

WORK TRUCK SHOW 2010 PREPAID ADMISSION PASS

YOU'RE INVITED AS OUR GUEST
Compliments of:
Meyer Distributing

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)

Truck Equipment Distributor

Commercial or Governmental Fleet/Truck Buyer

Truck Dealer

Chassis Manufacturer

Leasing Company

Truck Equipment Manufacturer/Supplier

Manufacturer Rep

Trade Publication

Trade Association

Service Provider

1. Your registration category

Distributor Attendee

Truck Dealer Attendee

Attendee (all others)

Media (must submit press credentials)

Spouse

2. Your job function

Owner/Pres/CEO

Gen Mgr/VP

Fleet Mgr/Truck Buyer

Sales/Marketing Mgr

Financial/Administrative Mgr

Engineer/Quality Mgr

Shop/Parts Mgr

Buyer/Purchasing Agent

Other

3. Your purchasing authority

Final decision

Recommend

Specify

No role

4. Your attendance objective (check all that apply)

Find new suppliers for existing product lines

Find new product lines

Industry training

Meet with current suppliers

Find new customers

Find new distributors/dealers

Research the truck equipment market

Market company products

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

Class 1 (0-6,000 lbs.)

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

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

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

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

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

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

Class 8 (33,001 lbs.+)

Truck Tractors

Trailers — Vocational/Utility

Trailers — Over-the-road

8. Your annual commercial truck and equipment purchases

Less than \$250,000

\$250,001 to \$500,000

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

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

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

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

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

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

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

Greater than \$75,000,000

FLEET REGISTRANTS ONLY

9. Which describes your truck fleet or market?

Agricultural

Construction

Delivery/Cartage

Government/Municipal

Utility

Other

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

Less than 10

11 to 50

51 to 100

101 to 500

501 to 1,000

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 1/22/10	Advance 1/23/10-2/26/10	On-site From 2/27/10	Select Category Fill in Fee(s)
<input type="checkbox"/> 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.				FREE
<input type="checkbox"/> 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.	Member \$209 Nonmember \$239	\$239 \$269	\$269 \$299	\$ _____ \$ _____
<input type="checkbox"/> FLEET MANAGEMENT SYMPOSIUM PACKAGE (Tuesday, March 9) Includes Conference & Trade Show Package. Not included in any package.	Member & Nonmember \$319	\$349	\$379	\$ _____
<input type="checkbox"/> GREEN TRUCK SUMMIT (Tuesday, March 9 & Wednesday, March 10) Not included in any package.	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)**



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

Account # _____ Exp. Date _____

Name on Card _____ Signature _____

FAX TO: (301) 694-5124

**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
Determining What You Make vs. What You Buy 9:00AM-12:00PM
(ticket required)

SPECIAL SESSION
Performance Improvement Benchmarks for Distributors and Equipment Upfitters 9:00AM-12:00PM
(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.