

# THE WORK TRUCK SHOW®

March 6-9, 2018

Indiana Convention Center  
Indianapolis, IN

Sessions begin March 6  
Exhibit hall open March 7-9



This **FREE PASS** gives you access to The Work Truck Show 2018  
and one concurrent educational session (an \$85 total value).

## Special sessions & events

### Lean 101: Straightforward Approach to Lean Implementation for Truck Equipment Uppers

Tuesday, March 6, 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. This session is not included in any registration package — it is available for purchase separately. To ensure an effective learning experience, session attendance is limited to 60 participants.*

### Opening reception

Tuesday, March 6, 6:30–9 p.m.

Don't miss the first major gathering of the industry for 2018, held at JW Marriott Indianapolis.

*Ticket required. Opening reception is only included in the Fleet Technical Congress Conference & Trade Show Package. It is also available separately.*

### Fleet Management 101

Wednesday, March 7, 9 a.m.–4 p.m.

This course offers a thorough introduction to the most important elements of an effective fleet management program.

*Ticket required. This session is not included in any registration package — it is available for purchase separately. To ensure an effective learning experience, session attendance is limited to 80 participants.*

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

Wednesday, March 7, noon–4:30 p.m. and  
Thursday, March 8, noon–4:30 p.m.

Experience the latest advanced technology and alternative fuel applications for commercial vehicles. Meet key suppliers 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 2018 attendees.

Ride-and-Drive  
sponsor:



New this year in the Ride-and-Drive area, a mobile training classroom will feature examples of advanced manufacturing technologies as well as information on available career paths in the work truck industry. For more information, visit [worktruckshow.com/mobilelearning](http://worktruckshow.com/mobilelearning).



### Generation Next Leadership Workshop and Networking Reception: Ego vs. EQ — How Top Leaders Beat 8 Ego Traps with Emotional Intelligence

Wednesday, March 7, 3–5 p.m.

Find out how you can leverage the power of EQ (emotional intelligence) to engage and motivate employees and associates.

*Ticket required. This session is not included in any registration package — it is available for purchase separately.*

### President's Breakfast & NTEA Annual Meeting

Thursday, March 8, 7:30–9:15 a.m.

Learn about upcoming NTEA initiatives and offerings, and hear from keynote speaker General Michael Hayden, retired four-star general and former director of the Central Intelligence Agency and National Security Agency.

*Ticket required. President's Breakfast is not included in any registration package — it is available for purchase separately.*

### LTAP Fleet Educational Program: The Work Truck in the Work Zone

Thursday, March 8, 8:30–10:30 a.m.

This course, developed by Indiana Local Technical Assistance Program (LTAP), is designed for today's workforce with the difficult task of working on or along America's roads and highways. Topics include approved signage, equipment and personal protective measures that send a clear and consistent message to drivers.

*Ticket required. This session is not included in any registration package — it is available for purchase separately.*

### Lean 201: The Kata Journey — Daily Practice for Scientific Thinking, Mindset and Culture

Thursday, March 8, 9:30 a.m.–1:30 p.m.

Find out how individuals, teams and organizations can use Kata to develop new skills and more effectively overcome obstacles.

*Ticket required. This session is not included in any registration package — it is available for purchase separately. To ensure an effective learning experience, session attendance is limited to 60 participants. Course includes a working lunch.*



President's  
Breakfast  
sponsor:



Brought to you by



## Work Truck Week schedule at a glance

Schedule is subject to change. All events take place at the Indiana Convention Center except where noted. Learn more at [worktruckshow.com/schedule](http://worktruckshow.com/schedule).

### Monday, March 5

**Registration open** noon–5 p.m.

### Tuesday, March 6

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

**Fleet Technical Congress general sessions** 8:30 a.m.–4:45 p.m.  
ticket required

The Westin Indianapolis

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

Reception from 5–6 p.m. ticket required

**Special session** 9 a.m.–4 p.m.

**Lean 101: Straightforward Approach to Lean Implementation for Truck Equipment Upfitters** ticket required

**Concurrent sessions** 1:30–2:45 p.m.

- FMVSS 111 Rear Visibility Full Compliance Requirements: How Commercial Vehicles Are Affected **Conference & Trade Show Package required**
- International Truck Update Session
- Nissan Commercial Vehicles Update Session
- Specification Preparation: Improving Your Processes
- Why Insurance Underwriters Don't Understand Your Business & Ramifications of Misclassification
- Work Truck Industry Overview and Outlook

**Concurrent sessions** 3–4:15 p.m.

- Are You Leaving Money on the Table? **Conference & Trade Show Package required**
- Chevrolet Commercial Vehicles and GMC Update Session **Package required**
- Freightliner Trucks Update Session
- Mitsubishi Fuso Truck of America Inc. Update Session
- Real-World Experience with NHTSA Safety and Defect Reporting Regulations
- Solutions for Building a Skilled Manufacturing Workforce

**Opening reception** 6:30–9 p.m.

JW Marriott Indianapolis ticket required

### Wednesday, March 7

**Registration open** 7 a.m.–5 p.m.

**Concurrent sessions** 8–9:15 a.m.

- A Clean Fuel at the Best Overall Cost **Conference & Trade Show Package required**
- Clean and Competitive: A Canadian Perspective on the Path to Zero Emissions **Package required**
- Get 20% More Productivity Out of Your Next Work Truck Purchase
- Improving ROI, Payload and Operational Safety with Curb Weight Reduction
- Isuzu Commercial Truck of America Inc. Update Session
- Kenworth Truck Company Update Session
- Overview of U.S. DOE's Efficient Mobility Systems Program
- Partnering with Procurement to Enhance Your Decision-Making in Complex Technical Bids
- Ram Commercial Update Session
- Ready...Hire...Aim: Just Because Your Competition Hires This Way Doesn't Mean You Should
- Specification Quality: How to Ensure Fleet Performance Improvements
- The Future of Diesel

**Special session** 9 a.m.–4 p.m.

**Fleet Management 101** ticket required

### Wednesday, March 7

**Concurrent sessions** 9:30–10:45 a.m.

- A New Era for Fleet Budgeting **Conference & Trade Show**
- Business Information Security: Fundamentals for Small and Mid-Sized Companies **Package required**
- Expected Improvements in Work Truck Efficiency Through Connectivity and Automation
- Ford Commercial Vehicles Update Session (9:45–11 a.m.)
- Freightliner Custom Chassis Corporation Update Session
- Freightliner Trucks Advanced Drive and Fuel Technology
- How Last-Mile Delivery is Impacting Vehicle Design and Fleet Mission
- I Hired Workers But Human Beings Showed Up — Now What?
- Sorting Out Customer Wants to Correctly Size Your Fleet
- The Conflict Between What We Believe and What the Fleet Data Says
- Vehicle Weight Reduction — Every Pound Counts
- Western Star Trucks Update Session

**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 8

**Registration open** 7 a.m.–5 p.m.

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

**Special session** 8:30–10:30 a.m.

**LTAP Fleet Educational Program: The Work Truck in the Work Zone** ticket required

**Concurrent sessions** 9:30–10:45 a.m.

- Beyond Bins and Racks: Exploring Possible Upfit Configurations on North American Van Platforms **Conference & Trade Show Package required**
- Building a Championship Team
- Hino Trucks Update Session
- How Does the U.S. Compare to Western Europe in the Race to Cleaner Transportation?
- How You Can Use Process and Outcome Indicators to Accelerate Your Fleet's Performance
- Identifying Fleet-Ready Technologies to Avoid Risk When Deploying Electrified Vehicles
- Mack Trucks Inc. Update Session
- Peterbilt Motors Company Update Session
- Transferring Line Haul Knowledge to Vocational Applications
- Unique Challenges in Government Fleet Management
- Utilizing Idle Reduction to Mitigate Fuel Use
- Vehicle AVL/GPS: Insights into How to Make the Right Choice for Your Fleet

**Special session** 9:30 a.m.–1:30 p.m.

**Lean 201: The Kata Journey — Daily Practice for Scientific Thinking, Mindset and Culture** ticket required

**Exhibit hall open** 10 a.m.–5 p.m.

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

### Friday, March 9

**Registration open** 8 a.m.–noon

**Exhibit hall open** 9 a.m.–noon

# THE WORK TRUCK SHOW® 2018 REGISTRATION FORM **FREE PASS**

You're invited as our guest! Compliments of:

Promo code:

Booth #:

First name \_\_\_\_\_ Last name \_\_\_\_\_ Date \_\_\_\_\_

Company name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Individual email \_\_\_\_\_

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.)  
 (for NTEA use only) By sharing your email, you also provide consent to receive NTEA e-communications.

Are you a first-time attendee?  Yes  No

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

<b>Company type (required)</b> <input type="checkbox"/> Business service provider <input type="checkbox"/> Chassis manufacturer <input type="checkbox"/> Leasing company <input type="checkbox"/> Manufacturer rep <input type="checkbox"/> State, local or federal government organization <input type="checkbox"/> Trade association <input type="checkbox"/> Trade publication <input type="checkbox"/> Truck buyer/fleet manager <input type="checkbox"/> Truck dealer <input type="checkbox"/> Truck equipment distributor <input type="checkbox"/> Truck equipment manufacturer/supplier	<b>Your job function</b> <input type="checkbox"/> Buyer/purchasing agent <input type="checkbox"/> Engineer/quality mgr <input type="checkbox"/> Financial/administrative mgr <input type="checkbox"/> Gen mgr/VP <input type="checkbox"/> Owner/pres/CEO <input type="checkbox"/> Sales/marketing mgr <input type="checkbox"/> Shop/parts mgr <input type="checkbox"/> Truck buyer/fleet mgr <input type="checkbox"/> Other <b>Your purchasing authority</b> <input type="checkbox"/> Final decision <input type="checkbox"/> Recommend <input type="checkbox"/> Specify <input type="checkbox"/> No role	<b>Your attendance objective (check all that apply)</b> <input type="checkbox"/> Find new suppliers and product lines <input type="checkbox"/> Industry training <input type="checkbox"/> Meet with current suppliers <input type="checkbox"/> Find new customers <input type="checkbox"/> Find new distributors/dealers <input type="checkbox"/> Research truck equipment market <input type="checkbox"/> Market company products <input type="checkbox"/> Interact with industry peers	<b>Types of trucks and/or trailers you purchase or distribute (check all that apply)</b> <input type="checkbox"/> Class 1 (0–6,000 lbs.) <input type="checkbox"/> Class 2 (6,001–10,000 lbs.) <input type="checkbox"/> Class 3 (10,001–14,000 lbs.) <input type="checkbox"/> Class 4 (14,001–16,000 lbs.) <input type="checkbox"/> Class 5 (16,001–19,500 lbs.) <input type="checkbox"/> Class 6 (19,501–26,000 lbs.) <input type="checkbox"/> Class 7 (26,001–33,000 lbs.) <input type="checkbox"/> Class 8 (33,001 lbs.+) <input type="checkbox"/> Trailers — over-the-road <input type="checkbox"/> Trailers — vocational/utility <input type="checkbox"/> Truck tractors	<b>Annual commercial truck and equipment purchases</b> <input type="checkbox"/> Less than \$250,000 <input type="checkbox"/> \$250,000–\$1,000,000 <input type="checkbox"/> \$1,000,000–\$10,000,000 <input type="checkbox"/> \$10,000,000–\$50,000,000 <input type="checkbox"/> \$50,000,000–\$75,000,000 <input type="checkbox"/> \$75,000,000–\$100,000,000 <input type="checkbox"/> Greater than \$100,000,000
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### TRUCK BUYERS/FLEET MANAGERS ONLY

Do you require any mobility assistance?  Yes  No

Please contact registrar@ntea.com for assistance.

<b>Which describes your truck fleet or market?</b> <input type="checkbox"/> Agricultural <input type="checkbox"/> Government/municipal <input type="checkbox"/> Construction <input type="checkbox"/> Utility/telecom <input type="checkbox"/> Delivery/cartage <input type="checkbox"/> Other	<b>What is the average number of commercial trucks in your fleet?</b> <input type="checkbox"/> Less than 10 <input type="checkbox"/> 101–500 <input type="checkbox"/> 11–50 <input type="checkbox"/> 501–1,000 <input type="checkbox"/> 51–100 <input type="checkbox"/> Greater than 1,000
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## REGISTRATION OPTIONS

		Advance registration through 2/9/18	Registration after 2/9/18	Fill in price
<input type="checkbox"/> <b>Green Truck Summit (GTS) &amp; Work Truck Show (WTS) Conference &amp; Trade Show Package</b> Includes all three days of exhibits, Tuesday GTS general sessions and GTS reception, Wednesday & Thursday lunch and all concurrent sessions. Does not include Tuesday Fleet Technical Congress general sessions, Opening Reception, President's Breakfast, Fleet Management 101, Generation Next or special sessions.	Member	<input type="checkbox"/> \$359	<input type="checkbox"/> \$399	\$ _____
	Nonmember	<input type="checkbox"/> \$389	<input type="checkbox"/> \$429	\$ _____
<input type="checkbox"/> <b>Fleet Technical Congress &amp; Work Truck Show (WTS) Conference &amp; Trade Show Package</b> Includes all three days of exhibits, Tuesday Fleet Technical Congress general sessions, Opening Reception, Wednesday & Thursday lunch and all concurrent sessions. Does not include Tuesday GTS general sessions, President's Breakfast, Fleet Management 101, Generation Next or special sessions.	Member	<input type="checkbox"/> \$359	<input type="checkbox"/> \$399	\$ _____
	Nonmember	<input type="checkbox"/> \$389	<input type="checkbox"/> \$429	\$ _____
<input type="checkbox"/> <b>Work Truck Show (WTS) Conference &amp; Trade Show Package</b> 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, Tuesday Fleet Technical Congress general sessions, Generation Next or special sessions.	Member	<input type="checkbox"/> \$269	<input type="checkbox"/> \$309	\$ _____
	Nonmember	<input type="checkbox"/> \$299	<input type="checkbox"/> \$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 2/9/18	Registration after 2/9/18	Fill in prices
<input type="checkbox"/> <b>Opening Reception</b> Tuesday, March 6. Included in Fleet Technical Congress package. Also available separately.	Member	<input type="checkbox"/> \$89	<input type="checkbox"/> \$109	\$ _____
	Nonmember	<input type="checkbox"/> \$109	<input type="checkbox"/> \$129	\$ _____
<input type="checkbox"/> <b>President's Breakfast</b> Thursday, March 8. Not included in any package.	Member	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99	\$ _____
	Nonmember	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119	\$ _____
<input type="checkbox"/> <b>Lean 101: Straightforward Approach to Lean Implementation for Truck Equipment Upfitters</b> Tuesday, March 6. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$149	<input type="checkbox"/> \$249	\$ _____
	Member & Nonmember	<input type="checkbox"/> \$149	<input type="checkbox"/> \$249	\$ _____
<input type="checkbox"/> <b>Generation Next Leadership Workshop &amp; Networking Reception: Ego vs. EQ - How Top Leaders Beat 8 Ego Traps with Emotional Intelligence</b> Wednesday, March 7. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____
	Member & Nonmember	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____
<input type="checkbox"/> <b>Lean 201: The Kata Journey - Daily Practice for Scientific Thinking, Mindset and Culture</b> Thursday, March 8. Not included in any package.	Member & Nonmember	<input type="checkbox"/> \$149	<input type="checkbox"/> \$249	\$ _____
	Member & Nonmember	<input type="checkbox"/> \$149	<input type="checkbox"/> \$249	\$ _____
<input type="checkbox"/> <b>LTAP Fleet Educational Program: The Work Truck in the Work Zone</b> Thursday, March 8. Not included in any package.	Member & Nonmember with Package	<input type="checkbox"/> \$0	<input type="checkbox"/> \$20	\$ _____
	Member & Nonmember without Package	<input type="checkbox"/> \$49	<input type="checkbox"/> \$69	\$ _____

## PAYMENT METHOD *Payment is required with registration.*

Check enclosed (payable to NTEA) **Credit card:**  Visa  MasterCard  American Express

Account # \_\_\_\_\_ Exp. date \_\_\_\_\_ Billing ZIP code \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

**TOTAL: \$ \_\_\_\_\_**

**Questions 800-441-6832**  
 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. 9, 2018 are not entitled to a refund, but attendee name transfers are permitted.

**Complete this form and fax to 248-489-8590 or use the promo code to register online at worktruckshow.com.**