

DON'T MISS THE LARGEST WORK TRUCK
EVENT IN NORTH AMERICA

FREE PASS

**THE
WORK
TRUCK
SHOW**

MARCH 8-10, 2011
INDIANA CONVENTION CENTER
Indianapolis IN

Educational programming
begins March 7

This pass grants you **FREE** admission
to one, two or all three days of
The Work Truck Show® 2011 and
FREE admission to one concurrent
NTEA Convention educational session
of your choice.



Visit NTEA.com for
more information



DON'T MISS THE LARGEST WORK TRUCK EVENT IN NORTH AMERICA

**The Work Truck Show is the
must-attend industry event**

The Newest Products

With 500,000 square feet of Class 1-8 vocational trucks and equipment, The Work Truck Show is the place to see industry product launches:

- Truck chassis
- Truck bodies and equipment
- Snow and ice control equipment
- Cranes and aerial devices
- Liftgates and material handling equipment
- Components, parts and much more...

The Green Truck Summit

Held in conjunction with The Work Truck Show, this two-day event (March 7-8) offers real-world information on the deployment and application of green technologies and how they impact commercial trucks. Gain valuable information on:

- Technology deployment
- Fuel utilization
- Fleet and vehicle integration
- Cost justification



The Latest in Green Initiatives

Essential events and offerings are tailored to address today's growing interest and demand for hybrid vehicles and alternative fuel technology, including:

- Green Truck Ride-and-Drive
- CALSTART Clean Technology and Fuels Pavilion
- Hybrid and alternative fuel curriculum

World-Class Industry Training

More than 40 intensive educational programs address critical industry topics:

- Truck specification
- Industry trends and benchmarks
- Fleet management
- Vehicle life-cycle costing
- Truck upfitting
- Regulatory compliance
- Truck OEM updates

**North America's Largest
Work Truck Event**

It's the ultimate opportunity to:

- Interact with thousands of industry peers
- Meet with current suppliers
- Receive unprecedented technical and engineering support
- Visit with hundreds of exhibiting companies

Schedule at a GLANCE

SUNDAY, MARCH 6

Registration Open 12:00PM-5:00PM

MONDAY, MARCH 7

Registration Open 7:30AM-5:30PM

Green Truck Summit 8:00AM-5:15PM
Reception to follow from 5:15PM-6:15PM (ticket required)

Fleet Management Symposium 9:00AM-4:00PM (ticket required)

SPECIAL SESSION 9:00AM-12:00PM
What Your Customers Really Want (ticket required)

SPECIAL SESSION 9:00AM-12:00PM
How to Reduce Comebacks, Eliminate Rework & Increase Customer Satisfaction (ticket required)

CONCURRENT EDUCATIONAL SESSIONS 1:30PM-2:45PM

- Calculating Commercial Vehicle Weight Distribution and Payload Made Easy
- Daimler Vans USA, LLC — CHASSIS UPDATE
- Freightliner Custom Chassis Corporation — CHASSIS UPDATE
- Peterbilt Motors Company — CHASSIS UPDATE
- The Ins and Outs of Federal Excise Tax Implications for Work Trucks
- What is the Future Economic Landscape for the Work Truck Industry?

CONCURRENT EDUCATIONAL SESSIONS 3:00PM-4:15PM

- Government Regulatory Update: Information You Need to Know
- Kenworth Truck Company — CHASSIS UPDATE
- Mack Trucks, Inc. — CHASSIS UPDATE
- Specification and Towing Optimization for Work Trucks
- State of the Industry Overview — The NTEA Perspective
- UD Trucks North America, Inc. — CHASSIS UPDATE

Opening Reception 6:30PM-9:00PM
Location: Conesco Fieldhouse (ticket required)

TUESDAY, MARCH 8

Registration Open 7:00AM-5:00PM

Green Truck Summit 8:00AM-11:30AM
(ticket required)

CONCURRENT EDUCATIONAL SESSIONS 8:00AM-9:15AM

- Developments in Statistical Fleet Analysis
- International Truck — CHASSIS UPDATE
- Optimizing Work Truck Body and Equipment Specifications
- Put Marketing Measurements Into Action to Improve Leads, Conversions and ROI
- Ram Trucks — CHASSIS UPDATE
- The Implications of Vehicle Certification Labeling Requirements
- Western Star Trucks — CHASSIS UPDATE

TUESDAY, MARCH 8 CONTINUED

Fleet Management Symposium 9:00AM-12:00PM
(ticket required)

CONCURRENT EDUCATIONAL SESSIONS 9:30AM-10:45AM

- Ford Commercial Truck — CHASSIS UPDATE
- Freightliner Trucks — CHASSIS UPDATE
- Hino Trucks — CHASSIS UPDATE
- How Can Multiple Generations Coexist in the Workplace?
- How to Ensure Your Next Truck Chassis Matches the Job Requirements
- How to Maximize Tire Life-Cycles & Minimize Overall Cost
- Maximizing ROI from Existing Customers

TRADE SHOW OPEN 11:00AM-5:00PM

Green Truck Ride-and-Drive 12:00PM-4:30PM

Work Truck Show 2012 Exhibitor Sign-up 2:00PM-4:30PM
(Platinum, Gold, Silver & Bronze)

SPECIAL SESSION 3:00PM-5:00PM
YEN Leadership Workshop & Networking Reception (ticket required)

WEDNESDAY, MARCH 9

Registration Open 7:00AM-5:00PM

President's Breakfast & NTEA Annual Meeting 7:30AM-9:15AM
(ticket required)

CONCURRENT EDUCATIONAL SESSIONS 9:30AM-10:45AM

- General Motors Fleet and Commercial Operations — CHASSIS UPDATE
- Isuzu Commercial Truck of America, Inc. — CHASSIS UPDATE
- Mitsubishi Fuso Truck of America, Inc. — CHASSIS UPDATE
- R.L. Polk Commercial Vehicle Trends & Industry Forecast
- Spec'ing Your Next Truck Powertrain for Optimum Efficiency & Performance
- Steering Clear of Costly Truck Frame Modification Errors
- The Implications of Managing an Aging Fleet

Work Truck Show 2012 Exhibitor Sign-up 10:00AM-5:30PM

TRADE SHOW OPEN 11:00AM-5:00PM

SPECIAL SESSION 11:30AM-1:30PM
Truck Fleet Manager Training Session & Networking Luncheon (ticket required)
(Offered exclusively to fleet managers)

Green Truck Ride-and-Drive 12:00PM-4:30PM

THURSDAY, MARCH 10

Registration Open 8:00AM-12:00PM

Work Truck Show 2012 Exhibitor Sign-up 9:00AM-11:30AM

TRADE SHOW OPEN 9:00AM-12:00PM

Schedule is subject to change. All events take place at Indiana Convention Center except where noted. Conference & Trade Show Package registration is required to attend educational sessions.

YOU'RE INVITED AS OUR GUEST
Compliments of:

Meyer Distributing

COMPANY INFORMATION

WORK TRUCK SHOW 2011 FREE ADMISSION PASS

First Name (15 CHARACTERS MAX) _____ Last Name (15 CHARACTERS MAX) _____ Today's Date _____

Company Name (30 CHARACTERS MAX) _____ Address (30 CHARACTERS MAX) _____

City (15 CHARACTERS MAX) _____ State _____ Zip Code _____ Country _____

Phone _____ Fax _____ Individual E-mail — for NTEA use only. _____

REGISTRANT INFORMATION

COMPANY TYPE (required)

1 Truck Equipment Distributor

2 Fleet/Truck Buyer, Commercial or Governmental

3 Truck Dealer

4 Chassis Manufacturer

5 Leasing Company

6 Truck Equipment Manufacturer/Supplier

7 Manufacturer Rep

8 Trade Publication

9 Trade Association

10 Business Service Provider

1. Your registration category

1 Distributor Attendee

2 Truck Dealer Attendee

3 Attendee (all others)

4 Media (must submit press credentials)

5 Spouse

2. Your job function

1 Owner/Pres/CEO

2 Gen Mgr/VP

3 Fleet Mgr/Truck Buyer

4 Sales/Marketing Mgr

5 Financial/Administrative Mgr

6 Engineer/Quality Mgr

7 Shop/Parts Mgr

8 Buyer/Purchasing Agent

9 Other

3. Your purchasing authority

1 Final decision

2 Recommend

3 Specify

4 No role

4. Your attendance objective (check all that apply)

1 Find new suppliers and product lines

2 Industry training

3 Meet with current suppliers

4 Find new customers

5 Find new distributors/dealers

6 Research the truck equipment market

7 Market company products

8 Interact with industry peers

5. Are you a first-time attendee?
 Yes No

6. Do you require any disability assistance? 
 Yes No

COMPANY INFORMATION

7. Check all types of trucks and/or trailers you purchase or distribute

1 Class 1 (0-6,000 lbs.)

2 Class 2 (6,001-10,000 lbs.)

3 Class 3 (10,001-14,000 lbs.)

4 Class 4 (14,001-16,000 lbs.)

5 Class 5 (16,001-19,500 lbs.)

6 Class 6 (19,501-26,000 lbs.)

7 Class 7 (26,001-33,000 lbs.)

8 Class 8 (33,001 lbs.+)

9 Truck Tractors

10 Trailers — Vocational/Utility

11 Trailers — Over-the-road

8. Your annual commercial truck and equipment purchases

1 Less than \$250,000

2 \$250,001 to \$500,000

3 \$500,001 to \$1,000,000

4 \$1,000,001 to \$5,000,000

5 \$5,000,001 to \$10,000,000

6 \$10,000,001 to \$20,000,000

7 \$20,000,001 to \$40,000,000

8 \$40,000,001 to \$60,000,000

9 \$60,000,001 to \$75,000,000

10 Greater than \$75,000,000

FLEET REGISTRANTS ONLY

9. Which describes your truck fleet or market?

1 Agricultural

2 Construction

3 Delivery/Cartage

4 Government/Municipal

5 Utility/Telecom

6 Other

10. What is the average number of commercial trucks in your fleet?

1 Less than 10

2 11 to 50

3 51 to 100

4 101 to 500

5 501 to 1,000

6 Greater than 1,000

By registering to attend The Work Truck Show and/or Conference, each attendee agrees to the promotional use by the NTEA of photographs, video images and electronic images taken at those events that may include the likeness of the attendee.

NOT VALID FOR EXHIBITOR REGISTRATION

REGISTRATION PACKAGES & FEES

		Early Bird Through 01/28/11	Advance 01/29/11-02/26/11	On-site From 02/27/11	Select Category Fill in Fee(s)	
<input type="checkbox"/> TRADE SHOW ONLY — FREE ADMISSION PASS	Includes Work Truck Show admission for one, two or all three days, and admission to one concurrent NTEA Convention educational session.					
<input type="checkbox"/> GREEN TRUCK SUMMIT (Monday, March 7 & Tuesday, March 8) Not included in any package.	Summit Special Fee Applies for Complete Event and Conference & Trade Show Registrants	Member & Nonmember	\$159	\$179	\$199	\$ _____
	Summit Fee for Non-Package Registrants	Member & Nonmember	\$249	\$269	\$289	\$ _____
<input type="checkbox"/> FLEET MANAGEMENT SYMPOSIUM PACKAGE (Monday, March 7 & Tuesday, March 8) Includes Conference & Trade Show Package.		Member & Nonmember	\$349	\$389	\$419	\$ _____
<input type="checkbox"/> CONFERENCE & TRADE SHOW PACKAGE — Includes admission to all three days of The Work Truck Show, all conference sessions, and lunch Tuesday-Wednesday. For fleet managers only, package includes Truck Fleet Manager Training Session & Networking Luncheon. Does not include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop, Fleet Management Symposium, or Green Truck Summit.		Member	\$219	\$259	\$289	\$ _____
		Nonmember	\$249	\$289	\$319	\$ _____
					TOTAL	\$ _____

Payment Method (Payment is required with registration)

Check Enclosed Credit Card: VISA MasterCard American Express
(payable to NTEA) (circle type)

For complete event information, visit **NTEA.com** or call **1-800-441-NTEA (6832)**



Would you authorize the NTEA to share your e-mail address with exhibiting companies that request it?

Yes No By not checking either box, you will automatically decline.

NTEA USE ONLY	Check #	_____	Amt.	_____
	Date	_____	Initials	_____

Account # _____ Exp. Date _____

Name on Card _____ Signature _____

FAX TO: (708) 344-4444