

**FREE  
PASS**

# THE WORK TRUCK SHOW®

**GreenTruck  
SUMMIT**

March 1-4, 2016 | Indianapolis, IN  
Educational sessions begin March 1

This Free Pass gives you access to The Work Truck Show 2016 and one concurrent educational session (an \$85 total value).

Brought to you by



[worktruckshow.com](http://worktruckshow.com)



## SPECIAL Sessions & Events

### Opening Reception

Tuesday, March 1, 6:30-9 p.m.

Don't miss the Opening Reception at JW Marriott Indianapolis. Connect with friends and acquaintances, meet other work truck industry professionals, and explore future business possibilities.

*Ticket required. Included in Work Truck Show & Green Truck Summit Complete Event Package and Work Truck Show Complete Event Package. Also available separately.*



### Special Sessions

#### Integrating Millennials into Organizations for Long-Term Success

Tuesday, March 1, 8:30-11:30 a.m.

To compete in today's economy and fill the shoes of exiting employees, work truck industry companies need technically savvy team members with a capacity for innovation. This course provides critical insight into the values, characteristics and experiences of the millennial generation, as well as strategies to effectively grow and manage them for long-term success.

### The Work Truck Show Ride-and-Drive

Wednesday, March 2, noon-4:30 p.m.  
Thursday, March 3, noon-4:30 p.m.

Test-drive or ride in commercial vehicles incorporating the latest advanced technologies and alternative fuel applications. Participation is free to all trade show attendees.



Ride-and-Drive Sponsor:



Booth 4139

#### Straightforward Approach to Lean Implementation for Truck Equipment Upfitters

Tuesday, March 1, 9 a.m.-4 p.m.

Quality, productivity and profit are the result of teamwork, organization and execution of planning. Invest one day and see what other NTEA member companies have done to move their shop productivity to a new level through workplace organization and streamlining custom work. This program will demonstrate how changing the way you approach your business can deliver significant results.

### President's Breakfast & NTEA Annual Meeting

Thursday, March 3, 7:30-9:15 a.m.

Keynote speaker Jay Leno

*Ticket required. Included in Work Truck Show & Green Truck Summit Complete Event Package and Work Truck Show Complete Event Package. Also available separately.*

President's Breakfast Sponsor:



Booth 3239

#### Generation Next Leadership Workshop & Networking Reception: Flying in Formation

Wednesday, March 2, 3-5 p.m.

Effective leadership requires a mindset that inspires trust through confidence, but remains open to communication and critique. As the only commanding officer to lead the Blue Angels for three separate tours, speaker Greg Wooldridge draws his methods from a world where strategies for extreme focus are part of a larger process that ensures safety as well as precision. Hear stories from the cockpit while gaining the nuts and bolts of Blue Angels methodology.



### WTS Blues Bash

Thursday, March 3, 7-10 p.m.

Join friends and industry colleagues at the Slippery Noodle Inn, Indiana's oldest bar recognized as one of the nation's top blues venues. Enjoy refreshments and live music from the Jeremiah Johnson Band.

*Ticket required. This event is not included in any package.*



Blues Bash Co-Sponsor:



Booth 4159

#### Indiana LTAP Fleet Educational Program

Thursday, March 3, 8:30-11 a.m.

Gain insights on fleet data utilization and advanced technologies for municipal operations during this two-part training course hosted by the Indiana Local Technical Assistance Program (LTAP).



*Ticket required for all Special Sessions. Not included in any package.*

# WORK TRUCK SHOW & GREEN TRUCK SUMMIT SCHEDULE AT A GLANCE

## TUESDAY, MARCH 1

**Registration Open** 7 a.m.–5:30 p.m.

**Green Truck Summit** 8:30 a.m.–6:15 p.m.

**General Sessions** *ticket required*

Reception from 5:15–6:15 p.m.

**SPECIAL SESSION** 8:30–11:30 a.m.

**Integrating Millennials into Organizations for Long-Term Success** *ticket required*

**SPECIAL SESSION** 9 a.m.–4 p.m.

**Straightforward Approach to Lean Implementation for Truck Equipment Upfitters** *ticket required*

**SPECIAL SESSION** 9 a.m.–4 p.m.

**Fleet Management 101: Fundamentals of Truck Fleet Management** *ticket required*

**WORK TRUCK SHOW** 1:30–2:45 p.m.

### CONCURRENT SESSIONS

- Finding Success with Work Truck Electrification
- Industry Overview and Economic Outlook
- International Truck Update Session
- Many Faces of Leadership
- U.S. and Canada Cross-Border Vehicle Importation and Exportation
- Western Star Trucks Update Session

**WORK TRUCK SHOW** 3–4:15 p.m.

### CONCURRENT SESSIONS

- Chevrolet Commercial Vehicles and GMC Update Session
- Freightliner Trucks Update Session
- Getting Unstuck
- Leadership Development and Transition in the New Economy — Critical Insights and Practical Strategies for Building Bench Strength
- Mack Trucks Inc. Update Session
- Optimizing Vehicle Performance Through Proper Truck Chassis Specification Development

**Opening Reception** 6:30–9 p.m.

**JW Marriott Indianapolis** *ticket required*

## WEDNESDAY, MARCH 2

**Registration Open** 7 a.m.–5 p.m.

**WORK TRUCK SHOW & GREEN TRUCK SUMMIT** 8–9:15 a.m.

### CONCURRENT SESSIONS

- Enterprise Resource Planning Systems 101
- Freightliner Trucks Advanced Drive and Fuel Technology
- How Drive and Duty Cycle Analysis Pays Off
- Isuzu Commercial Truck of America Inc. Update Session
- Kenworth Truck Company Update Session
- Maintenance and Repair Shop Management — Part 1
- Meet the Engineering and Research Departments You Didn't Know You Had
- Performance, Functional or Engineered Specifications — Which is Right for Your Truck Applications?
- Ram Commercial Update Session
- Redefining the Cab-Over Market
- The Future of NGVs — New Technologies, Innovations and Advancements on the Road Ahead
- The Propane Autogas Advantage: Reduce Your Total Cost of Ownership
- Why Lean Thinking and Shop Problem-Solving are Critical for Truck Equipment Distributors

**WORK TRUCK SHOW & GREEN TRUCK SUMMIT** 9:30–10:45 a.m.

### CONCURRENT SESSIONS

- Designing Work Trucks for Optimum Life-Cycle Costs
- Does Your Company Walk the Talk?
- Driver Behavior — A Make-or-Break Factor Influencing Your Technology and Fuel Management Strategies
- Ford Commercial Vehicles Update Session
- Idle Management — A Smart and Profitable Investment
- Implications of Phase Two Greenhouse Gas and Fuel Efficiency Regulations for Work Trucks
- Maintenance and Repair Shop Management — Part 2
- Mitsubishi Fuso Truck of America Inc. Update Session
- Peterbilt Motors Company Update Session
- Questions You Wish You Had Asked When Evaluating an Enterprise Resource Planning System
- The Power of the Connected Fleet Ecosystem

**Exhibits Open** 10 a.m.–5 p.m.

**The Work Truck Show** noon–4:30 p.m.

### Ride-and-Drive

**The Work Truck Show 2017** 2–4:45 p.m.

### Exhibitor Sign-Up

**SPECIAL SESSION** 3–5 p.m.

**Generation Next Leadership** *ticket required*

### Workshop & Networking Reception

## THURSDAY, MARCH 3

**Registration Open** 7 a.m.–5 p.m.

**President's Breakfast & NTEA Annual Meeting** 7:30–9:15 a.m.

*ticket required*

**SPECIAL SESSION** 8:30–11 a.m.

**Indiana LTAP Fleet Educational Program** *ticket required*

**WORK TRUCK SHOW & GREEN TRUCK SUMMIT** 9:30–10:45 a.m.

### CONCURRENT SESSIONS

- CNG Stations Require Maintenance and Upkeep — Just Like Your Work Trucks
- Designing Work Trucks for Multiple Duty Cycles in a Four-Season Year
- Economic Benefits of Commercial Vehicle Lightweighting Strategies
- Finding the Sweet Spot for Hybrids in Your Work Truck Fleet
- Freightliner Custom Chassis Corporation Update Session
- Hino Trucks Update Session
- Mercedes-Benz Vans Update Session
- Modifying Your Powertrain to Optimize Performance
- Sustainable Technologies: Finding Success the Second Time Around
- Telematics: Keeping Data Secure While Collecting Critical Information
- Understanding Why Weight Distribution is Critical for Truck Engineering, Performance and Regulatory Compliance
- Using Financial Statements as a Management Tool

**Exhibits Open** 10 a.m.–5 p.m.

**The Work Truck Show 2017** 10 a.m.–5 p.m.

### Exhibitor Sign-Up

**The Work Truck Show** noon–4:30 p.m.

### Ride-and-Drive

**WTS Blues Bash** 7–10 p.m.

**Slippery Noodle Inn** *ticket required*

## FRIDAY, MARCH 4

**Registration Open** 8 a.m.–noon

**Exhibits Open** 9 a.m.–noon

**THE WORK TRUCK SHOW® 2016 REGISTRATION FORM**

PROMO CODE

WTS126731

**FREE PASS**

**ATTENDEE INFORMATION**

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 email (for NTEA use only) \_\_\_\_\_ Do you authorize NTEA to share your email address with exhibiting companies that request it?  Yes  No (By not checking either box, you will automatically decline.)

By sharing your email, you also provide your consent to receive NTEA e-communications.

**PLEASE CHECK APPROPRIATE BOXES**

<p><b>Company type (required)</b></p> <input type="checkbox"/> Truck Equipment Distributor <input type="checkbox"/> Fleet Manager/Truck Buyer, Commercial or Governmental <input type="checkbox"/> Truck Dealer <input type="checkbox"/> Chassis Manufacturer <input type="checkbox"/> Leasing Company <input type="checkbox"/> Truck Equipment Manufacturer/Supplier <input type="checkbox"/> Manufacturer Rep <input type="checkbox"/> Media (must submit press credentials) <input type="checkbox"/> Trade Publication <input type="checkbox"/> Trade Association <input type="checkbox"/> Business Service Provider	<p><b>Your job function</b></p> <input type="checkbox"/> Owner/Pres/CEO <input type="checkbox"/> Gen Mgr/VP <input type="checkbox"/> Fleet Mgr/Truck Buyer <input type="checkbox"/> Sales/Marketing Mgr <input type="checkbox"/> Financial/Administrative Mgr <input type="checkbox"/> Engineer/Quality Mgr <input type="checkbox"/> Shop/Parts Mgr <input type="checkbox"/> Buyer/Purchasing Agent <input type="checkbox"/> Other	<p><b>Your attendance objective (check all that apply)</b></p> <input type="checkbox"/> Find new suppliers and product lines <input type="checkbox"/> Industry training <input type="checkbox"/> Meet with current suppliers <input type="checkbox"/> Find new customers <input type="checkbox"/> Find new distributors/dealers <input type="checkbox"/> Research the truck equipment market <input type="checkbox"/> Market company products <input type="checkbox"/> Interact with industry peers	<p><b>Types of trucks and/or trailers you purchase or distribute (check all that apply)</b></p> <input type="checkbox"/> Class 1 (0-6,000 lbs.) <input type="checkbox"/> Class 2 (6,001-10,000 lbs.) <input type="checkbox"/> Class 3 (10,001-14,000 lbs.) <input type="checkbox"/> Class 4 (14,001-16,000 lbs.) <input type="checkbox"/> Class 5 (16,001-19,500 lbs.) <input type="checkbox"/> Class 6 (19,501-26,000 lbs.) <input type="checkbox"/> Class 7 (26,001-33,000 lbs.) <input type="checkbox"/> Class 8 (33,001 lbs.+) <input type="checkbox"/> Truck tractors <input type="checkbox"/> Trailers — vocational/utility <input type="checkbox"/> Trailers — over-the-road	<p><b>Annual commercial truck and equipment purchases</b></p> <input type="checkbox"/> Less than \$250,000 <input type="checkbox"/> \$250,001-\$500,000 <input type="checkbox"/> \$500,001-\$1,000,000 <input type="checkbox"/> \$1,000,001-\$5,000,000 <input type="checkbox"/> \$5,000,001-\$10,000,000 <input type="checkbox"/> \$10,000,001-\$20,000,000 <input type="checkbox"/> \$20,000,001-\$40,000,000 <input type="checkbox"/> \$40,000,001-\$60,000,000 <input type="checkbox"/> \$60,000,001-\$75,000,000 <input type="checkbox"/> Greater than \$75,000,000
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**Are you a first-time attendee?**  
 Yes  No

**Do you require any mobility assistance?**  
 Yes  No

**FLEET MANAGER/TRUCK BUYERS ONLY**

**Which describes your truck fleet or market?**

 Agricultural  Government/Municipal  
 Construction  Utility/Telecom  
 Delivery/Carriage  Other

**FLEET MANAGER/TRUCK BUYERS ONLY**

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

 Less than 10  101-500  
 11-50  501-1,000  
 51-100  Greater than 1,000

**REGISTRATION OPTIONS**

		Advanced Registration Through 2/12/16	Registration After 2/12/16	Fill in Prices
<input type="checkbox"/> <b>Work Truck Show (WTS) &amp; Green Truck Summit (GTS) Complete Event Package</b> — Includes all three days of WTS, GTS, Wednesday & Thursday lunch, all concurrent sessions, Opening Reception and President's Breakfast. Does not include Fleet Management 101, Generation Next, Special Sessions or WTS Blues Bash.	Member Nonmember	<input type="checkbox"/> \$599 <input type="checkbox"/> \$689	<input type="checkbox"/> \$689 <input type="checkbox"/> \$799	\$ _____ \$ _____
<input type="checkbox"/> <b>Work Truck Show (WTS) Complete Event Package</b> — Includes all three days of WTS, Wednesday & Thursday lunch, all concurrent sessions, Opening Reception and President's Breakfast. Does not include Tuesday GTS general sessions, Fleet Management 101, Generation Next, Special Sessions or WTS Blues Bash.	Member Nonmember	<input type="checkbox"/> \$399 <input type="checkbox"/> \$479	<input type="checkbox"/> \$439 <input type="checkbox"/> \$519	\$ _____ \$ _____
<input type="checkbox"/> <b>Green Truck Summit (GTS) Conference &amp; Trade Show Package</b> — Includes all three days of WTS, Tuesday GTS general sessions, Wednesday & Thursday lunch and all concurrent sessions. Does not include Opening Reception, President's Breakfast, Fleet Management 101, Generation Next, Special Sessions or WTS Blues Bash.	Member Nonmember	<input type="checkbox"/> \$349 <input type="checkbox"/> \$379	<input type="checkbox"/> \$389 <input type="checkbox"/> \$409	\$ _____ \$ _____
<input type="checkbox"/> <b>Work Truck Show (WTS) Conference &amp; Trade Show Package</b> — Includes all three days of WTS, Wednesday & Thursday lunch and all concurrent sessions. Does not include Opening Reception, President's Breakfast, Fleet Management 101, Tuesday GTS general sessions, Generation Next, Special Sessions or WTS Blues Bash.	Member Nonmember	<input type="checkbox"/> \$269 <input type="checkbox"/> \$299	<input type="checkbox"/> \$299 <input type="checkbox"/> \$329	\$ _____ \$ _____

**Badge Only** — Includes WTS admission for one, two or all three days and admission to one concurrent educational session.

**FREE**

**SPECIAL SESSIONS & EVENTS — Can be added to Registration Options**

		Advanced Registration Through 2/12/16	Registration After 2/12/16	Fill in Prices
<input type="checkbox"/> <b>Fleet Management 101: Fundamentals of Truck Fleet Management</b> — Tuesday, March 1. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$149	<input type="checkbox"/> \$249	\$ _____
<input type="checkbox"/> <b>Special Session: Integrating Millennials into Organizations for Long-Term Success</b> — Tuesday, March 1. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$69	<input type="checkbox"/> \$139	\$ _____
<input type="checkbox"/> <b>Special Session: Straightforward Approach to Lean Implementation for Truck Equipment Upfitters</b> — Tuesday, March 1. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$149	<input type="checkbox"/> \$249	\$ _____
<input type="checkbox"/> <b>Opening Reception</b> — Tuesday, March 1.	Member Nonmember	<input type="checkbox"/> \$89 <input type="checkbox"/> \$109	<input type="checkbox"/> \$109 <input type="checkbox"/> \$129	\$ _____ \$ _____
<input type="checkbox"/> <b>Generation Next Leadership Workshop &amp; Networking Reception</b> — Wednesday, March 2. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____
<input type="checkbox"/> <b>President's Breakfast</b> — Thursday, March 3.	Member Nonmember	<input type="checkbox"/> \$79 <input type="checkbox"/> \$99	<input type="checkbox"/> \$99 <input type="checkbox"/> \$119	\$ _____ \$ _____
<input type="checkbox"/> <b>Special Session: Indiana LTAP Fleet Educational Program</b> — Thursday, March 3. Not included in any package. Special pricing applies if registered for Complete Event or Conference & Trade Show packages.	Member & Nonmember with Package Member & Nonmember without Package	<input type="checkbox"/> \$0 <input type="checkbox"/> \$49	<input type="checkbox"/> \$0 <input type="checkbox"/> \$69	\$ _____ \$ _____
<input type="checkbox"/> <b>WTS Blues Bash</b> — Thursday, March 3. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____

**PAYMENT METHOD — Payment is required with registration**

Check Enclosed (payable to NTEA) **Credit Card:**  Visa  MasterCard  American Express

Account # \_\_\_\_\_ Exp. date \_\_\_\_\_ Billing ZIP code \_\_\_\_\_ CVV # \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_



37400 Hills Tech Drive  
Farmington Hills, MI 48331

NTEA USE ONLY

Check # _____	Armt. _____
Date _____	Initials _____

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 NTEA of photographs, video images and electronic images taken at those events that may include the likeness of the attendee.

Use the Promo Code above to register online at [worktruckshow.com](http://worktruckshow.com) or complete this Registration Form and fax to 248-489-8590.