

# FREE

THE  
WORK  
TRUCK  
SHOW®

GreenTruck  
SUMMIT

# PASS

March 14–17, 2017

Indiana Convention Center | Indianapolis, IN

Sessions begin March 14 | Exhibit hall open March 15–17

This **FREE PASS** gives you access to The Work Truck Show 2017 and one concurrent educational session (an \$85 total value).

Brought to you by

**NTEA**  
THE ASSOCIATION FOR THE WORK TRUCK INDUSTRY

## Special sessions & events

### Rapid Prototyping for Small and Mid-Sized Companies

Tuesday, March 14, 8:30–11:30 a.m.

Explore the product development life cycle from design to manufacturing. Technologies including 3-D CAD, CAM, validation, visualization, 3-D scanning, 3-D printing, and others will be employed during this presentation.

*Ticket required. Session is not included in any registration package.  
Attendance is limited to 100 participants.*

### Straightforward Approach to Lean Implementation for Truck Equipment Upfitters

Tuesday, March 14, 9 a.m.–4 p.m.

See what other NTEA member companies have done to move shop productivity to a new level through workplace organization and streamlining custom jobs.

*Ticket required. Session is not included in any registration package. Attendance is limited to 60 participants.*



### Fleet Management 101

Tuesday, March 14, 9 a.m.–4 p.m.

Gain a thorough introduction to the most important elements of an effective fleet management program. If you are new to fleet management or are a business owner, agency director, or procurement or finance official who serves as the de facto fleet manager in your organization, this workshop is for you.

*Ticket required. Session is not included in any registration package.  
Attendance is limited to 80 participants.*

### Opening Reception

Tuesday, March 14, 6:30–9 p.m.

Connect with friends and acquaintances during the Opening Reception at JW Marriott Indianapolis.

*Ticket required. Not included in any registration package.*



### The Work Truck Show Ride-and-Drive

Wednesday, March 15, noon–4:30 p.m.

Thursday, March 16, noon–4:30 p.m.

Meet key suppliers, learn about innovative clean vehicle solutions and test-drive or ride in the newest trucks. Participation is free and available on a first-come, first-served basis to all Work Truck Show 2017 attendees.

**RIDE&DRIVE**  
The Work Truck Show  
Sustainability | Alternative Fuels | Productivity

Ride-and-Drive sponsor:  
**HINO**   
**TRUCKS**  
A Toyota Group Company  
Booth 4139

### Generation Next Leadership Workshop & Networking Reception: The New Rules of Engagement

Wednesday, March 15, 3–5 p.m.

When the right elements and conditions are present, teams naturally develop trust and deliver more value. Leaders who understand and use the new rules of engagement in today's business economy can win with their employees and edge out the competition.

*Ticket required. Session is not included in any registration package.*

**GENERATION NEXT**  
THE ASSOCIATION FOR THE WORK TRUCK INDUSTRY

President's Breakfast sponsor:

**BUILT Ford TOUGH**  
Booth 3239

### President's Breakfast & NTEA Annual Meeting

Thursday, March 16, 7:30–9:15 a.m.

President's Breakfast is a special event for Association members and industry professionals. In addition to catching up on NTEA initiatives and events, attendees are treated to an engaging keynote address.

*Ticket required. Not included in any registration package.*

### Indiana LTAP Fleet Educational Program

Thursday, March 16, 8:30–11 a.m.

Indiana Local Technical Assistance Program (LTAP) will host a two-part training course on acquiring and leveraging performance data, and making two-way technologies work for you.

*Ticket required. Session is not included in any registration package.*

**LTAP**  
LOCAL TECHNICAL  
ASSISTANCE PROGRAM

# Work Truck Show & Green Truck Summit schedule at a glance

Schedule is subject to change. All events take place at the Indiana Convention Center except where noted.

## Monday, March 13

**Registration open** *noon–5 p.m.*

## Tuesday, March 14

**Registration open** *7 a.m.–5:30 p.m.*

**Green Truck Summit general sessions** *8:30 a.m.–6:15 p.m.*

*Reception from 5:15–6:15 p.m.* *ticket required*

**Special session** *8:30–11:30 a.m.*

Rapid Prototyping for Small and Mid-Sized Companies *ticket required*

**Special session** *9 a.m.–4 p.m.*

Straightforward Approach to Lean Implementation for Truck Equipment Upfitters *ticket required*

**Special session** *9 a.m.–4 p.m.*

Fleet Management 101 *ticket required*

**Work Truck Show concurrent sessions** *1:30–2:45 p.m.*

- Business Diversification for Long-Term Distributor Success
- International Truck Update Session
- Nissan Commercial Vehicles Update Session
- Protective Coatings: Reducing Risk and Extending Vehicle Service Life
- Real-World Answers for Tackling Fleet Risks
- Understanding the Global Commercial Vehicle Market and its Impact on Your Company

**Work Truck Show concurrent sessions** *3–4:15 p.m.*

- Chevrolet Commercial Vehicles and GMC Update Session
- FMVSS 111 — How New Rearview Camera Requirements Affect Commercial Vehicles
- Freightliner Trucks Update Session
- Mack Trucks Inc. Update Session
- Using Telematics to Improve Commercial Vehicle Efficiency
- Work Truck Industry Overview and Outlook

**Opening Reception** *6:30–9 p.m.*

*JW Marriott Indianapolis* *ticket required*

## Wednesday, March 15

**Registration open** *7 a.m.–5 p.m.*

**Work Truck Show & Green Truck Summit** *8–9:15 a.m.*

**concurrent sessions**

- Advancing Sustainability Objectives and Reducing Operating Costs with Lightweighting
- Culture: The Competitive Advantage
- Electrification: A Strategy for Deploying Zero-Emission Fleets
- EV Everywhere: Opportunities for Plug-in Electric Vehicles
- Evolving Engine Technologies and their Contribution to Zero-Emission Fleets
- Fleet Maintenance and Repair Activities: Insourcing vs. Outsourcing
- Isuzu Commercial Truck of America Inc. Update Session
- Natural Gas Vehicles & Emissions Reduction
- Ram Commercial Update Session
- Spec'ing Trucks for Maximum Performance, Efficiency and Utilization
- The Step-by-Step Process for Obtaining MVP Member Status
- Western Star Trucks Update Session

## Work Truck Show & Green Truck Summit *9:30–10:45 a.m.* concurrent sessions

- Fleet Expectations for Electrical Wiring on Multi-Stage Work Trucks
- Ford Commercial Vehicles Update Session
- Freightliner Custom Chassis Corporation Update Session
- Freightliner Trucks Advanced Drive and Fuel Technology
- Grants and Public Funding: Improving Fleet Operations and Accomplishing Sustainability Goals
- Managing Third-Party Fleet Maintenance Service Providers
- Mitigating Impacts of Vehicle Idling
- NHTSA Reporting Requirements for Multi-Stage Manufacturers
- Peterbilt Motors Company Update Session
- Propane Autogas — A Viable Economic Solution for Emissions Reduction
- Sustainability and Green Technology: A French Perspective
- Uncopyable: Creating an Unfair Advantage over the Competition

**Exhibit hall open** *10 a.m.–5 p.m.*

**The Work Truck Show Ride-and-Drive** *noon–4:30 p.m.*

**Special session** *3–5 p.m.*

**Generation Next Leadership Workshop & Networking Reception** *ticket required*

## Thursday, March 16

**Registration open** *7 a.m.–5 p.m.*

**President's Breakfast & NTEA Annual Meeting** *7:30–9:15 a.m.*  
*ticket required*

**Special session** *8:30–11 a.m.*  
**Indiana LTAP Fleet Educational Program** *ticket required*

**Work Truck Show & Green Truck Summit** *9:30–10:45 a.m.*  
**concurrent sessions**

- Advantages of Deploying a Lean Workforce
- Cutting Carbon with Biodiesel: The Road Ahead
- Determining Optimal Vehicle Replacement Cycles and Spec's for Higher Residual Values
- Funding Options for Fleet Productivity and Green Initiatives
- Getting and Leveraging Actionable Data from Your Telematics System
- Hino Trucks Update Session
- How to Recruit, Train and Retain the Next Generation of Technicians
- Kenworth Truck Company Update Session
- Measuring Fleet Sustainability Initiatives with Vehicle-Generated Data
- Mitsubishi Fuso Truck of America Inc. Update Session
- Will GHG Regulations Pave the Way for Work Truck Hybridization and Electrification?

**Exhibit hall open** *10 a.m.–5 p.m.*

**The Work Truck Show Ride-and-Drive** *noon–4:30 p.m.*

## Friday, March 17

**Registration open** *8 a.m.–noon*

**Exhibit hall open** *9 a.m.–noon*

# THE WORK TRUCK SHOW® 2017 REGISTRATION FORM

**FREE PASS**

Promo code:



## ATTENDEE INFORMATION

First name (15 CHARACTERS MAX)

Last name (15 CHARACTERS MAX)

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)

Do you authorize NTEA to share your email address with exhibiting companies if requested?  
 Yes  No (By not checking either box, you will automatically decline.)

By sharing your email, you also provide consent to receive NTEA e-communications.

By registering to attend The Work Truck Show, each attendee agrees to the potential distribution of his/her contact information and the promotional use by NTEA of photographs, video and electronic images taken at those events that may include the likeness of the attendee.

## PLEASE CHECK APPROPRIATE BOXES

### Company type (required)

- Business service provider
- Chassis manufacturer
- Leasing company
- Manufacturer rep
- State, local or federal government organization
- Trade association
- Trade publication
- Truck buyer/fleet manager
- Truck dealer
- Truck equipment distributor
- Truck equipment manufacturer/supplier

### Your job function

- Buyer/purchasing agent
- Engineer/quality mgr
- Financial/administrative mgr
- Gen mgr/VP
- Owner/pres/CEO
- Sales/marketing mgr
- Shop/parts mgr
- Truck buyer/fleet mgr
- Other

### Your purchasing authority

- Final decision
- Recommend
- Specify
- No role

### 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 truck equipment market
- Market company products
- Interact with industry peers

### Types of trucks and/or trailers you purchase or distribute (check all that apply)

- 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.+)
- Trailers — over-the-road
- Trailers — vocational/utility
- Truck tractors

### Annual commercial truck and equipment purchases

- Less than \$250,000
- \$250,001-\$500,000
- \$500,001-\$1,000,000
- \$1,000,001-\$5,000,000
- \$5,000,001-\$10,000,000
- \$10,000,001-\$20,000,000
- \$20,000,001-\$40,000,000
- \$40,000,001-\$60,000,000
- \$60,000,001-\$75,000,000
- Greater than \$75,000,000

### Do you require any mobility assistance?

Please contact registrar@ntea.com for assistance.

### Are you a first-time attendee?

### TRUCK BUYERS/FLEET MANAGERS ONLY

#### Which describes your truck fleet or market?

- Agricultural
- Construction
- Delivery/cartage
- Government/municipal
- Utility/telecom
- Other

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

- Less than 10
- 11-50
- 51-100
- 101-500
- 501-1,000
- Greater than 1,000

## REGISTRATION OPTIONS

Advance registration through 2/17/17

Registration after 2/17/17

Fill in price

### Green Truck Summit (GTS) & Work Truck Show (WTS) Conference & Trade Show Package

Includes all three days of exhibits, Tuesday GTS general sessions, Wednesday & Thursday lunch and all concurrent sessions.  
 Does not include Opening Reception, President's Breakfast, Fleet Management 101, Generation Next or Special Sessions.

\$359

\$ \_\_\_\_\_

### Work Truck Show (WTS) Conference & Trade Show Package

Includes all three days of exhibits, Wednesday & Thursday lunch and all concurrent sessions. Does not include Opening Reception, President's Breakfast, Fleet Management 101, Tuesday GTS general sessions, Generation Next or Special Sessions.

Member \$269

Nonmember \$299

\$ \_\_\_\_\_

Member \$309

Nonmember \$339

\$ \_\_\_\_\_



**Trade Show Badge** Includes exhibit hall admission for all three days and admission to one concurrent educational session.

**FREE**

## SPECIAL SESSIONS & EVENTS — Can be added to Registration Options

Advance registration through 2/17/17

Registration after 2/17/17

Fill in prices

### Opening Reception

Tuesday, March 14.

Member \$89

Nonmember \$109

\$ \_\_\_\_\_

Member \$109

\$ \_\_\_\_\_

### President's Breakfast

Thursday, March 16.

Member \$79

Nonmember \$99

\$ \_\_\_\_\_

Member \$99

Nonmember \$119

\$ \_\_\_\_\_

### Fleet Management 101

Tuesday, March 14. Not included in any package.

Member & Nonmember \$149

Member & Nonmember \$249

\$ \_\_\_\_\_

Member & Nonmember \$149

\$ \_\_\_\_\_

### Special Session: Rapid Prototyping for Small and Mid-sized Companies

Tuesday, March 14. Not included in any package.

Member & Nonmember \$69

Member & Nonmember \$139

\$ \_\_\_\_\_

Member & Nonmember \$69

\$ \_\_\_\_\_

### Special Session: Straightforward Approach to Lean Implementation for Truck Equipment Upfitters

Tuesday, March 14. Not included in any package.

Member & Nonmember \$149

Member & Nonmember \$249

\$ \_\_\_\_\_

Member & Nonmember \$149

\$ \_\_\_\_\_

### Generation Next Leadership Workshop & Networking Reception

Wednesday, March 15. Not included in any package.

Member & Nonmember \$25

Member & Nonmember \$35

\$ \_\_\_\_\_

Member & Nonmember \$25

\$ \_\_\_\_\_

### Special Session: Indiana LTAP Fleet Educational Program

Thursday, March 16. Not included in any package.

Member & Nonmember with Package

Member & Nonmember \$20

\$ \_\_\_\_\_

Member & Nonmember without Package

Member & Nonmember \$49

\$ \_\_\_\_\_

## PAYMENT METHOD — Payment is required with registration.

**TOTAL:** \$

Check enclosed (payable to NTEA)

Credit card:  Visa  MasterCard  American Express

NTEA may cancel or truncate all events if it determines it is not practical for an event to occur or continue. Attendee agrees its sole remedy for a canceled or shortened event is the return of all or a prorated portion, as applicable, of its registration fee.

Cancellations received after Feb. 17, 2017 are not entitled to a refund, but attendee name transfers are permitted.

Account #

Exp. date

Billing ZIP code

Name on card

Signature

**COMPLETE THIS FORM AND FAX TO 248-489-8590.**