Permit. If you require further assistance contact the Department's Call Center at (866) 962-3707.



Register Online: [ATHS.org/Convention/Exhibitor-Sign-Up](https://www.aths.org/Convention/Exhibitor-Sign-Up)



SPONSORSHIP OPPORTUNITIES

ATHS National Convention & Truck Show

It's a WIN-WIN

Your sponsorship allows ATHS to bring these wonderful old trucks to thousands of happy spectators each year. Not only do you get some great benefits, but you can also feel good knowing your sponsorship dollars support the mission of ATHS—to preserve the history of the trucks, the trucking industry, and its pioneers.

Class 5 - \$2,500

- ▶ Copy of Show Time
- ▶ Two tickets to the ATHS Awards Banquet
- ▶ 5% discount on advertising in Wheels of Time and on ATHS.org
- ▶ Advertisement on the ATHS Facebook page
- ▶ Small corporate logo on Convention material
- ▶ *1/4 page ad in Event Program, Show Time, and two issues of Wheels of Time
- ▶ Insert of choice in trucker's goodie bag
- ▶ Small logo on Sponsor Banner at show
- ▶ 25% discount on exhibitor booth
- ▶ Two Convention Registrations

ATHS is a 501(c)3 Non-profit organization. Donations are welcome and are tax deductible!

Visit ATHS.org

Class 6 - \$5,000

- ▶ Copy of Show Time
- ▶ Four tickets to the ATHS Awards Banquet
- ▶ 7% discount on advertising in Wheels of Time and on ATHS.org
- ▶ Advertisement on the ATHS Facebook page
- ▶ Small corporate logo on Convention material and on ATHS.org
- ▶ Company name listed in Wheels of Time, as a contributor to ATHS
- ▶ *1/4 page ad in Event Program, Show Time and two issues of Wheels of Time
- ▶ Insert of choice in trucker's goodie bag
- ▶ Small logo on Sponsor Banner at show
- ▶ 30% discount on exhibitor booth
- ▶ Two Convention Registrations



► More

EVENT SPONSORSHIP

Class 7 - \$10,000

- Copy of *Show Time*
- Six tickets to the ATHS Awards Banquet
- Recognition at the ATHS Awards Banquet as a Gold Sponsor
- 10% discount on advertising in *Wheels of Time* and on ATHS.org
- Company logo & URL featured in *Wheels of Time*
- Advertisement on the ATHS Facebook page
- Medium corporate logo on Convention material and on ATHS.org
- Company name listed in *Wheels of Time* as a contributor to ATHS
- *1/2 page ad in Event Program, *Show Time* and two issues of *Wheels of Time*
- Insert of choice in trucker's goody bag
- Medium logo on Sponsor Banner at show
- 10x10 exhibitor booth
- Four additional Convention Registrations

Class 8 - \$15,000

- Copy of *Show Time*
- Eight tickets to the ATHS Awards Banquet
- Recognition at the ATHS Awards Banquet as a Platinum Sponsor
- 12% discount on advertising in *Wheels of Time* and on ATHS.org
- Company logo & URL featured in *Wheels of Time*
- Advertisement on the ATHS Facebook page
- Medium corporate logo on Convention material and on ATHS.org
- Company name listed in *Wheels of Time* as a contributor to ATHS
- *1/2 page ad in Event Program, *Show Time* and two issues of *Wheels of Time*
- Insert of choice in trucker's goody bag
- Medium logo on Sponsor Banner at show
- 10x10 exhibitor booth
- Six additional Convention Registrations

Class 9 - \$20,000

- Copy of *Show Time*
- 10 tickets to the ATHS Awards Banquet
- Recognition at the ATHS Awards Banquet as a Diamond Sponsor
- 15% discount on advertising in *Wheels of Time* and on ATHS.org
- Company logo & URL featured in *Wheels of Time*
- Advertisement on the ATHS Facebook page
- Presenting corporate logo on ATHS Convention material
- Rotating banner ad on ATHS.org
- Company name listed in *Wheels of Time* as a contributor to ATHS
- *Full page ad in Event Program, *Show Time* and two issues of *Wheels of Time*
- Insert of choice in trucker's goody bag
- Presenting logo on Sponsor Banner at show
- 10x10 exhibitor booth
- Eight additional Convention Registrations

*ATHS is a 501(c)3 Non-profit organization.
Donations are welcome and are tax deductible! Visit ATHS.org/share*

Register Online: ATHS.org/Convention/Exhibitor-Sign-Up



EVENT SPONSORSHIP

*Lanyard Sponsor - \$1,000

Your logo on the Convention lanyards

*Sidewalk Clings - \$1,000

Your choice of two color logo and print on clings placed on the sidewalk outside the host hotel

Speakers Sponsor - \$500

Be the presenting sponsor for our speaker program. Name listed as sponsor on all printed material referencing the speakers and acknowledgment at the beginning of each speaker session

Opening Reception Sponsor - \$2,500

Sponsor the Opening Reception of the show. Logo on material in reference to the reception as well as logo placement around the room of the reception

Awards Dinner - \$5,000 (EXCLUSIVE)

Be the exclusive sponsor of the ATHS Awards Dinner. Prominent logo at the dinner and during the presentations as well as on all printed material referencing the dinner

Refueling Station Sponsor - \$2,500

Sponsor our refueling station for spectators. Prominent logo sign on tents used on show grounds for shade, shelter and water refreshment

*Event Program Advertisements - \$500-\$1,000

Put your company ad in the Event Program handed out to all attendees (approx. 10,000)

*Must have sponsorship paid for by March 1, 2023 for inclusion in these opportunities.



RULES & REGULATIONS

ATHS National Convention & Truck Show

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 10380 N. Ambassador Dr. Ste. 101, Kansas City, MO, 64153

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.



THANK YOU exhibitors for following all rules and regulations. ATHS strives to make this event valuable and enjoyable for all our exhibitors and sponsors!

Register Online: ATHS.org/Convention/Exhibitor-Sign-Up



RULES & REGULATIONS

ATHS National Convention & Truck Show

5. CANCELLATIONS

If exhibit space is canceled before Friday, April 7, 2023, 50% of the exhibit fee will be held as a cancellation fee. If the exhibit space is canceled after Friday, April 7, 2023, the exhibitor will be charged the entire exhibit fee inclusive of add-ons. All company logos must be received no later than Friday, March 31, 2023, to be included in the Event Program.

6. 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.

7. 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.

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. Exhibit Only spaces are for any displays of memorabilia or other such exhibits not intended to generate sales or leads for future sales.

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.



REGISTRATION FORM

2023 ATHS National Convention & Truck Show

Contact Information

Company Name

Primary Contact Name

Mailing Address

Business Telephone

City/State/Zip Code

On-site Contact Number (prefer cell phone)

Website

Email

Exhibitor/Sponsor Information

Exhibit Type (Check all that apply)

- Apparel
- Books/Magazines/Publications
- Business Services
- Craft Items
- Detailing Products

- Industry Associations/Organizations
- Jewelry
- Manufacturer
- Model Trucks
- Packaged Goods

- Packaged Food
- Posters/Prints/Photos
- Tools
- Truck Accessories
- Other:

(Specify)

Booth Size

- 10x10 Indoor Booth \$400
- 10x20 Standard Booth \$700
- 10x30 Standard Booth \$1,000

- Other Size in multiples of 10x10 @ \$4 per sq. ft.
Size requested: _____

Booth Location

Please indicate booth numbers in order of preference:

1st choice _____ 2nd Choice _____ 3rd Choice _____

Booths will be assigned on a first come, first placed basis. If none of your choices are available, a staff member will contact you with options.

Sponsorships

- Class 5 \$2,500
- Class 6 \$5,000
- Class 7 \$10,000
- Class 8 \$15,000
- Class 9 \$20,000



~~Goodie Bags \$1,500~~



~~Lanyard \$1,000~~

- Sidewalk Clings \$1,000
- Speakers \$500
- Opening Reception \$2,500
- Awards Dinner \$5,000
- Refueling Stations \$2,500



- Registration form continued -

2023 Exhibitor Name Badges

All booths come with two exhibitor badges. Additional exhibit staff badges are \$25 per person.

_____ Additional Exhibitor Badges

Names for ALL Exhibitor Badges (Please Print)

Four sets of horizontal lines for printing names.

Agreement

We hereby apply for sponsorship and/or vendor space at the 2023 ATHS National Convention & Truck Show. We understand that this registration is subject to the terms and conditions set forth by ATHS for the 2023 ATHS National Convention & Truck Show. By signing this form, the signing organization authorizes ATHS to use any photographs and/or video recordings of its company from the 2023 National Convention & Truck Show. Registration will not be accepted without signature and payment.

_____ Signature

_____ Date

Additional furniture, carpet, drape & shipping will be available through ATHS' exhibit services company. A separate exhibitor kit will be available after purchase of your booth(s).

Payment Information

Totals

Exhibit Fee(s) _____

Sponsorship(s) _____

Additional Badges _____

Charitable donation _____

Total \$ _____

Pay by Check (enclosed) Check # _____

Pay by Credit Card

Credit Card Number _____

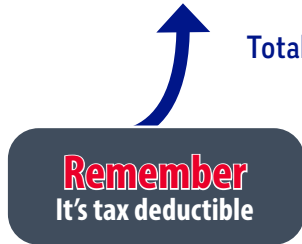
Exp. Date _____ CVC _____

Name on Card _____

Billing Address: Same as Contact Information

Address _____

City/ST/Zip _____



Submit completed form and payment to:

American Truck Historical Society | 10380 N. Ambassador Dr., Ste. 101 | Kansas City | MO 64153