

FREE PASS

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

THE WORK TRUCK SHOW

MARCH 6-8, 2013

INDIANA CONVENTION CENTER
INDIANAPOLIS, IN

Educational programming begins March 5

This pass grants you
FREE admission to:

- The Work Truck Show® 2013 (March 6-8)
- One concurrent NTEA Convention educational session of your choice

See inside for registration form.

Visit NTEA.com for
more information

NTEA
THE ASSOCIATION FOR THE WORK TRUCK INDUSTRY



SPECIAL EVENTS & SESSIONS

Opening Reception

Tuesday, March 5, 6:30PM-9:00PM

Don't miss the Opening Reception at the Lucas Oil Stadium, a state-of-the-art sports mecca featuring spectacular views of the Indianapolis skyline. This stadium is the venue for the 2015 NCAA Men's Final Four, the 2011-2015 Big Ten Football Championships, and many other world-class events. Take advantage of this opportunity to meet with fellow industry professionals, solidify business connections and forge new partnerships.

Ticket required.



**TICKET REQUIRED FOR ALL
SPECIAL SESSIONS**



SPECIAL SESSION

Implementing a Lean Management System



Tuesday, March 5, 9:00AM-4:00PM

Most guidelines for implementing lean practices are missing one critical ingredient: a lean management system to sustain the journey. This workshop spells out the linkage between an organization's culture and its management system, including performance measures and management, and management habits and routines.



Green Truck Ride-and-Drive

Wednesday, March 6, 12:00PM-4:30PM
Thursday, March 7, 12:00PM-4:30PM

Take the wheel or take a ride to experience cutting-edge hybrid technologies and energy-efficient vehicles.

SPONSORED BY:
HINO **TRUCKS**
A Toyota Group Company
Booth 4139

President's Breakfast & NTEA Annual Meeting

Thursday, March 7, 7:30AM-9:15AM

Ticket required.

PRESIDENT'S
BREAKFAST
SPONSORED BY:



Booth 3139

SPECIAL SESSION

Selling Skills for Truck Body and Equipment Professionals

Tuesday, March 5, 9:00AM-4:00PM

Designed for truck body and equipment salespeople, this session will teach participants how to perform specific tasks that relate to the sale. Beginning with how to qualify the customer's ability to pay for goods received and continuing on to post-sale follow-up, this course will provide useful tools and help create good habits for salespeople.

SPECIAL SESSION

YEN Leadership Workshop & Networking Reception: 180° From Traditional Selling

Wednesday, March 6, 3:00PM-5:00PM

This highly interactive session will teach participants how to quickly determine which prospects they have a chance to win and which ones to "disqualify."



**Keynote Entertainer
Jeff Foxworthy**

REAL TRUCKS REAL ANSWERS™

SCHEDULE AT A GLANCE

MONDAY, MARCH 4 12:00PM-5:00PM
Registration Open

TUESDAY, MARCH 5 7:00AM-5:30PM
Registration Open

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

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

SPECIAL SESSION 9:00AM-4:00PM
(ticket required)
Implementing a Lean Management System

SPECIAL SESSION 9:00AM-4:00PM
(ticket required)
Selling Skills for Truck Body and Equipment Professionals

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

- Freightliner Trucks — **CHASSIS UPDATE**
- Mack Trucks, Inc. — **CHASSIS UPDATE**
- Simplifying the Complex: Performing Accurate Weight Distribution and Payload Calculations for Work Trucks
- The Nuts and Bolts of Federal Excise Tax Applications
- Upcoming Industry and Economic Trends: Impacts on Your Business

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

- Chevrolet & GMC Commercial Truck — **CHASSIS UPDATE**
- Freightliner Custom Chassis Corporation — **CHASSIS UPDATE**
- Navigating the Impacts of Government Regulations on the Work Truck Industry
- Smith Electric Vehicles — **CHASSIS UPDATE**
- State of the Industry Overview — The NTEA Perspective
- Staying Clear of Costly Truck Frame Modification Errors

Opening Reception 6:30PM-9:00PM
(ticket required)
Location: Lucas Oil Stadium

WEDNESDAY, MARCH 6

Registration Open 7:00AM-5:00PM

Green Truck Summit 8:00AM-10:45AM
(ticket required)

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

- Business Growth: The Silent Killer
- Considerations for Developing Optimal Work Truck Body and Equipment Specifications
- Critical Trailer and Towing Factors for Class 1-4 Trucks
- Daimler Vans USA LLC — **CHASSIS UPDATE**
- Hino Trucks — **CHASSIS UPDATE**
- International Truck — **CHASSIS UPDATE**
- Ram Commercial — **CHASSIS UPDATE**
- Repair or Replace — Finding the Optimum Balance for Your Fleet

WEDNESDAY, MARCH 6 9:00AM-12:00PM
Fleet Management Symposium
(ticket required)

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

- Establishing an Effective Fleet Replacement Program
- Ford Commercial Truck — **CHASSIS UPDATE**
- How Lean Applies to Truck Equipment Distributors and Manufacturers
- Isuzu Commercial Truck of America, Inc. — **CHASSIS UPDATE**
- Making Sure the Truck Chassis Matches the Job Requirements
- Peterbilt Motors Company — **CHASSIS UPDATE**
- Unlocking Your Company's Financial Strengths and Weaknesses
- Western Star Trucks — **CHASSIS UPDATE**

TRADE SHOW OPEN 10:30AM-5:00PM

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

Work Truck Show 2014 Exhibitor Sign-up 2:00PM-4:30PM
(Platinum, Gold, Silver & Bronze)

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

THURSDAY, MARCH 7 7:00AM-5:00PM

Registration Open 7:00AM-5:00PM

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

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

- Crane Operator Certification — What Are Your Obligations?
- Finding and Retaining Qualified Employees
- Is Your Powertrain Spec'd for Ideal Efficiency and Performance?
- Kenworth Truck Company — **CHASSIS UPDATE**
- Mitsubishi Fuso Truck of America, Inc. — **CHASSIS UPDATE**
- Nissan North America — **CHASSIS UPDATE**
- Taking Advantage of Multiplexing

Work Truck Show 2014 10:00AM-5:30PM

Exhibitor Sign-up 10:30AM-5:00PM

TRADE SHOW OPEN 10:30AM-5:00PM

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

FRIDAY, MARCH 8

Registration Open 8:00AM-12:00PM

Work Truck Show 2014 9:00AM-11:30AM

Exhibitor Sign-up 9:00AM-11:30AM

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

PLAN YOUR SHOW!



EXHIBITOR SEARCH



FLOOR PLAN



FEATURED EXHIBITORS

- Search exhibitors
- View the updated show floor plan
- See new products

Personalize your Work Truck Show experience by visiting www.mpyourshow.com/shows/index.cfm?Show_ID=WTS13

For more show information, scan this QR code with your Smartphone



WORK TRUCK SHOW® 2013 REGISTRATION FORM PREPAID PASS

COMPANY INFORMATION

YOU'RE INVITED AS OUR GUEST
Compliments of:

Meyer Distributing - Booth #3119

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.
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.**

REGISTRANT INFORMATION

COMPANY TYPE (required)

1 Truck Equipment Distributor

2 Fleet/Truck Buyer, Commercial or Governmental

3 Truck Dealer

4 Class 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 (check all that apply)

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 Recommendation

3 Specify

4 No role

4. Your attendance objective (check all that apply)

1 Find new suppliers

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 

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

9. Which describes your truck fleet or market?

1 Agricultural

2 Construction

3 Delivery/Carriage

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

REGISTRATION OPTIONS

COMPLETE EVENT PACKAGE
Includes admission to all three days of The Work Truck Show, all conference sessions, the Opening Reception, President's Breakfast, and lunch Wednesday–Thursday. Does **not** include Special Sessions, YEN Workshop, Fleet Management Symposium, or Green Truck Summit.

CONFERENCE & TRADE SHOW PACKAGE
Includes admission to all three days of The Work Truck Show, all conference sessions, and lunch Wednesday–Thursday. Does **not** include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop, Fleet Management Symposium, or Green Truck Summit.

FLEET MANAGEMENT SYMPOSIUM PACKAGE (Tuesday, March 5 & Wednesday, March 6)
Includes Fleet Management Symposium, admission to all three days of The Work Truck Show, one additional day of conference sessions, and lunch Wednesday–Thursday. Does **not** include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop or Green Truck Summit.

TRUCK EQUIPMENT MANUFACTURER/SUPPLIER (NON-EXHIBITING)
Includes Work Truck Show admission for one, two or all three days.

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.

TICKETED EVENTS

GREEN TRUCK SUMMIT
(Tuesday, March 5 & Wednesday, March 6) and Conference & Trade Show Registrants
Not included in any package. Summit Fee for Non-Package Registrants

SPECIAL SESSION: Implementing a Lean Management System
(Tuesday, March 5) Not included in any package.

SPECIAL SESSION: Selling Skills for Truck Body and Equipment Professionals
(Tuesday, March 5) Not included in any package.

Opening Reception (Tuesday, March 5)
Included in Complete Event Package (full and spouse registration).

Young Executives Network Leadership Workshop & Networking Reception
(Wednesday, March 6) Not included in any package.

President's Breakfast & NTEA Annual Meeting (Thursday, March 7)
Included in Complete Event Package.

Payment Method (Payment is required with registration)
 Check Enclosed Credit Card: VISA MasterCard American Express (payable to NTEA) (circle type)

Account # _____ Exp. Date _____
Name on Card _____ Signature _____
CV# _____

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



TOTAL: \$ _____

By registering to attend The Work Truck Show and/or Conference, each attendee agrees to the potential distribution of their contact information and 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.

COMPLETE THIS FORM AND FAX TO: (708) 344-4444

	Early Bird Through 01/21/13	Advance 01/22/13–02/18/13	On-site From 02/19/13	Select Category Fill in Prices
Member	\$339	\$379	\$419	\$
Nonmember	\$419	\$459	\$499	\$
Member	\$229	\$269	\$299	\$
Nonmember	\$259	\$299	\$329	\$
Member & Nonmember	\$349	\$389	\$419	\$
Member	\$ 99	\$129	\$149	\$
Nonmember	\$129	\$159	\$179	\$

	Member & Nonmember	Member	Nonmember	Member & Nonmember
Member & Nonmember	\$179	\$199	\$219	\$
Member	\$ 99	\$129	\$159	\$
Nonmember	\$129	\$159	\$189	\$
Member	\$ 99	\$129	\$159	\$
Nonmember	\$129	\$159	\$189	\$
Member	\$ 79	\$ 89	\$ 99	\$
Nonmember	\$ 89	\$ 99	\$109	\$
Member & Nonmember	\$ 10	\$ 20	\$ 30	\$
Member	\$ 59	\$ 69	\$ 89	\$
Nonmember	\$ 79	\$ 89	\$109	\$

NTEA USE ONLY		
Check #	Am't	
Date	Initials	