



# National Convention & Truck Show

# 2024



# YORK, PA

# JUNE 6-8



# 2024 Exhibitor | Sponsor Prospectus

Connect with other trucking enthusiasts | Increase brand recognition |  
Build trucking industry relationships | Showcase your products/services  
Support the largest organization dedicated to “preserving the history of trucks,  
the trucking industry, and its pioneers.”



# WELCOME

## American Truck Historical Society's 2024 National Convention & Truck Show

**T**hank you for being part of the 2024 ATHS National Convention & Truck Show. We're eagerly anticipating an exceptional event at the York Expo Center (334 Carlisle Ave., York, PA), scheduled for June 6 - 8, 2024. With thousands of truck enthusiasts attending each year, we showcase a remarkable display of over 800 trucks and trailers spanning from 1900 to 2024!

**W**e are thrilled about the prospect of your company participating in this thrilling opportunity. Seize this chance to showcase your company to a highly focused and targeted audience—it's an opportunity you won't want to miss!



# Exhibitor Overview

2024 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?

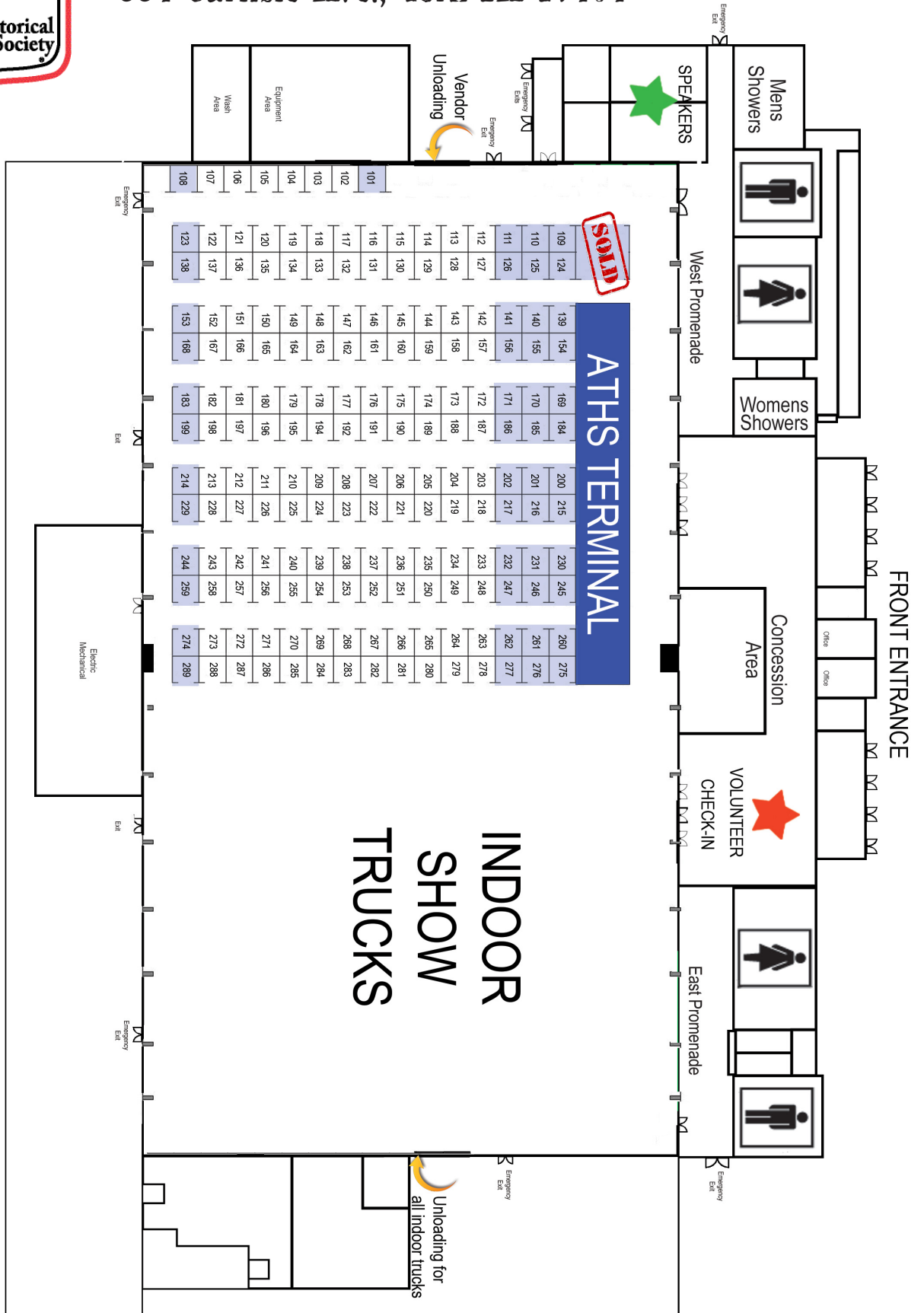
- Numerous truck fleet and company owners proudly display their trucks and attend our annual show
- Exposure to more than 1,000 dedicated ATHS members who are currently restoring or plan to restore an antique truck
- Access to a unique and targeted market of trucking enthusiasts
- National and international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





# FLOOR PLAN

YORK COUNTY FAIRGROUNDS, UMPC Arena  
334 Carlisle Ave., York PA 17404



# Past Exhibitors

Here's a partial listing of past advertisers.  
Add your name to the list!



10-4 Magazine  
ATCA  
Allied Oil & Tire Company  
Alumi-Tank  
Bad Dog Tools  
Benchmark Prints  
Big Rig Polishing Supplies  
Bobtail Apparel  
Brattain International Trucks  
California Custom Products  
Cambridge Innovation  
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  
Kasey's Pull Cords  
Large Car Magazine  
Loggers World/Log Trucker  
M.E. Miller Tire Co.  
MHC Kenworth  
MT Toys

Manistee Trading Company  
McCoy Freightliner  
Mecum Auctions  
Mercer Transportation  
Midwest Peterbilt Group  
Mini Chrome Shop  
Ms. Carita Safe Truck  
Minnesota Pneumatic Products  
Northgate Cargo Control  
OOIDA  
Old Iron Truckin'  
Outlaw Garage Kustoms  
Pape Kenworth  
Real Time Pain Relief  
Reiselt Machine Works  
Rockwood Products, Inc.

Rush Truck Centers  
Showstopper Wax  
Stay Loaded Apparel  
Summit Racing  
Tech-Bond Solutions  
Truck Centers, Inc.  
Truck Hero/RoadWorks  
The Truck Stripper  
Vander Haag's, Inc  
Walmart  
Women in Trucking





# Exhibit Details



## 2024 Key Dates

**Friday, March 31**

Early bird discount (10%)  
deadline

**Wed., May 1**

Exhibitor registration  
deadline to appear in Show  
Guide

**Wed., May 15**

Exhibitor registration  
deadline

**Tues - Wed., June 4-5**

Exhibitor move-in

**Thurs., June 6 - Sat., June 8**

Exhibits open

**Saturday, June 8**

Exhibitor move-out

## Hall Hours

**Tues-Wed., June 4-5**

Move-in

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

**Thurs., June 6**

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

**Fri., June 7**

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

**Sat., June 8**

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

Move-out

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

## Pennsylvania Sales Tax Information

Are you selling anything at the Convention? Read this.

All vendors selling new or used merchandise within the state of Pennsylvania are required by law to have a Pennsylvania State Sales Tax License. Even if a vendor sells only once per year, it is still necessary. There is no fee for obtaining a license.

Pennsylvania sole proprietor vendors who attend more than two shows a year and all in-state or out-of-state corporations must complete the registration.

You can register online at [https://mypath.pa.gov/\\_/#2](https://mypath.pa.gov/_/#2) and click "Register Online." Choose "Sales, Use, Hotel Occupancy Tax License" for the type.

### Mercantile & Privilege Tax

Please make sure to pay your sales tax on items sold during the convention by June 30, 2024, online at <https://employer.palite.org/employeronlinev2/>

If you have any questions about filing, please contact the Department of Revenue directly at (717) 425-7700.

After receiving your PA Sales Tax License number, please include this number on your vendor registration. If completed after registering, please contact Courtney Cesar by email at [courtney@aths.org](mailto:courtney@aths.org) or by phone at (816) 777-0924 at least two weeks before the convention so that a record of each vendor tax number can be recorded.

Thank you.

# 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.

ATHS is a 501(c)3 non-profit organization. Donations are welcome and are tax deductible! [Visit ATHS.org](http://ATHS.org)

### Bronze - \$2,500

- ▶ Copy of *Show Time* (will include your company listing as a sponsor)
- ▶ Two tickets to the ATHS Awards Banquet
- ▶ 5% discount on advertising in *Wheels of Time* for 6 issues
- ▶ One advertisement on the ATHS Facebook page with 76K followers
- ▶ One-quarter page ad in the Event Show Guide and *Show Time* magazine
- ▶ Small corporate logo on ATHS.org website
- ▶ Logo on ATHS Connect mobile app
- ▶ Small logo on 24x36 sponsor banner at the truck show
- ▶ 25% discount on exhibitor booth
- ▶ Two convention registrations
- ▶ Insert of choice in trucker's goodie bag

### Silver - \$5,000

- ▶ Copy of *Show Time* (will include your company listing as a sponsor)
- ▶ Four tickets to the ATHS Awards Banquet
- ▶ 10% discount on advertising in *Wheels of Time* for 6 issues
- ▶ Two advertisements on the ATHS Facebook page with 76K followers
- ▶ One Half-page ad in Event Show Guide, *Show Time* magazine, and *Wheels of Time* magazine
- ▶ Small corporate logo on website ATHS.org
- ▶ Logo on ATHS Connect mobile app
- ▶ Medium logo on 24x36 sponsor banner at the truck show
- ▶ 30% discount on exhibitor booth
- ▶ Four convention registrations
- ▶ Insert of choice in trucker's goodie bag

### Gold - \$10,00

- ▶ Copy of *Show Time* (will include your company listing as a sponsor)
- ▶ Six tickets to the ATHS Awards Banquet
- ▶ Recognition at the ATHS Awards Banquet as a Gold Sponsor
- ▶ 20% discount on advertising in *Wheels of Time* for 6 issues
- ▶ Company logo & URL featured in *Wheels of Time*
- ▶ Four advertisements on the ATHS Facebook page
- ▶ Medium corporate logo on on ATHS.org
- ▶ Logo on ATHS Connect mobile app
- ▶ Full page ad in Event Show Guide, *Show Time* magazine, and *Wheels of Time* magazine
- ▶ Large logo on 24x36 sponsor banner at the truck show
- ▶ Complimentary 10x10 exhibit booth
- ▶ Six Convention Registrations
- ▶ Insert of choice in trucker's goodie bag





# EVENT SPONSORSHIPS

To be listed in the printed 2024 Show Guide, sponsorship must be received by May 1. All sponsors will be listed in the 2024 Show Time magazine.

## Learning Session

### Sponsor \$500

Be the presenting sponsor for our Learning Sessions. Enjoy recognition as a sponsor on all printed material related to the speakers, prominent signage in entryway of Learning Session room, and acknowledgment at the beginning of each session. You will also receive recognition in the Show Guide and your name will be listed on the 24x36 sponsor banner.

## Lanyard Sponsor

### \$1,000

Elevate your visibility with your logo on the Convention lanyards. You will receive recognition in the Show Guide and name will be listed on the 24x36 sponsor banner.

## Goodie Bag Sponsor

### \$1,500

Showcase your brand with your logo featured on the Convention goodie bags. You will receive recognition in the Show Guide and your name will be listed on the 24x36 sponsor banner.

## Hospitality Cart

### Sponsor \$1,500

Elevate your brand with your company name/logo/phone/website, prominently displayed on a professional sign affixed to the hospitality golf cart. This mobile cart is dedicated to transporting guests, delivering water to volunteers, and enhancing the overall visitor experience by providing a convenient and mobile hospitality service. Gain widespread visibility as your sponsored cart moves throughout the event, creating a lasting impression on attendees. You will receive recognition in the Show Guide and name will be listed on the 24x36 sponsor banner.

## Kickoff Party Sponsor

### \$2,500

Elevate your brand by sponsoring the event that kicks off the National Convention & Truck Show. Gain exposure with your logo on materials related to the kickoff party including the printed Show Guide and show signage. And your logo will appear on the 24x36 sponsor banner.

## Refueling Station

### Sponsor \$2,500

Support our spectators by sponsoring the refueling station. Enjoy visibility with a prominent logo on tents providing shade, shelter, and water refreshment at the show grounds. You will receive recognition in the Show Guide and your logo will appear on the 24x36 sponsor banner.

## Awards Reception

### \$2,500

Elevate your brand as the Awards Reception sponsor. Guests enjoy cocktails and appetizers at the reception, before the Awards Dinner. Your name/logo will be displayed during the dinner presentations. You will receive recognition in the Show Guide and your logo will appear on the 24x36 sponsor banner.

## Awards Dinner

### \$5,000

A Highlight of the Convention! Secure exclusive sponsorship of the ATHS Awards Dinner. Gain prominence with your logo displayed during the dinner and presentations, as well as featured on all printed material referencing the event. You will receive recognition in the Show Guide and your logo will appear on the 24x36 sponsor banner.

# 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 the 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 mail to:  
ATHS, 10380 N Ambassador Dr #101  
Kansas City, MO 64153
2. **EXHIBIT REPRESENTATIVES**  
See the registration form for exhibitor badges and exhibitor registration information. Each additional exhibitor badge is \$25.
3. **ASSIGNMENT OF SPACE**  
Booths will be assigned by exhibit management, which 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 April 30, 2024, 50% of the exhibit fee will be held as a cancellation fee. If the exhibit space is canceled after April 30, the exhibitor will be charged the entire fee, including add-ons. All company logos must be received no later than May 1, 2024, to be included in the event program and/or banner.
6. **NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME**  
No exhibitor shall have the right, prior to the closing of the exhibition hall, to pack or remove articles in the 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 teardown. However, each exhibitor shall make provisions to safeguard his/her goods from when they are placed in the booth until when 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.
8. **USE OF EXHIBIT SPACE**  
Exhibitors agree not to assign or sublet any space allotted to them without the written consent of exhibit management, nor to display advertised 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 display of memorabilia or other exhibits not intended to generate sales or leads for future sales.
9. **COMPLIANCE**  
All pertinent fire codes, laws, ordinances, and health, fire prevention, and public safety regulations shall be strictly obeyed. All merchandise, chairs, and other equipment must remain within the marked boundaries of the booth.
10. **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 liability for all claims of every nature kinds whatsoever, including, death, personal injury, loss, theft or damages to per-

# Registration



## 2024 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)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Apparel            | <input type="checkbox"/> Association/Organization | <input type="checkbox"/> Posters/Prints/Photos |
| <input type="checkbox"/> Books/Magazines    | <input type="checkbox"/> Jewelry                  | <input type="checkbox"/> Tools                 |
| <input type="checkbox"/> Business Services  | <input type="checkbox"/> Manufacturer             | <input type="checkbox"/> Truck Accessories     |
| <input type="checkbox"/> Craft Items        | <input type="checkbox"/> Model Trucks             | <input type="checkbox"/> Other:                |
| <input type="checkbox"/> Detailing Products | <input type="checkbox"/> Packaged Goods           | _____  |
|   | <input type="checkbox"/> Packaged Food            | (Specify)                                      |

#### Booth Size

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Display Only Booth \$250   | <input type="checkbox"/> 20x20 Outdoor Booth \$500  | <input type="checkbox"/> Other Size in multiples of |
| <input type="checkbox"/> 10x10 Indoor Booth \$500   | <input type="checkbox"/> Trailer/RV Outdoor \$1,500 | 10x10 @ \$5 per sq. ft.                             |
| <input type="checkbox"/> 10x20 Indoor Booth \$1,000 |   | Size requested: _____                               |
| <input type="checkbox"/> 10x30 Indoor Booth \$1,500 | <input type="checkbox"/> Swap Meet \$250            |   |
| <input type="checkbox"/> Trailer/RV Indoor \$2,500  |   |   |

#### Booth Location

Please indicate booth numbers in order of preference. A premium fee of \$250 will be added to all end booths and booths within three spaces of the ATHS Terminal.

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

#### Convention & Truck Show Sponsorship Packages

- Bronze \$2,500
- Silver \$5,000
- Gold \$10,000

#### Event Sponsorships

- Awards Dinner \$5,000
- Awards Reception \$2,500
- Kickoff Party \$2,500
- Refueling Station \$2,500 **SOLD**
- Hospitality Cart \$1,200
- Lanyard \$1,000 **SOLD**
- Learning Sessions \$500

#### Show Guide Advertisement (due May 1)

- Half Page \$300
- Full Page \$600

- Registration form continued -

### Exhibitor Name Badges

All booths come with two exhibitor badges and one table. Additional exhibit staff badges are \$25 per person. Additional tables are \$25 each.

\_\_\_\_\_ Additional Exhibitor Badges                      \_\_\_\_\_ Additional Tables

Names for ALL Exhibitor Badges (Please Print)

_____	_____
_____	_____
_____	_____
_____	_____

### Agreement

We hereby apply for sponsorship and/or vendor space at the 2024 ATHS National Convention & Truck Show. We understand that this registration is subject to the terms and conditions set forth by ATHS for the 2024 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 2024 National Convention & Truck Show. Registration will not be accepted without signature and payment.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### Payment Information

#### TOTALS

Exhibit Fee(s) \_\_\_\_\_

Sponsorship(s) \_\_\_\_\_

Additional Badges \_\_\_\_\_

Show Guide ad \_\_\_\_\_

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

Questions or to pay by phone: Contact Courtney, 816-891-9900 or email [courtney@aths.org](mailto:courtney@aths.org)