

**REAL
TRUCKS.
REAL
ANSWERS.**

**THE
WORK
TRUCK
SHOW®**
2010
ST. LOUIS, MO

NORTH AMERICA'S LARGEST WORK TRUCK EVENT



**FREE PASS
THE WORK TRUCK SHOW**

AMERICA'S CENTER, ST. LOUIS • MARCH 10-12, 2010

This pass grants you
FREE admission to one,
two or all three days of
The Work Truck Show® 2010
and **FREE** admission to
one concurrent NTEA
Convention educational
session of your choice



Photo credit WilliamShatner.com

Keynote Speaker:
William Shatner
Emmy Award-winning Actor

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

The Newest Products

500,000 sq. ft. of Class 1-8 vocational trucks and equipment displays, featuring dozens of product launches:

- Truck Chassis
- Truck Bodies & Equipment
- Snow & Ice Control Equipment
- Cranes & Aerial Devices
- Liftgates & Material Handling Equipment
- Components, Parts and much more...

The Latest in Green Initiatives

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

- Green Truck Ride-and-Drive
- CALSTART Clean Technology and Fuels Pavilion
- Hybrid & Alternative Fuel Curriculum



World-class Industry Training

More than 40 intensive educational programs offered:

- Truck Specification
- Truck OEM Update Sessions
- Industry Trends & Benchmarks
- Fleet Management
- Vehicle Life-cycle Costing
- Truck Upfitting
- Regulatory Compliance

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 & engineering support
- Visit with hundreds of exhibiting companies



Schedule of Events

MONDAY, MARCH 8

Registration Open 12:00PM–5:00PM

TUESDAY, MARCH 9

Registration Open 7:30AM–5:00PM

Fleet Management Symposium 8:30AM–4:30PM
(ticket required)

Green Truck Summit Reception to follow 8:30AM–5:00PM
(ticket required)

SPECIAL SESSION 9:00AM–12:00PM
Determining What You Make vs. What You Buy (ticket required)

SPECIAL SESSION 9:00AM–12:00PM
Performance Improvement Benchmarks for Distributors and Equipment Upfitters (ticket required)

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

- Demystifying Weight Distribution Calculations for Work Trucks
- Federal Excise Tax & You
- Getting Back to the Good Old Days: Avoiding Mistakes of the Past
- Hino Trucks & Toyota Motor Sales USA, Inc. — **CHASSIS UPDATE**
- Isuzu Commercial Truck of America, Inc. — **CHASSIS UPDATE**
- What Does the Future Hold? Industry Overview and Outlook

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

- Freightliner Custom Chassis Corporation — **CHASSIS UPDATE**
- Grow Your Overseas Sales With U.S. Government Support
- Mitsubishi Fuso Truck of America, Inc. — **CHASSIS UPDATE**
- State of the Industry Overview — The NTEA Perspective
- Trailer and Towing Factors for Class 1–4 Trucks
- Your Work Truck's 21st Century Electrification Needs

Opening Reception 6:30PM–9:00PM
Location: America's Center (ticket required)

WEDNESDAY, MARCH 10

Registration Open 7:00AM–5:00PM

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

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

- 360 Degrees of Customer Service
- Dodge — **CHASSIS UPDATE**
- How to Avoid Costly Errors When Modifying Truck Frames
- How to Maximize Tire Life-Cycles & Minimize Overall Cost
- International Truck — **CHASSIS UPDATE**
- Putting Dollars into Value-Added Selling

WEDNESDAY, MARCH 10 CONTINUED

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

- Fleet Management Survival Strategies for the Next Decade
- Ford Commercial Truck — **CHASSIS UPDATE**
- Freightliner Trucks — **CHASSIS UPDATE**
- How Online Sales Can Work for You
- Optimizing Work Truck Body and Equipment Design
- Putting Dollarization to Work for You

Optional Tour: Anheuser-Busch Brewery Tour 9:30AM–2:30PM
Select one of six time slots. Tour lasts 1½ hours. (ticket required)

TRADE SHOW OPEN 11:00AM–5:00PM

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

The Work Truck Show 2011 Exhibitor Sign-up 2:00PM–4:30PM
(Platinum, Gold, Silver, & Bronze)

SPECIAL SESSION 3:00PM–5:00PM
YEN Leadership Workshop & Networking Reception (ticket required)
Building Your Leadership Reputation

THURSDAY, MARCH 11

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

- Creating Strategic Alliances to Enhance Your Government Sales Strategy
- General Motors Fleet and Commercial Operations — **CHASSIS UPDATE**
- I Have a Hybrid Truck in the Shop — Now What?
- Passive Telematics as a Fleet Productivity Driver
- Spec'ing Truck Chassis to Match Job Requirements and Optimize Performance
- Understanding Multi-Stage Vehicle Certification & Labeling Requirements
- What's Your Green Story? — How to Create and Leverage a Green Position for Your Company

Optional Tour: Anheuser-Busch Brewery Tour 9:30AM–2:30PM
Select one of six time slots. Tour lasts 1½ hours. (ticket required)

The Work Truck Show 2011 Exhibitor Sign-up 10:00AM–5:30PM

TRADE SHOW OPEN 11:00AM–5:00PM

SPECIAL SESSION 11:30AM–1:30PM

Truck Fleet Manager Training (ticket required)
Session & Networking Luncheon
What's Wildly Important — Using Data to Manage Fleet Costs
(Offered exclusively to fleet managers)

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

FRIDAY, MARCH 12

Registration Open 8:00AM–12:00PM

The Work Truck Show 2011 Exhibitor Sign-up 9:00AM–11:30AM

TRADE SHOW OPEN 9:00AM–12:00PM

Schedule is subject to change. All events take place at America's Center except where noted. Complete Event Package or Conference & Trade Show Package registration is required to attend educational sessions.

WORK TRUCK SHOW 2010 PREPAID ADMISSION PASS

YOU'RE INVITED AS OUR GUEST
Compliments of:
WorkSafe USA Inc - 3105

COMPANY INFORMATION

Your 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 ☐ Commercial or Governmental Fleet/Truck Buyer
- 3 ☐ Truck Dealer
- 4 ☐ Chassis Manufacturer
- 5 ☐ Leasing Company
- 6 ☐ Truck Equipment Manufacturer/Supplier
- 7 ☐ Manufacturer Rep
- 8 ☐ Trade Publication
- 9 ☐ Trade Association
- 10 ☐ 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 for existing product lines
- 2 ☐ Find new product lines
- 3 ☐ Industry training
- 4 ☐ Meet with current suppliers
- 5 ☐ Find new customers
- 6 ☐ Find new distributors/dealers
- 7 ☐ Research the truck equipment market
- 8 ☐ Market company products
- 9 ☐ 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
- 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.

REGISTRATION PACKAGES & FEES

- ☐ **TRADE SHOW ONLY — FREE PREPAID ADMISSION PASS** Includes Work Truck Show admission to one, two or all three days, admission to one concurrent NTEA Convention Educational Session.

- ☐ **CONFERENCE & TRADE SHOW PACKAGE** — Includes admission to all three days of The Work Truck Show, all conference sessions, and lunch Wednesday–Thursday. 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, optional tour, Fleet Management Symposium, or Green Truck Summit.

- ☐ **FLEET MANAGEMENT SYMPOSIUM PACKAGE (Tuesday, March 9)** Includes Conference & Trade Show Package. Not included in any package.

- ☐ **GREEN TRUCK SUMMIT (Tuesday, March 9 & Wednesday, March 10)** Not included in any package.

Summit Special Fee Applies for Complete Event and Conference & Trade Show Registrants

Summit Fee for Non-Package Registrants

	Early Bird Through 1/22/10	Advance 1/23/10–2/26/10	On-site From 2/27/10	Select Category Fill in Fee(s)
Member	\$209	\$239	\$269	\$ _____
Nonmember	\$239	\$269	\$299	\$ _____
Member & Nonmember	\$319	\$349	\$379	\$ _____
Member & Nonmember	\$129	\$139	\$159	\$ _____
Member & Nonmember	\$179	\$189	\$209	\$ _____

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 (6932)



Account #

Exp. Date

Name on Card

Signature

NTEA USE ONLY

Check #	Amt.
Date	Initials

FAX TO: (301) 694-5124