

FREE PASS

McCormick Place
March 4–6, 2009

NORTH AMERICA'S LARGEST WORK TRUCK EVENT



Keynote Speaker:
Mike Rowe
of Discovery Channel's
Dirty Jobs and *Deadliest Catch*

**THE
WORK
TRUCK
SHOW®**

2009
MARCH 4, 5, 6
McCORMICK PLACE
WEST BUILDING
CHICAGO, IL

This pass grants you free admission to one, two or all three days of The Work Truck Show® 2009, March 4–6 at the McCormick Place in Chicago, IL.

YOUR FREE TRADE SHOW PASS INCLUDES:

- Free trade show entry (a \$35 value)
- Free admission to the Training Theater sessions
- Free admission to one concurrent NTEA Convention educational session of your choice.

Be sure to visit Booth #100 for NTEA products, publications and Session Recordings information.

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, featuring the newest products:

- Truck Chassis
- Snow & Ice Control Equipment
- Truck Bodies
- Cranes & Aerial Devices
- Liftgates & Material Handling Equipment
- Components, Parts and much more...

THOUSANDS OF INDUSTRY PROFESSIONALS

The ultimate opportunity for interacting with industry peers and meeting with current suppliers. Plus, unprecedented technical and engineering support from hundreds of exhibiting companies on the show floor.

THE LATEST IN GREEN INITIATIVES

Essential events tailored to address today's growing interest and demand for hybrid vehicles and alternative fuel technology.

- The Green Truck Summit
- Green Truck Ride-and-Drive
- Hybrid & Alternative Fuel Curriculum
- Dedicated Green Truck Equipment Pavilion



WORLD-CLASS INDUSTRY TRAINING

More than 40 intensive educational programs offered:

- Truck Specification
- 2010 Emission Compliance
- Industry Trends & Benchmarks
- Fleet Management
- Vehicle Life-cycle Costing
- Truck Upfitting
- Regulatory Compliance



Schedule of Events

MONDAY, MARCH 2

Registration Open 12:00PM–5:00PM

TUESDAY, MARCH 3

Registration Open 8:00AM–5:00PM

SPECIAL SESSION Fleet Management Symposium 8:30AM–4:30PM
(ticket required)

SPECIAL SESSION Upfitting Equipment on 2010 Emission-compliant Truck Chassis 8:30AM–12:00PM
(ticket required)

SPECIAL SESSION Green Truck Summit 9:00AM–4:30PM
(ticket required)

SPECIAL SESSION From Tactical to Practical: A Playbook for Identifying Profitability and Survivability 9:00AM–12:00PM
(ticket required)

CONCURRENT EDUCATIONAL SESSIONS 1:30PM–2:45PM

- Customer Retention is a Process and Not an Event
- Hino Trucks / Toyota Motor Sales USA, Inc. — **CHASSIS UPDATE**
- Isuzu Commercial Truck of America, Inc. — **CHASSIS UPDATE**
- The Ins & Outs of Federal Excise Tax
- Trailer Towing Specification Factors for Class 1–4 Trucks
- Understanding Truck Frames and How to Avoid Modification Pitfalls

CONCURRENT EDUCATIONAL SESSIONS 3:00PM–4:15PM

- Enhancing your Government Sales Strategy
- Generators and Inverters: Addressing Your 21st Century Electrical Needs
- How Much Does That New Truck Really Weigh – Controlling the Weight of Multi-Stage Vehicles
- Mack Trucks, Inc. — **CHASSIS UPDATE**
- Mitsubishi Fuso Truck of America, Inc. — **CHASSIS UPDATE**
- Technology as a Differentiator for Parts & Service
- Truck Equipment Market Overview, Trends & Outlook

Opening Reception 6:30PM–9:00PM
Location: Soldier Field (ticket required; transportation provided)

WEDNESDAY, MARCH 4

Registration Open 7:00AM–5:00PM

CONCURRENT EDUCATIONAL SESSIONS 8:00AM–9:15AM

- Customer Service: Efficiency versus Effectiveness – Can you have both? (Part 1 of 2)
- Designing and Specifying Your Next Work Truck: Body and Equipment Design (Part 1 of 2)
- Dodge — **CHASSIS UPDATE**
- Driving Results by Engaging Employees: SRC & The Great Game of Business (Part 1 of 2)
- International Truck — **CHASSIS UPDATE**
- Kenworth Truck Company — **CHASSIS UPDATE**
- Simplifying Weight Distribution Calculations for Work Trucks
- The Economics of Hybrids in Your Fleet

Schedule is subject to change. All events take place at the McCormick Place West Building in Chicago except where noted. Lunch is included on Wednesday, March 4; Thursday, March 5; and Friday, March 6 with Complete Event Package or Conference & Trade Show Package registration.

WEDNESDAY, MARCH 4 CONTINUED

CONCURRENT EDUCATIONAL SESSIONS 9:30AM–10:45AM

- Customer Service: Understanding Your Customers' Needs (Part 2 of 2)
- Designing and Specifying Your Next Work Truck: Matching the Chassis to the Body for Optimizing Productivity and Fuel Efficiency (Part 2 of 2)
- Driving Results by Engaging Employees: Improving Sales in a Difficult Economy (Part 2 of 2)
- Freightliner Custom Chassis — **CHASSIS UPDATE**
- General Motors Fleet and Commercial Operations — **CHASSIS UPDATE**
- Safely Integrating Truck Mounted Equipment on a Hybrid Chassis
- Sterling Truck Corporation — **CHASSIS UPDATE**
- Your Most Wanted Marketing Strategy

TRADE SHOW OPEN 11:00AM–5:00PM

Green Truck Ride-and-Drive 11:00AM–5:00PM

Optional Tour: Frank Lloyd Wright Home & Studio Tour 12:30PM–3:30PM
(ticket required; transportation provided)

SPECIAL SESSION YEN Leadership Workshop & Networking Reception 3:00PM–5:00PM
(ticket required)

Preparing Yourself: The Next Generation of Leadership

THURSDAY, MARCH 5

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

- Ford Commercial Truck — **CHASSIS UPDATE**
- Freightliner Trucks — **CHASSIS UPDATE**
- Getting the Most Out of Your Fleet's Tires
- Implementing a Bio-Diesel Program for Your Fleet
- Making Vehicle Investment Decisions Using Vehicle Life-cycle Cost Analysis
- Peterbilt Motors Company — **CHASSIS UPDATE**
- The Future is Your Decision
- Understanding Multi-Stage Vehicle Certification & Labeling Requirements

The Work Truck Show 2010 Exhibitor Sign-up 10:00AM–6:00PM

TRADE SHOW OPENS 11:00AM–5:00PM

SPECIAL SESSION Truck Fleet Manager Training Session & Networking Luncheon 11:30AM–1:30PM
(ticket required)

Are you Ready for 2010 Emission-Compliant Chassis? *(Open exclusively to fleet managers.)*

Green Truck Ride-and-Drive 12:00PM–5:00PM

Optional Tour: Frank Lloyd Wright Home & Studio Tour 12:30PM–3:30PM
(ticket required; transportation provided)

FRIDAY, MARCH 6

Registration Open 8:00AM–2:00PM

Business Forum Breakfast 8:00AM–8:30AM
(ticket required)

SPECIAL SESSION Business Forum: The Seven Deadly Sins of Strategic Implementation 8:30AM–10:00AM
(ticket required)

The Work Truck Show 2010 Exhibitor Sign-up 9:00AM–2:00PM

TRADE SHOW OPEN 10:00AM–2:00PM

WORK TRUCK SHOW 2009

PREPAID ADMISSION PASS

YOU'RE INVITED AS OUR GUEST

Compliments of:

Clean Cities

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)

- 1 Truck Equipment Distributor
- 2 Commercial or Governmental Fleet/Truck Buyer
- 3 Truck Dealer
- 4 Chassis Manufacturer
- 5 Leasing Company
- 6 Truck Equipment Manufacturer/Supplier
- 7 Manufacturer Rep
- 8 Trade Publication
- 9 Trade Association
- 10 Service Provider

1. Your registration category

- 1 Distributor Attendee
- 2 Truck Dealer Attendee
- 3 Attendee (all others)
- 4 Media (must submit press credentials)
- 5 Spouse

2. Your job function

- 1 Owner/Pres/CEO
- 2 Gen Mgr/VP
- 3 Fleet Mgr/Truck Buyer
- 4 Sales/Marketing Mgr
- 5 Financial/Administrative Mgr
- 6 Engineer/Quality Mgr
- 7 Shop/Parts Mgr
- 8 Buyer/Purchasing Agent
- 9 Other

3. Your purchasing authority

- 1 Final decision
- 2 Recommend
- 3 Specify
- 4 No role

4. Your attendance objective (check all that apply)

- 1 Find new suppliers for existing product lines
- 2 Find new product lines
- 3 Industry training
- 4 Meet with current suppliers
- 5 Find new customers
- 6 Find new distributors/dealers
- 7 Research the truck equipment market
- 8 Market company products
- 9 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

- 1 Class 1 (0-6,000 lbs.)
- 2 Class 2 (6,001-10,000 lbs.)
- 3 Class 3 (10,001-14,000 lbs.)
- 4 Class 4 (14,001-16,000 lbs.)
- 5 Class 5 (16,001-19,500 lbs.)
- 6 Class 6 (19,501-26,000 lbs.)
- 7 Class 7 (26,001-33,000 lbs.)
- 8 Class 8 (33,001 lbs.+)
- 9 Truck Tractors
- 10 Trailers — Vocational/Utility
- 11 Trailers — Over-the-road

8. Your annual commercial truck and equipment purchases

- 1 Less than \$250,000
- 2 \$250,001 to \$500,000
- 3 \$500,001 to \$1,000,000
- 4 \$1,000,001 to \$5,000,000
- 5 \$5,000,001 to \$10,000,000
- 6 \$10,000,001 to \$20,000,000
- 7 \$20,000,001 to \$40,000,000
- 8 \$40,000,001 to \$60,000,000
- 9 \$60,000,001 to \$75,000,000
- 10 Greater than \$75,000,000

FLEET REGISTRANTS ONLY

9. Which describes your truck fleet or market?

- 1 Agricultural
- 2 Construction
- 3 Delivery/Carriage
- 4 Government/Municipal
- 5 Utility
- 6 Other

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

- 1 Less than 10
- 2 11 to 50
- 3 51 to 100
- 4 101 to 500
- 5 501 to 1,000
- 6 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

TRADE SHOW ONLY — FREE PREPAID ADMISSION PASS Includes Work Truck Show admission to one, two or all three days, admission to Training Theater on the show floor, and one concurrent NTEA Convention Educational Session.

GREEN TRUCK SUMMIT (Tuesday, March 3)

Not included in any package.

Summit Special Fee Applies for Complete Event and Conference & Trade Show Registrants

	Early Bird Through 1/16/09	Advance 1/17/09-2/20/09	On-site From 2/21/09	Select Category Fill in Fee(s)
Member & Nonmember	\$ 79	\$ 89	\$ 109	\$ _____

Summit Fee for Trade Show Only Registrants

Member & Nonmember	\$ 129	\$ 139	\$ 159	\$ _____
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FLEET MANAGEMENT SYMPOSIUM (Tuesday, March 3)

Includes Conference & Trade Show Package. Not included in any package.

Member & Nonmember	\$ 319	\$ 339	\$ 399	\$ _____
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CONFERENCE & TRADE SHOW PACKAGE — Includes admission to all three days of Work Truck Show and Training Theater on the show floor, to all conference sessions, the Business Forum Breakfast and Business Forum, and lunch Wednesday-Friday. 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, or Fleet Management Symposium.

Member	\$ 209	\$ 229	\$ 249	\$ _____
Nonmember	\$ 239	\$ 259	\$ 279	\$ _____

TOTAL \$ _____

Payment Method (Payment is required with registration)

- Check Enclosed Credit Card: VISA MasterCard American Express
(payable to NTEA) (circle type)

Account # Exp. Date

Name on Card

Signature

RETURN THIS FORM TO:

NTEA, 37400 Hills Tech Drive
Farmington Hills, MI 48331-3414
FAX (248) 489-8590

For complete event information,
visit www.ntea.com or call
1-800-441-NTEA or
(248) 489-7090.



NTEA USE ONLY

Check #	Amt.
Date	Initials