



FOR IMMEDIATE RELEASE

## Plan Now for the ATHS National Convention & Truck Show

*Register by March 31 for the Best Rate*



**KANSAS CITY, Mo. (March 26, 2025)** — The American Truck Historical Society (ATHS) invites truck enthusiasts, industry professionals, and the general public to attend the 2025 ATHS National Convention & Truck Show, taking place June 5–7 at the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, Wisconsin. This premier event will showcase approximately 1,000 trucks and trailers of all shapes and sizes, alongside a vendor expo, educational sessions led by industry experts, and valuable networking opportunities.

### Register Now & Save!

Save \$15 when you register by March 31 as a Convention Attendee, Truck Exhibitor, or Vendor

### How to Register:

- Online: [ATHS.org/convention/2025-convention](https://www.aths.org/convention/2025-convention) (ATHS members must log in to receive member discounts.)
- By Phone: 816-891-9900
- By Mail: Download and complete the registration form ([ATHS.org/convention/2025-convention/registration/](https://www.aths.org/convention/2025-convention/registration/)) and mail it with payment to:  
American Truck Historical Society  
10380 N Ambassador Dr. #101  
Kansas City, MO 64153

### Event Highlights:

- **Daily Spectator Admission:**

\$15 for ATHS members | \$20 for non-members

*Children 12 & under admitted free.*

Admission includes access to the Truck Show, Vendor Expo, and Learning Sessions. Pre-sale tickets are available online or by phone

- **Truck Show:**  
Discover a wide array of historic—and even a few modern—trucks. Connect with owners and hear the unique stories behind their vehicles.
- **Vendor Expo:** Exclusive merchandise from t-shirts to tires!
- **Learning Sessions:** Engaging, informative presentations designed to educate and entertain attendees of all ages.
- **Special Events:**
  - **Wednesday, June 4:** Kickoff Party
  - **Thursday, June 5:** Ice Cream Social, followed by a FREE Light Show hosted by the ATHS NextGen Group
  - **Friday, June 6:** Awards Banquet, proudly sponsored by Mack Trucks
- **Tours:**
  - *Wednesday:*
    - *Flavor & Spirits: A Taste of Wisconsin's Finest*
    - *Rivers & Rails: A Journey Through Wisconsin's Scenic Past*
  - *Thursday:*
    - *Cheese & Vines: A Taste of Wisconsin Craftsmanship*

For additional event details, visit [ATHS.org/convention/2025-convention](https://www.athshistory.org/convention/2025-convention). Download the ATHS Connect mobile app for the best event experience. Search “ATHS Connect” in your mobile app store.

### About ATHS:

The American Truck Historical Society was formed in 1971 to preserve the history of trucks, the trucking industry, and its pioneers. ATHS is international in scope, with around 14,000 members and 100 chapters spanning 23 countries and all 50 United States. The ATHS Library hosts a collection of over 500,000 digitized and original photographs and documents; 35,000 pieces of sales literature, and more than 45,000 books and periodicals, along with an extensive collection of scale model trucks. The American Trucking and Industry Leader Hall of Fame and Library are housed at the main office in Kansas City, Missouri, U.S.A. More information about ATHS, including hours of operation, can be found at [ATHS.org](https://www.athshistory.org).

### Contact:

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**Marketing & Communications**

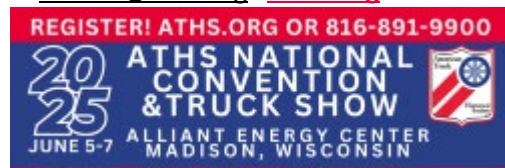
**American Truck Historical Society**

10380 N Ambassador Dr, Suite #101

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