Saturday & Sunday - 18 & 19, 2008

TRUCK SHOW LATINO IS A CROWD PLEASER AT FAIRPLEX

12/1/2008 – Pomona, CA - Truck Show Latino, America's first and only truck show targeting Latino truck owners and drivers, opened with two halls of exhibits and show trucks covering approximately 70,000 square feet of space. The crowds experienced glittering class 8 trucks along side the most beautiful construction equipment in Southern California.

The fourth annual event was again held on October 18 & 19 in conjunction with the Construction Truck & Equipment Expo. A total of 112 exhibitors displayed products and services in two buildings at Fairplex in Pomona, CA.

Both buildings featured a number of dazzling show trucks, as nearly three dozen custom rigs competed for trophies, prizes and bragging rights in the show's truck beauty contest. Featuring plenty of chrome and custom paint, Truck Show Latino's show and shine event draws the best of the best from throughout the Inland Empire as well as from across the country.

While the focus of the show is business, the crowds enjoyed the Fiesta-like mood on the show floor. "The mariachi band that wanders the halls has everyone in a good mood and always entices some to dance as well," said Roger Sherrard, president of Independent Trade Show Management LLC, the show's producer.

The big event came on Sunday with a drawing for a new Ford F-150 pick up. The truck was tricked out with accessories from Belmor Heavy Truck Products of Chicago and had the center of attention most of the afternoon. The winner was Jose Figueroa, owner of Pacific Light in Chino, Calif.

The Truck Show Latino is a joint venture of Newport Communications and Independent Trade Show Management. The 2009 Truck Show Latino is scheduled for October 17 and 18 at Fairplex in Pomona, CA.

For additional information about this year's or next year's Truck Show Latino, contact Sue K. Fena, Senior Show Coordinator, at 1-800-227-5992, ext.13 or at sfena@truckshowproducer.com.