Work Truck Week 2027 | Meet the Press!

If you're planning a new product release or major announcement during Work Truck Week, you may want to hold a press conference. If the news is big enough, and you put in the work, press conferences can generate media coverage, build excitement and draw crowds to your booth.

But press conferences are just one of many ways to reach media and share your news during Work Truck Week. Other tactics can result in the same or better coverage while requiring less time, planning and expense.

Before submitting your Work Truck Week press conference application, ask yourself a few important questions, including:

- Will our announcement impact the entire industry?
- Have we done something no company has done before?
- Who is our target audience and which media outlets can connect us with that audience?
- What do we want to accomplish with a press conference?
- Do we have the time and resources to plan and host an effective event?
- Is there something about our announcement that necessitates making it in person?

Sometimes, exhibitors can accomplish the same goals and reach their intended audience without a press conference. Explore other options.

If you decide a press conference is the most effective choice for your company, complete and submit the press conference application (see page 2) by **Dec. 11, 2026**. Any applications received after the deadline will be evaluated based on availability of remaining slots.

All press conferences and media events held during Work Truck Week must be approved and scheduled in advance by Show Management every year. Approval is not guaranteed. NTEA works to ensure the most newsworthy announcements are scheduled for the limited number of available press conference slots. All press conferences are scheduled in 25-minute, non-overlapping increments.

You will receive email notification about whether your application has been approved by Jan. 6, 2027. Details confirming date, time and location will be included. Confirmations will also include information about ordering any desired catering, audio visual support or furniture; inviting media; and rehearsal times.

Work Truck Week 2027 | PRESS CONFERENCE AND MEDIA EVENT APPLICATION

All press conferences or media events during Work Truck Week must be approved in advance by show management. Please complete and submit this form by Dec. 11, 2026 for consideration. Open to exhibiting companies only, limit of one application per exhibitor. There is no charge to hold a press conference, but the exhibitor is responsible for arranging and paying for any AV, furniture or catering desired.

Company _____ Booth number _____

Pre-event contact name _____ Phone _____ Email _____

On-site contact name _____ Phone _____ Email _____

Company website _____

Space is limited and not all applications will be approved. All questions must be answered as part of the evaluation process. Responses will remain confidential.

1) What do you plan to announce?

2) If product news, on-sale date _____

3) Target industries for this announcement _____

4) Please detail the newsworthiness of this announcement.

5) Will this product be exhibited or launched at any other trade show or private media event prior to Work Truck Week 2027? ☐ No ☐ Yes If yes, what event(s)?

6) Please indicate if you'd like your press conference held in your booth, Press Conference Room or other location. ☐ Your booth ☐ Press Conference Room ☐ Other _____

7) Please indicate any special requests.

8) Please provide a compelling one-sentence description of your event for publication in the media calendar.

Questions
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NTEA THE WORK TRUCK ASSOCIATION

Submit to
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