

FREE PASS

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

THE WORK TRUCK SHOW 2014

March 5-7, 2014
Indiana Convention Center
Indianapolis, Indiana

Educational Programming Begins March 4

This pass grants you
FREE admission to:

- The Work Truck Show® 2014 (March 5-7)
- Green Truck Ride-and-Drive (March 5-6)
- One concurrent educational session of your choice

Complete registration form inside.

NTEA
THE ASSOCIATION FOR THE WORK TRUCK INDUSTRY

50 YEARS
Serving the Industry
Since 1964

Visit NTEA.com for more information

SPECIAL Events & Sessions

Opening Reception

Tuesday, March 4, 6:30PM-9:00PM

JW Marriott Indianapolis

This special event offers you a unique opportunity to:

- Connect with fellow industry professionals
- Trade stories and share ideas with key company leaders and representatives
- Strengthen current relationships and connections
- Explore future business possibilities

Ticket required. Included in Complete Event Package. Also available separately.

Green Truck Ride-and-Drive



Wednesday, March 5, 12:00PM-4:30PM
Thursday, March 6, 12:00PM-4:30PM

Experience the latest in cutting-edge clean vehicle technologies at the Green Truck Ride-and-Drive, where you can test-drive or ride in commercial vehicles that incorporate new hybrid technology or alternative fuel applications. Participation is free to all trade show attendees.

SPONSORED BY:



Booth 4139

President's Breakfast & NTEA Annual Meeting

Thursday, March 6, 7:30AM-9:15AM

Ticket required. Included in Complete Event Package. Also available separately.

PRESIDENT'S
BREAKFAST
SPONSORED BY:



Booth 3139

SPECIAL SESSION

Customer Service: Creating a World-Class Service Organization

Tuesday, March 4, 8:30AM-11:30AM

Learn how delivering world-class service requires careful orchestration of the entire customer experience. This dynamic session will be presented by Dennis Snow, a recognized speaker, trainer and consultant. Dennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company, where he managed various operating areas throughout the park and learned what it takes to run a world-class, service-driven operation.

SPECIAL SESSION

Parts & Service Marketing: Making a Difference

Tuesday, March 4, 8:30AM-11:30AM

The dramatic changes that have taken place over the past 10 years, and those ahead, demand a more professional, productive and profitable product support operation. This session will review six key elements to help your company effectively build a parts and service marketing plan.

SPECIAL SESSION

Generation Next Leadership Workshop & Networking Reception: How to Become a Superior Communicator

Wednesday, March 5, 3:00PM-5:00PM

Seventy-percent of the American workforce identifies inadequate communication as the biggest problem in their companies today. Also, studies have shown that poor communication skills cost the average organization 25-40% of their budgets each year. Find out how to become a superb communicator during this lively and energetic presentation.

GENERATION
NEXT
THE ASSOCIATION FOR THE
WORK TRUCK INDUSTRY
NTEA

SPECIAL SESSION

Indiana Local Technical Assistance Program Winter Maintenance Course

Thursday, March 6, 9:30AM-12:30PM

This interactive session will cover topics that can significantly affect the winter maintenance programs of many local agencies. Following the presentations, a panel of end users and manufacturers of snow control product applications will discuss some of the challenges maintenance managers face each winter season.



**TICKET REQUIRED FOR ALL
SPECIAL SESSIONS**

MONDAY, MARCH 3

Registration Open 12:00PM–5:00PM

TUESDAY, MARCH 4

Registration Open 7:00AM–5:30PM

Green Truck Summit 8:00AM–6:15PM
Reception from 5:15PM–6:15PM (ticket required)

SPECIAL SESSION
Customer Service: Creating a World-Class Service Organization 8:30AM–11:30AM (ticket required)

SPECIAL SESSION
Parts and Service Marketing: Making a Difference 8:30AM–11:30AM (ticket required)

Remote Fleet and Mobile Work Crew Management Technologies Symposium 9:00AM–4:00PM (ticket required)

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

- Benchmarking Your Fleet Operations
- Calculating Weight Distribution and Payload for Work Trucks Made Simple
- Daimler Vans USA LLC — **CHASSIS UPDATE**
- Mack Trucks, Inc. — **CHASSIS UPDATE**
- State of the Industry Overview — The NTEA Perspective
- Understanding Vehicle Certification — The End-User and Fleet Perspective of Risk Management

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

- Chevrolet and GMC Commercial Truck — **CHASSIS UPDATE**
- International Truck — **CHASSIS UPDATE**
- Peterbilt Motors Company — **CHASSIS UPDATE**
- Planning for Your Company's Future: Identifying Upcoming Industry and Economic Trends
- Preventing Costly Truck Frame Modification Mistakes
- The Holy Grail of Federal Excise Tax Concepts

Opening Reception 6:30PM–9:00PM
Location: JW Marriott Indianapolis (ticket required)

WEDNESDAY, MARCH 5

Registration Open 7:00AM–5:00PM

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

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

- Developing Optimal Specifications for New Work Truck Bodies and Equipment
- Freightliner Trucks — **CHASSIS UPDATE**
- Is Your Fleet Ready for Vehicle Replacement?
- Isuzu Commercial Truck of America, Inc. — **CHASSIS UPDATE**
- Ram Commercial — **CHASSIS UPDATE**
- Truck Fleet Managers: What's Keeping YOU Up at Night?
- Understanding Crane Stability Testing

Remote Fleet and Mobile Work Crew Management Technologies Symposium 9:00AM–12:00PM (ticket required)

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 concurrent educational sessions. Visit www.worktruckshow.com for the most current session information.

WEDNESDAY, MARCH 5

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

- Designing Your Next Truck Chassis to Meet the Job Requirements
- Equipping Your Shop to Handle Alternative Fuel Vehicles
- Ford Commercial Truck — **CHASSIS UPDATE**
- Freightliner Custom Chassis Corporation — **CHASSIS UPDATE**
- How to Inspire Loyalty and Effort in Your Team
- Understanding the Ins and Outs of NAFTA
- Western Star Trucks — **CHASSIS UPDATE**

TRADE SHOW OPEN 10:30AM–5:00PM

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

Work Truck Show 2015 Exhibitor Sign-up 2:00PM–4:30PM
(Platinum, Gold, Silver & Bronze)

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

THURSDAY, MARCH 6

Registration Open 7:00AM–5:00PM

President's Breakfast & NTEA Annual Meeting 7:30AM–9:15AM (ticket required)

SPECIAL SESSION
Indiana Local Technical Assistance Program Winter Maintenance Course 9:30AM–12:30PM (ticket required)

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

- Deploying Alternative Fuel Vehicles: Impacts on Your Fleet Operations
- Determining and Managing Your Fleet Costs
- Hino Trucks — **CHASSIS UPDATE**
- Kenworth Truck Company — **CHASSIS UPDATE**
- Mitsubishi Fuso Truck of America, Inc. — **CHASSIS UPDATE**
- Optimizing Efficiency and Performance: Properly Spec'ing Your Next Powertrain
- Tactics for Building a Dynamic, Cohesive Team

Work Truck Show 2015 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 7

Registration Open 8:00AM–12:00PM

Work Truck Show 2015 Exhibitor Sign-up 9:00AM–11:30AM

TRADE SHOW OPEN 9:00AM–12:00PM

PLAN YOUR SHOW!

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



EXHIBITOR SEARCH



FLOOR PLAN



FEATURED EXHIBITORS

Personalize your Work Truck Show experience by visiting www.mapyourshow.com/shows/index.cfm?Show_ID=WTS14

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





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 Email — for NTEA use only _____

Would you authorize the NTEA to share your email address with exhibiting companies that request it?
 Yes No **By not checking either box, you will automatically decline.**

REGISTRANT INFORMATION

COMPANY TYPE (required)

1 Truck Equipment Distributor
 2 Fleet/Truck Buyer, Commercial or Governmental
 3 Truck Dealer
 4 Chassis Manufacturer
 5 Leasing Company
 6 Truck Equipment Manufacturer/Supplier
 7 Manufacturer Rep
 8 Trade Publication
 9 Trade Association
 10 Business 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 and product lines
 2 Industry training
 3 Meet with current suppliers
 4 Find new customers
 5 Find new distributors/dealers
 6 Research the truck equipment market
 7 Market company products
 8 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/Cartage
 4 Government/Municipal
 5 Utility/Telecom
 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

REGISTRATION OPTIONS

	Early Bird Through 01/24/14	Advance 01/25/14-02/21/14	On-site From 02/22/14	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 and Thursday. Does not include Special Sessions, Generation Next 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 and Thursday. Does not include Special Sessions, Opening Reception, President's Breakfast, Generation Next Workshop, Fleet Management Symposium or Green Truck Summit.	Member \$229 Nonmember \$259	\$269 \$299	\$299 \$329	\$ _____ \$ _____
<input type="checkbox"/> FLEET MANAGEMENT SYMPOSIUM PACKAGE (Tuesday & Wednesday, March 4 & 5) Includes Fleet Management Symposium, admission to all three days of The Work Truck Show, one additional day of conference sessions, and lunch Wednesday and Thursday. Does not include Special Sessions, Opening Reception, President's Breakfast, Generation Next 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 checked="" 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.				FREE

TICKETED EVENTS

<input type="checkbox"/> GREEN TRUCK SUMMIT (Tuesday, March 4 & Wednesday, March 5) <i>Summit Special Fee Applies for Complete Event and Conference & Trade Show Registrants</i> Member & Nonmember	\$179	\$199	\$219	\$ _____
<i>Not included in any package.</i> <i>Summit Fee for Non-Package Registrants</i> Member & Nonmember	\$279	\$299	\$319	\$ _____
<input type="checkbox"/> SPECIAL SESSION: Customer Service: Creating a World-Class Service Organization (Tuesday, March 4) <i>Not included in any package.</i>	Member \$ 99 Nonmember \$129	\$129 \$159	\$159 \$189	\$ _____ \$ _____
<input type="checkbox"/> SPECIAL SESSION: Parts & Service Marketing: Making a Difference (Tuesday, March 4) <i>Not included in any package.</i>	Member \$ 99 Nonmember \$129	\$129 \$159	\$159 \$189	\$ _____ \$ _____
<input type="checkbox"/> SPECIAL SESSION: Indiana Local Technical Assistance Program Winter Maintenance Course (Thursday, March 6) <i>Special Fee Applies for Complete Event and Conference & Trade Show Registrants</i> Member & Nonmember	\$ 0	\$ 0	\$ 0	\$ _____
<i>Not included in any package.</i> <i>Fee for Non-Package Registrants</i> Member & Nonmember	\$ 50	\$ 50	\$ 50	\$ _____
<input type="checkbox"/> Opening Reception (Tuesday, March 4) Included in Complete Event Package.	Member \$ 79 Nonmember \$ 89	\$ 89 \$ 99	\$ 99 \$109	\$ _____ \$ _____
<input type="checkbox"/> Generation Next Leadership Workshop & Networking Reception (Wednesday, March 5) <i>Not included in any package.</i>	Member & Nonmember \$ 10	\$ 25	\$ 35	\$ _____
<input type="checkbox"/> President's Breakfast & NTEA Annual Meeting (Thursday, March 6) 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 www.ntea.com or call 1-800-441-6832

TOTAL: \$ _____

Account # _____ Exp. Date _____ CIV # _____
 Name on Card _____ Signature _____



NTEA USE ONLY

Check # _____	Am't. _____
Date _____	Initials _____

COMPLETE THIS FORM AND FAX TO: (708) 344-4444

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.