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Truck Shows 2021: Will the show go on?

February 01, 2021 | [Tyson Fisher](#)



Despite the distribution of vaccines underway, the nation is still not out of the woods when it comes to the pandemic. Consequently, the situation for trucking shows may be similar to last year, with the largest truck show of the year already announcing plans to reschedule.

In mid-December, the Mid-America Trucking Show announced that its show, normally presented in March, will be rescheduled because of uncertainty regarding COVID-19. [According to its website](#), MATS will either have its next show Sept. 16-18 or March 24-26, 2022. A decision is expected to be made by Feb. 15.

Randall-Reilly decided to completely cancel the in-person Great American Trucking Show this year. Typically held in late August, Randall-Reilly said that “conditions simply remain too uncertain to move forward.”

Truck shows require a great deal of planning, the company said.

“For more than 20 years, Randall-Reilly and our exhibitors and sponsors have invested significant resources to produce GATS,” Randall-Reilly said in a statement. “Planning begins at least 12 months in advance. Yet as we head into the fourth quarter of 2020, we are no more certain about the potential to hold a successful, large-scale in-person event than we were when we canceled the 2020 show.”

However, there will be a virtual GATS. Much like [last year’s virtual show](#), the GATS virtual show this year will include four events: Small Fleet Champ Award, Partners in Business, Pride & Polish and Trucker Talent Search.

Many truck shows have already committed to their business as usual, pre-pandemic format. The following have announced specific dates for in-person truck shows in 2021:

- **April 23-25:** 75 Chrome Shop Truck Show in Wildwood, Fla.
- **May 7-8:** Midwest Pride in Your Ride Truck and Tractor Show in Earlville, Iowa.
- **May 9:** Mother’s Day Truck Convoy in Lancaster, Pa.
- **June 3-5:** American Truck Historical Society’s National Convention and Truck Show in Harrisonburg, Va.
- **June 3-6:** Wheel Jam Truck Show in Huron, S.D.
- **July 8-10:** Walcott Truckers Jamboree in Walcott, Iowa.

- **6-8:** Carlisle Truck Nationals in Carlisle, Pa.
- **13-14:** Waupun Truck-n-Show in Waupun, Wis.
- **23-25:** Guilty By Association Truck Show in Joplin, Mo.

If there is one thing we learned last year, it is that those plans can change at the drop of a hat. Many shows scheduled for late summer and in the fall attempted to keep their in-person format but ultimately were forced to postpone or cancel.

The Guilty By Association Truck Show in Joplin, Mo., transitioned its 2020 show to a “livestreaming event.” GBATS, which in recent years moved to an every-other-year format, is scheduled to have an in-person truck show in September. GBATS will then take 2022 off and return in 2023.

One show that is playing it safe for now is Shell Rotella’s SuperRigs. As of press time, no plans for 2021 had been announced. A Shell spokesperson told Land Line in January that the company was still working through those plans.

Most truck show organizers remain hopeful for a more normal year in 2021.

New protocols may be put into place, but the return to in-person shows is looking relatively optimistic for many. Some shows, including the American Truck Historical Society’s National Convention and Truck Show, are planning a hybrid live/virtual show this year.

There are dozens of truck shows every year from coast to coast, so keeping up with every show can be difficult. If there is a truck show you are looking forward to attending this year, check its official website in the weeks and days ahead of the scheduled time. Whatever information is correct today can be completely different next month, next week or even tomorrow.

Federal health officials have estimated that herd immunity as a result of vaccines may not be reached until August, with some moving that date further out. Until then, all event schedules should be considered tentative.

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