

# FREE PASS

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

# THE WORK TRUCK SHOW

**MARCH 6-8, 2012**  
 INDIANA CONVENTION CENTER  
 INDIANAPOLIS, IN

Educational programming begins March 5

This pass grants you  
**FREE** admission to:

- The Work Truck Show 2012 (March 6-8)
- One concurrent NTEA Convention educational session of your choice

Visit [NTEA.com](http://NTEA.com) for  
 more information



# SPECIAL EVENTS & SESSIONS

## Opening Reception

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

Don't miss the Opening Reception at the JW Marriott Indianapolis Downtown, considered the crown jewel of the \$450 million Marriott Place that soars above the city and boasts breathtaking views. Enjoy an evening renewing industry connections and finding new opportunities for business partnerships.

*Ticket required.*



**TICKET REQUIRED FOR ALL  
 SPECIAL SESSIONS**



## SPECIAL SESSION

**How Truck Equipment Distributors and Small Manufacturers Can Deploy Lean Principles to Maximize Productivity**



Monday, March 5, 9:00AM-12:00PM

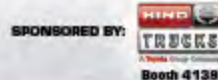
Learn how you can effectively implement Lean concepts to achieve significant productivity gains. Session participants will walk away with actions they can immediately implement at their operations.



**Green Truck Ride-and-Drive**

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

Sign up on-site to drive or ride in work trucks equipped with the latest cutting-edge hybrid technology and alternative fuel applications.



## SPECIAL SESSION

**YEN Leadership Workshop & Networking Reception: Your Brand, Your Promise**



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

Find out how to recognize and determine your brand promise and how to examine your business to help ensure that what you say is actually what you do.

**President's Breakfast & NTEA Annual Meeting**

PRESIDENT'S  
 BREAKFAST  
 SPONSORED BY:



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

*Ticket required.*



Keynote Address by  
 President George W. Bush

## SPECIAL SESSION

**Truck Fleet Manager Training Session & Networking Luncheon: Develop Your Fleet Manager's Tool Box**



Wednesday, March 7, 11:30AM-1:30PM

Gain insights on how to leverage various technical tools to effectively analyze and manage fleet performance.

*Offered exclusively to fleet managers.*

# SCHEDULE AT A GLANCE

## SUNDAY, MARCH 4

Registration Open 12:00PM-5:00PM

## MONDAY, MARCH 5

Registration Open 7:00AM-5:30PM

Green Truck Summit 8:00AM-6:15PM

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

How Truck Equipment Distributors

and Small Manufacturers Can Deploy

Lean Principles to Maximize Productivity (ticket required)

### CONCURRENT EDUCATIONAL SESSIONS

1:30 PM - 2:45 PM

- Changing of the Guard: Millennials and Generational Differences in the Workplace
- Demystifying Weight Distribution and Payload Calculations for Work Trucks
- Freightliner Custom Chassis Corporation — **CHASSIS UPDATE**
- Mack Trucks, Inc. — **CHASSIS UPDATE**
- State of the Industry Overview — The NTEA Perspective
- The Ins and Outs of Federal Excise Tax Implications for Work Trucks

### CONCURRENT EDUCATIONAL SESSIONS

3:00 PM - 4:15 PM

- Government Regulatory Implications for the Work Truck Industry
- Learning to Avoid Costly Truck Frame Modification Errors
- Nissan North America — **CHASSIS UPDATE**
- Peterbilt Motors Company — **CHASSIS UPDATE**
- Western Star Trucks — **CHASSIS UPDATE**
- What is the Future Economic Landscape for the Work Truck Industry?

Opening Reception 6:30PM-9:00PM

Location: JW Marriott Indianapolis (ticket required)

## TUESDAY, 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

- How Can Truck Equipment Manufacturers and Distributors Minimize Their Litigation Risk?
- How Engaging Customers Can Improve Your Business
- International Truck — **CHASSIS UPDATE**
- Isuzu Commercial Truck of America, Inc. — **CHASSIS UPDATE**
- Optimizing Work Truck Body and Equipment Specifications
- Ram Trucks — **CHASSIS UPDATE**
- Why Should I Care About Vehicle Certification?

## TUESDAY, MARCH 6 CONTINUED

Fleet Management Symposium 9:00AM-12:00PM

(ticket required)

### CONCURRENT EDUCATIONAL SESSIONS

9:30 AM - 10:45 AM

- Build Your People Strategy First
- Ensuring Your Next Truck Chassis Matches the Job Requirements
- Ford Commercial Truck — **CHASSIS UPDATE**
- Freightliner Trucks — **CHASSIS UPDATE**
- Hino Trucks — **CHASSIS UPDATE**
- The Future of Fleet Operations
- The Ins and Outs of Lean for the Truck Equipment Industry

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

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

Work Truck Show 2013 Exhibitor Sign-up 2:00PM-4:30PM

(Platinum, Gold, Silver & Bronze)

SPECIAL SESSION 3:00PM-5:00PM

YEN Leadership Workshop (ticket required)

& Networking Reception

## WEDNESDAY, MARCH 7

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

- Chevrolet & GMC Commercial Truck — **CHASSIS UPDATE**
- Kenworth Truck Company — **CHASSIS UPDATE**
- Making Vehicle Investment Decisions Using Life-Cycle Cost Analysis
- Mitsubishi Fuso Truck of America, Inc. — **CHASSIS UPDATE**
- Old Rules/New Tools: Staying People-Focused Using Today's Technology
- Spec'ing Your Truck Powertrain for Optimum Efficiency and Performance
- The Next Generation of Work Truck Telematics

Work Truck Show 2013 Exhibitor Sign-up 10:00AM-5:30PM

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

SPECIAL SESSION 11:30AM-1:30PM

Truck Fleet Manager (ticket required)

Training Session & Networking Luncheon

(Offered exclusively to fleet managers)

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

## THURSDAY, MARCH 8

Registration Open 8:00AM-12:00PM

Work Truck Show 2013 Exhibitor Sign-up 9:00AM-11:30AM

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

Schedule is subject to change. All events take place at the Indiana Convention Center except where noted. Complete Event Package or Conference & Trade Show Package registration is required to attend educational sessions. Visit NTEA.com for the most current session information.

## PLAN YOUR SHOW!



EXHIBITOR SEARCH



FLOOR PLAN



FEATURED EXHIBITORS

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

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



# WORK TRUCK SHOW® 2012 REGISTRATION FORM PREPAID PASS

YOU'RE INVITED AS OUR GUEST  
Compliments of:

## COMPANY 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 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)**

Truck Equipment Distributor

Fleet/Truck Buyer, Commercial or Governmental

Truck Dealer

Chassis Manufacturer

Leasing Company

Truck Equipment Manufacturer/Supplier

Manufacturer Rep

Trade Publication

Trade Association

Business 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 and 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/Telecom  
 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

## REGISTRATION PACKAGES & FEES

		Early Bird Through 01/20/12	Advance 1/21/12-02/17/12	On-site From 02/18/12	Select Category Fill in Prices
<input type="checkbox"/> <b>COMPLETE EVENT PACKAGE</b> Includes admission to all three days of The Work Truck Show, all conference sessions, the Opening Reception, President's Breakfast, and lunch Tuesday-Wednesday. For fleet managers only, package includes Truck Fleet Manager Training Session & Networking Luncheon. Does <b>not</b> include Special Sessions, YEN Workshop, Fleet Management Symposium, or Green Truck Summit.	Full Registration	Member \$339	\$379	\$419	\$ _____
		Nonmember \$419	\$459	\$499	\$ _____
	Spouse Registration	Member \$229	\$269	\$299	\$ _____
		Nonmember \$309	\$349	\$379	\$ _____
Spouse First & Last Name _____					
<input type="checkbox"/> <b>CONFERENCE &amp; TRADE SHOW PACKAGE</b> 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 <b>not</b> include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop, Fleet Management Symposium, or Green Truck Summit.	Member	\$229	\$269	\$299	\$ _____
	Nonmember	\$259	\$299	\$329	\$ _____
<input type="checkbox"/> <b>FLEET MANAGEMENT SYMPOSIUM PACKAGE</b> (Monday, March 5 & Tuesday, March 6) Includes Fleet Management Symposium, admission to all three days of The Work Truck Show, one additional day of conference sessions, and lunch Tuesday-Wednesday. For fleet managers only, Truck Fleet Manager Training Session & Networking Luncheon is included. Does <b>not</b> include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop or Green Truck Summit.	Member & Nonmember	\$349	\$389	\$419	\$ _____
<input type="checkbox"/> <b>TRUCK EQUIPMENT MANUFACTURER/SUPPLIER (NON-EXHIBITING) TRADE SHOW ONLY</b> Includes Work Truck Show admission for one, two or all three days.	Member	\$ 99	\$129	\$149	\$ _____
	Nonmember	\$129	\$159	\$179	\$ _____
<input type="checkbox"/> <b>TRADE SHOW ONLY — FREE ADMISSION PASS</b> Includes Work Truck Show admission for one, two or all three days, and admission to one concurrent NTEA Convention educational session.					

## SPECIAL SESSIONS & EVENTS

<input type="checkbox"/> <b>GREEN TRUCK SUMMIT</b> (Monday, March 5 & Tuesday, March 6) 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	\$259	\$279	\$299	\$ _____
<input type="checkbox"/> <b>SPECIAL SESSION: How Truck Equipment Distributors and Small Manufacturers Can Deploy Lean Principles to Maximize Productivity</b> (Monday, March 5) Not included in any package.	Member	\$ 39	\$ 59	\$ 79	\$ _____	
	Nonmember	\$ 59	\$ 79	\$ 99	\$ _____	
<input type="checkbox"/> <b>Opening Reception</b> (Monday, March 5) Included in Complete Event Package (full and spouse registration).	Member	\$ 79	\$ 89	\$ 99	\$ _____	
	Nonmember	\$ 89	\$ 99	\$109	\$ _____	
<input type="checkbox"/> <b>Young Executives Network Leadership Workshop &amp; Networking Reception</b> (Tuesday, March 6) Not included in any package.	Member & Nonmember	\$ 10	\$ 20	\$ 30	\$ _____	
<input type="checkbox"/> <b>President's Breakfast &amp; NTEA Annual Meeting</b> (Wednesday, March 7) Included in Complete Event Package (full and spouse registration).	Member	\$ 59	\$ 69	\$ 89	\$ _____	
	Nonmember	\$ 79	\$ 89	\$109	\$ _____	
<input type="checkbox"/> <b>Truck Fleet Manager Training Session &amp; Networking Luncheon</b> (Wednesday, March 7) Included in Complete Event (full and spouse registration) and Conference Packages.	Open to fleet managers only	\$ 15	\$ 25	\$ 35	\$ _____	

## 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 1-800-441-6832



TOTAL: \$ \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

NTEA USE ONLY	Check #	Amt.
	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 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**