



Heavy Duty Aftermarket Week '27

ADDITIONAL EXHIBITING SUPPLIER OPPORTUNITIES

REMIT COMPLETED FORM WITH PAYMENT TO:

HDAW Conference Management
10070 West 190th Place
Mokena, IL 60448
E-mail: skulas@wtglasgow.com

*Gain a competitive edge and increase your company's visibility with the following programs available only to HDAW'27 exhibiting suppliers! Don't delay – the deadline to participate in these programs is **Friday, December 18, 2026**.*

Merchandising Product Display | \$1,700 Per Display

Quantity _____



Show off your unique product merchandising displays with a shelving unit or your own branded display located in a prime location, directly across from HDAW Registration Desk. Your products will be the first thing distributor attendees see before entering the Product Expo!

Specifications:

- 48" W x 16" D x 48" H single sided display (*if using your own branded display, it must fit within the above footprint*)
- Metal pegboard back (46 peg holes wide x 45 peg holes tall)
- 3 shelves and company name header are included with order.
- Metal structure and metal 1/4" pegboard holes 1" on center
- Color: Almond (Sahara)

Details:

- Displays will be located outside the entrance to the Longhorn Exhibit Hall on Level 1 of the Gaylord Texan.
- All displays must be set up by 5:00 pm, Monday, January 18 and torn down by 2:00 pm, Wednesday, January 20.
- Display products and/or custom displays (optional) should be shipped with your booth.
- Display locations are assigned on a first come, first serve basis, with first right of refusal for the same spot reserved for renewing companies.
- HDAW will try to avoid competitive lines being placed next to each other; however, this is not guaranteed. It is our intent to avoid issues whenever possible.

On-Site Contact Name: _____

On-Site Contact Phone Number: _____



Whether you have a new product to showcase, or you wish to bring more visibility to your brand, a product showcase will ensure you stand out in the eyes of attending distributors.

Specifications:

- 30" W x 30" D x 24" H display area
- Weight limit: 30 lbs.
- If product exceeds height or weight limitations; an 8.5"x11" photo can be displayed.
- Signage will be provided in your display area with company (as listed on page 1 of this order form), product name and booth number.
- Additional signage is neither permitted nor available.
- Company name (as noted on your exhibit space application), product and booth number will also be published in pre-conference marketing materials.

Details:

- Displays will be in a prominent location on the exhibit hall floor near Happy Hour bars and lounge seating.
- Products must fit within the parameters of the display area as noted above.
- Electrical is not permitted or available in the showcase.
- All products must be hand delivered to the HDAW Conference Management office by 12:00 Noon, Monday, January 18. Products not delivered by the specified deadline will not be included in the showcase. **NO EXCEPTIONS.** Products must be picked up between 1:00-2:00 pm on Wednesday, January 20. Any product(s) not picked up during this window will be donated to charity.

Product Name: _____

Product Introduction Date: _____

Product Description (max 250 characters): _____

NOTE:

- If you are entering multiple entries, please repeat this information on an additional sheet.
- Unless other arrangements are made, the company name and contact on the last page will be listed as your company's representative in all relevant marketing materials.

On-Site Contact Name: _____

On-Site Contact Phone Number: _____

Launching a new product or running a promotion at HDAW'27? Get the word out and start generating buzz! Registered distributors will be notified of exclusive deals only available at HDAW'27, driving them straight to your booth and One-on-One Business Meetings.

Details:

- You must indicate what the specific show special will be by part numbers and descriptions below.
- Forms may be submitted after the Friday, December 18 deadline (latest deadline Friday, January 8, 2027). However, the later you submit, you will miss out on promotions to the distributor attendees ahead of the event.
- If you have a promotional sheet for your special, please include as a PDF, but still complete the information below.
- The email provided will be listed on the HDAW Show Special information as the main source of contact for distributors to answer questions and for additional information about the special offer.
- The show specials must begin January 18, 2027, and be available to only the distributors physically attending HDAW'27.
- Companies participating in the Show Specials will have their promotion listed on a private page on the HDAW'27 web site with an email link to the individual within the supplier company who is responsible for the HDAW'27 Show Specials Promotion. This page will only be shared directly with registered distributors via email.

Description of the Show Special including part number(s) and pricing/promotion (use additional sheet if necessary):

Detailed instructions for the Distributor to be able to place their order through your company to participate in the Show Special. Example: *XYZ Co. offering a 10% discount on a pallet of drums. Order must be placed during HDAW. Distributors can provide a P.O. number during HDAW to use VMI and EDI to order.*

Contact information for the individual to be listed on the HDAW show special information sheet as the main point of contact for distributors to ask additional questions or request more information:

Name: _____

E-mail: _____

PAYMENT INFORMATION:

AUTHORIZED AMOUNT _____

CHECK NO. _____ (Please make check payable to HDAW)

CREDIT CARD: ☐ VISA ☐ MasterCard ☐ Amex

ACCOUNT NO. _____

EXP DATE: _____ CVV CODE: _____

NAME ON CARD _____

AUTHORIZED SIGNATURE _____

By signing above, you are authorizing HDAW to charge all applicable fees on the credit card listed above.