

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.



The Future of Clean Commercial Vehicles

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:



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 ANSWERS™

SCHEDULE AT A GLANCE

MONDAY, MARCH 4

Registration Open 12:00PM-5:00PM

TUESDAY, 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-4:00PM
Implementing a Lean Management System (ticket required)

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

CONCURRENT EDUCATIONAL SESSIONS

1:30PM-2:45PM

- 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

3:00PM-4:15PM

- 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
Location: Lucas Oil Stadium (ticket required)

WEDNESDAY, MARCH 6

Registration Open 7:00AM-5:00PM

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

CONCURRENT EDUCATIONAL SESSIONS

8:00AM-9:15AM

- 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

Fleet Management Symposium 9:00AM-12:00PM
(ticket required)

CONCURRENT EDUCATIONAL SESSIONS

9:30AM-10:45AM

- 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
YEN Leadership Workshop & Networking Reception (ticket required)

THURSDAY, MARCH 7

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

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

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 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® 2013 REGISTRATION FORM PREPAID PASS

YOU'RE INVITED AS OUR GUEST
Compliments of:

VIBCO Truck Vibrators - BOOTH #5974

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

<p>COMPANY TYPE (required)</p> <p>1 <input type="checkbox"/> Truck Equipment Distributor</p> <p>2 <input type="checkbox"/> Fleet/Truck Buyer, Commercial or Governmental</p> <p>3 <input type="checkbox"/> Truck Dealer</p> <p>4 <input type="checkbox"/> Chassis Manufacturer</p> <p>5 <input type="checkbox"/> Leasing Company</p> <p>6 <input type="checkbox"/> Truck Equipment Manufacturer/Supplier</p> <p>7 <input type="checkbox"/> Manufacturer Rep</p> <p>8 <input type="checkbox"/> Trade Publication</p> <p>9 <input type="checkbox"/> Trade Association</p> <p>10 <input type="checkbox"/> Business Service Provider</p>	<p>1. Your registration category</p> <p>1 <input type="checkbox"/> Distributor Attendee</p> <p>2 <input type="checkbox"/> Truck Dealer Attendee</p> <p>3 <input type="checkbox"/> Attendee (all others)</p> <p>4 <input type="checkbox"/> Media (must submit press credentials)</p> <p>5 <input type="checkbox"/> Spouse</p> <p>2. Your job function</p> <p>1 <input type="checkbox"/> Owner/Pres/CEO</p> <p>2 <input type="checkbox"/> Gen Mgr/VP</p> <p>3 <input type="checkbox"/> Fleet Mgr/Truck Buyer</p> <p>4 <input type="checkbox"/> Sales/Marketing Mgr</p> <p>5 <input type="checkbox"/> Financial/Administrative Mgr</p> <p>6 <input type="checkbox"/> Engineer/Quality Mgr</p> <p>7 <input type="checkbox"/> Shop/Parts Mgr</p> <p>8 <input type="checkbox"/> Buyer/Purchasing Agent</p> <p>9 <input type="checkbox"/> Other</p> <p>3. Your purchasing authority</p> <p>1 <input type="checkbox"/> Final decision</p> <p>2 <input type="checkbox"/> Recommend</p> <p>3 <input type="checkbox"/> Specify</p> <p>4 <input type="checkbox"/> No role</p>	<p>4. Your attendance objective (check all that apply)</p> <p>1 <input type="checkbox"/> Find new suppliers and product lines</p> <p>2 <input type="checkbox"/> Industry training</p> <p>3 <input type="checkbox"/> Meet with current suppliers</p> <p>4 <input type="checkbox"/> Find new customers</p> <p>5 <input type="checkbox"/> Find new distributors/dealers</p> <p>6 <input type="checkbox"/> Research the truck equipment market</p> <p>7 <input type="checkbox"/> Market company products</p> <p>8 <input type="checkbox"/> Interact with industry peers</p> <p>5. Are you a first-time attendee? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>6. Do you require any disability assistance?  <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
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<p>7. Check all types of trucks and/or trailers you purchase or distribute</p> <p>1 <input type="checkbox"/> Class 1 (0-6,000 lbs.)</p> <p>2 <input type="checkbox"/> Class 2 (6,001-10,000 lbs.)</p> <p>3 <input type="checkbox"/> Class 3 (10,001-14,000 lbs.)</p> <p>4 <input type="checkbox"/> Class 4 (14,001-16,000 lbs.)</p> <p>5 <input type="checkbox"/> Class 5 (16,001-19,500 lbs.)</p> <p>6 <input type="checkbox"/> Class 6 (19,501-26,000 lbs.)</p> <p>7 <input type="checkbox"/> Class 7 (26,001-33,000 lbs.)</p> <p>8 <input type="checkbox"/> Class 8 (33,001 lbs.+)</p> <p>9 <input type="checkbox"/> Truck Tractors</p> <p>10 <input type="checkbox"/> Trailers — Vocational/Utility</p> <p>11 <input type="checkbox"/> Trailers — Over-the-road</p>	<p>8. Your annual commercial truck and equipment purchases</p> <p>1 <input type="checkbox"/> Less than \$250,000</p> <p>2 <input type="checkbox"/> \$250,001 to \$500,000</p> <p>3 <input type="checkbox"/> \$500,001 to \$1,000,000</p> <p>4 <input type="checkbox"/> \$1,000,001 to \$5,000,000</p> <p>5 <input type="checkbox"/> \$5,000,001 to \$10,000,000</p> <p>6 <input type="checkbox"/> \$10,000,001 to \$20,000,000</p> <p>7 <input type="checkbox"/> \$20,000,001 to \$40,000,000</p> <p>8 <input type="checkbox"/> \$40,000,001 to \$60,000,000</p> <p>9 <input type="checkbox"/> \$60,000,001 to \$75,000,000</p> <p>10 <input type="checkbox"/> Greater than \$75,000,000</p>
<p>9. Which describes your truck fleet or market?</p> <p>1 <input type="checkbox"/> Agricultural</p> <p>2 <input type="checkbox"/> Construction</p> <p>3 <input type="checkbox"/> Delivery/Cartage</p> <p>4 <input type="checkbox"/> Government/Municipal</p> <p>5 <input type="checkbox"/> Utility/Telecom</p> <p>6 <input type="checkbox"/> Other</p>	<p>10. What is the average number of commercial trucks in your fleet?</p> <p>1 <input type="checkbox"/> Less than 10</p> <p>2 <input type="checkbox"/> 11 to 50</p> <p>3 <input type="checkbox"/> 51 to 100</p> <p>4 <input type="checkbox"/> 101 to 500</p> <p>5 <input type="checkbox"/> 501 to 1,000</p> <p>6 <input type="checkbox"/> Greater than 1,000</p>

REGISTRATION OPTIONS

	Early Bird Through 01/21/13	Advance 01/22/13-02/18/13	On-site From 02/19/13	Select Category Fill in Prices
<input type="checkbox"/> 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.	Member \$339 Nonmember \$419	\$379 \$459	\$419 \$499	\$ _____ \$ _____
<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. Does not include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop, Fleet Management Symposium, or Green Truck Summit.	Member \$229 Nonmember \$259	\$269 \$299	\$299 \$329	\$ _____ \$ _____
<input type="checkbox"/> 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 days of conference sessions, and lunch Wednesday-Thursday. Does not include Special Sessions, Opening Reception, President's Breakfast, YEN Workshop or Green Truck Summit.	Member & Nonmember \$349	\$389	\$419	\$ _____
<input type="checkbox"/> TRUCK EQUIPMENT MANUFACTURER/SUPPLIER (NON-EXHIBITING) TRADE SHOW ONLY Includes Work Truck Show admission for one, two or all three days.	Member \$ 99 Nonmember \$129	\$129 \$159	\$149 \$179	\$ _____ \$ _____
<input type="checkbox"/> 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

<input type="checkbox"/> GREEN TRUCK SUMMIT (Tuesday, March 5 & Wednesday, March 6) Summit Special Fee Applies for Complete Event and Conference & Trade Show Registrants. Not included in any package.	Member & Nonmember \$179	\$199	\$219	\$ _____
	Summit Fee for Non-Package Registrants	\$279	\$299	\$319
<input type="checkbox"/> SPECIAL SESSION: Implementing a Lean Management System (Tuesday, March 5) Not included in any package.	Member \$ 99 Nonmember \$ 129	\$129 \$159	\$159 \$189	\$ _____ \$ _____
<input type="checkbox"/> SPECIAL SESSION: Selling Skills for Truck Body and Equipment Professionals (Tuesday, March 5) Not included in any package.	Member \$ 99 Nonmember \$ 129	\$129 \$159	\$159 \$189	\$ _____ \$ _____
<input type="checkbox"/> Opening Reception (Tuesday, March 5) Included in Complete Event Package (full and spouse registration).	Member \$ 79 Nonmember \$ 89	\$ 89 \$ 99	\$ 99 \$109	\$ _____ \$ _____
<input type="checkbox"/> Young Executives Network Leadership Workshop & Networking Reception (Wednesday, March 6) Not included in any package.	Member & Nonmember \$ 10	\$ 20	\$ 30	\$ _____
<input type="checkbox"/> President's Breakfast & NTEA Annual Meeting (Thursday, March 7) Included in Complete Event Package.	Member \$ 59 Nonmember \$ 79	\$ 69 \$ 89	\$ 89 \$109	\$ _____ \$ _____

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 _____ CIV # _____

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