

# WORK TRUCK SHOW 2010 PREPAID ADMISSION PASS

**YOU'RE INVITED AS OUR GUEST**  
**Compliments of:**  
**Champion**

## 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"/> <b>TRADE SHOW ONLY – FREE PREPAID ADMISSION PASS</b> Includes Work Truck Show admission to one, two or all three days, admission to one concurrent NTEA Convention Educational Session.				<b>FREE</b>
<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 Wednesday–Thursday. 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, optional tour, Fleet Management Symposium, or Green Truck Summit.	Member \$209 Nonmember \$239	\$239 \$269	\$269 \$299	\$ _____ \$ _____
<input type="checkbox"/> <b>FLEET MANAGEMENT SYMPOSIUM PACKAGE (Tuesday, March 9)</b> Includes Conference & Trade Show Package. Not included in any package.	Member & Nonmember \$319	\$349	\$379	\$ _____
<input type="checkbox"/> <b>GREEN TRUCK SUMMIT (Tuesday, March 9 &amp; Wednesday, March 10)</b> Not included in any package.	Member & Nonmember \$129	\$139	\$159	\$ _____
	Member & Nonmember \$179	\$189	\$209	\$ _____
				<b>TOTAL \$ _____</b>

**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)**



<b>NTEA USE ONLY</b>	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.