

Advice from the Experts

WHAT TO KNOW ABOUT THE WORK TRUCK SHOW

Do you plan to attend the industry's biggest show of the year? It's the 20th anniversary of NTEA's The Work Truck Show, and this is slated to be the biggest show yet! Hear from some of the veterans of the show about what's to come. If you read this issue before the Show, let us help you plan. If you're reading this issue at the Show, let us help you find a spot to unwind after hours.



SUMMER MARRS, NTEA
WHAT'S IN STORE FOR
ATTENDEES OF THIS
YEAR'S SHOW?

The main exhibit hall and New Exhibitor Pavilion are sold out with more than 530 exhibitors displaying the latest work trucks, equipment, and products. Manufacturer and Distributor Innovation Conference returns along



Be sure to grab your annual Work Truck Show mug at the NTEA booth #3400.

with Green Truck Summit featuring keynote Sean Waters. The educational program includes Fleet Management 101 and new opportunities such as Spec'ing for Success. NTEA's Generation Next hosts a Leadership Workshop & Networking Reception: Tap into Your Inner Rhythm, featuring

Collision of Rhythm. In addition, a variety of special events are planned, including the opening reception, Ride-and-Drive, and NTEA's Annual Meeting. A full schedule of Work Truck Week conferences and events is available at www.worktruckshow.com/schedule.

WHAT IS NEW FOR THE WTS IN 2020?

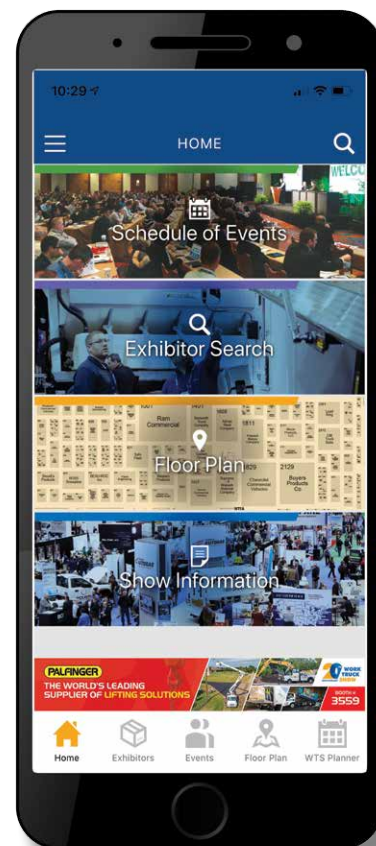
More than 100 companies have announced plans to introduce new commercial trucks, bodies, and truck equipment at the Show. These new industry offerings will be displayed in the 500,000 sq-ft main exhibit hall and in New Exhibitor Pavilion (first introduced in 2019), which features product displays from first-time Work Truck Show exhibitors.

We're pleased to welcome Nikki Haley, US Ambassador to the United Nations (2017–2019), as keynote speaker at NTEA's Annual Meeting. Her moderated conversation will take place Thursday, March 5.

This year's opening reception, held at JW Marriott Indianapolis on Tuesday, March 3, will feature a racetrack theme. Attendees will have the opportunity to enjoy arcade racing games, a pit stop tire change challenge, and micro reality racetrack.

Live, 30-minute demonstrations of products and services, with Q&A from the industry experts who helped design them, will be held throughout the week. Attendees can experience an OTC DAIHEN robotic welding system, cloud-based vehicle certification label resource, vehicle life cycle cost tool, weight calculators, and more.

The Work Truck Show 2020 app is now available. Access the interactive floor plan and find booths, browse sessions and a schedule of events,



Download the Work Truck Show 2020 app for events, exhibitor search, and show info.

and create a personalized schedule. New this year, users can network with peers in-app.

WHAT IS SOMETHING YOU'RE MOST EXCITED ABOUT?

This is a special year for us as we commemorate the 20th anniversary of The Work Truck Show. Nearly three times larger since its launch, this event has become the place to experience the latest work trucks, equipment, and technology. The work truck industry is continually evolving, and we're always excited to see the latest advancements, innovations, and solutions.

AFTER THE SHOW, WHAT ARE WAYS ATTENDEES CAN CONTINUE TO BE INVOLVED WITH NTEA AND THE WORK TRUCK INDUSTRY?

NTEA is dedicated to furthering the knowledge, growth, and profitability of the work truck industry. We offer a variety of resources (many of which are free to members) to help businesses expand and thrive, including technical support, workforce development, market data, online training, government advocacy, webinars, and more. NTEA also produces other industry events throughout the year, including Truck Product Conference and Executive Leadership Summit. Visit ntea.com/memberbenefits for complete details.

WHAT IS AN INDY MUST-SEE?

With more than 200 restaurants and clubs, well-known sports venues, and a 10-block state park, Indy offers a variety of entertainment options. Top picks include Indianapolis Zoo, Victory Field, Indianapolis Museum of Art, and Indianapolis Motor Speedway. Shining a Light is also a notable feature located at Monument Circle. The Signature Salute plays nightly with coordinated audio, video, and light projections across surrounding building facades and statues on the Indiana Soldiers and Sailors Monument.



**BRIAN TABEL,
ISUZU
COMMERCIAL
VEHICLES**

At The Work Truck Show 2020, Isuzu (booth #4639) will show some new trucks that will be out later in 2020.

We will also show our trucks with bodies on them in our booth for the first time in our history of the Work Truck Show.

◀◀ Grab a free coffee at Isuzu's booth #4639.



We will serve Nitro coffee from our craft brewery truck since we cannot serve beer during the show. We will also serve Red Bull from the Red Bull truck in our booth. If you are not interested in the beverages, we will have some exciting giveaways to share with you!

WHAT IS BRIAN'S FAVORITE PART OF THE WORK TRUCK INDUSTRY'S BIGGEST SHOW...

The best part of the show is the people! I really enjoy talking with everyone about the industry and of course, the exciting Isuzu Trucks we have to offer!



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ANNIVERSARY WORK TRUCK SHOW
VISIT US IN BOOTH #5281



CONEXPO-CON/AGG 2020
VISIT US IN BOOTH #B8707

BRIAN'S ADVICE TO FIRST-TIME ATTENDEES...

Have fun, and get a comfortable pair of shoes!

Brian can't get through a day at the WTS without his Cole-Hann shoes and all the beverages in the Isuzu booth.

He's already made reservations at St. Elmo's, Harry & Izzy's, and Sun King Brewery for some great Indy eats.



CRAIG BONHAM, SAFE FLEET

It's the 20th anniversary of the Work Truck Show! The Safe Fleet booth (#921) will

feature eight brands this year: Prime Design, American Van, Randall, Bustin, ROM, RVS, FRC, and Seon, with two additional Safe Fleet brands, Roll-Rite and Pull Tarps, in booth #3775. At the Show, Safe Fleet will release the Prime Design Over the Cab Material Rack that features an all-aluminum construction for service body applications. The launch includes 8-, 9-, and 11-ft models with features ranging from cargo control devices to no-tools-required removable crossbars. The new rack also features a corrosion-resistant finish and 100% stainless steel hardware.


CRAIG'S ADVICE TO FIRST-TIME ATTENDEES...

Pick up a program, first thing, and use the NTEA app. "It's also important to meet, greet, and talk to everyone that you possibly can. It's one of the best ways to affect positive change for your business."

WHERE'S THE BEST WTS AFTER PARTY?

There's things happening every day, but the most important one would be the opening reception.

WHAT SONG GETS YOU HYPED FOR THE SHOW?

"'Takin' It to the Streets' by the Doobie Brothers ... In order to get (a product) to a jobsite you've got to get it on the street." 

Show Quips

FROM THE MWS TEAM

WHAT CAN YOU NOT ATTEND THE WORK TRUCK SHOW WITHOUT?



"My teddy bear."
– Tim Garmon



"My WTS 'My Planner' itinerary. Without it, I'm zig-zagging all over the place."

– Randy Moon

"Where's the Tylenol?"

– Gary Barker

"My Hoka shoes."

– Val Carrier

"My lipstick and cushion insoles for all of my booties."

– Jade Brasher

"Either at our booth or in the media room checking e-mails or catching my breath and resting my wheels for a few minutes."

– Randy Moon



"Media room. It's the quietest room in Indy!"
– Gary Barker

"Our booth (#118)."

– Val Carrier

"I'm walking the streets of the city if it isn't too cold."

– Jade Brasher

WHERE IS THE BEST PLACE TO BUY DRINKS IN INDI?



"Wait, y'all pay for your drinks?"
– Jade Brasher



"Nothing beats an Old Fashioned from St. Elmo's."

– Tim Garmon

"I love live music, so when in Indy, I always enjoy the Slippery Noodle Inn for some beers and blues."

– Randy Moon

"St. Elmo's."

– Val Carrier

WHAT ARE YOU MOST EXCITED ABOUT FOR THE 20TH WTS?

"Seeing customers that advertise in *Modern WorkTruck Solutions*, which is the #1 work truck magazine in the world."

– Tim Garmon

"Being from the Deep South, I just can't wait to get there to freeze my butt off!"

– Gary Barker

"New technology and having the opportunity to visit with customers and readers in person, as well as creating new relationships."

– Randy Moon



"Our readers and advertisers that support MWS!"
– Val Carrier

"I'm excited to see all the updates and new models from the big OEMs. I'm also excited to meet the readers who stop by our booth to say hello!"

– Jade Brasher

WHOSE BOOTH IS A MUST VISIT?

“Isuzu’s booth will display some of the best trucks in the world.”

– Tim Garmon

“There’s no way to single out just one. I can honestly say that I walk the entire show multiple times during the three days, and all the booths have something to offer the industry.”

– Randy Moon

“I like looking at the new models at the light-duty truck booths and comparing one against the other—especially this year since I’m planning to buy a new one for myself.”

– Gary Barker

“You’ve got to check out Parker Chelsea’s booth (#3011) to see what’s new!”

– Val Carrier



“I’m going to Geotab’s booth (#N13)!”

– Warren Pinheiro

“Mack (booth #3523) just announced a new truck model. I wonder if it will be on display at the Mack booth...”

– Jade Brasher

WHO ON THE MWS TEAM IS MOST LIKELY TO GET LOST IN INDY?

“Once again, I can’t (OK, won’t) single out just one...I have to work with these people!”

– Randy Moon

“100% Jade, with Gary close behind!”

– Tim Garmon

“Without a doubt, ME!”

– Val Carrier

“This is Warren’s first time at the Work Truck Show, so my money’s on him!”

– Jade Brasher

WHAT IS THE MOST IMPORTANT THING YOU’RE PACKING FOR INDY?

“A coat. Indianapolis is always cold during the Work Truck Show.”

– Tim Garmon



“A well-rested body! This is my 30th year in the business, and I’m no spring chicken.”

– Randy Moon

“I wouldn’t go to any show without the company credit card!”

– Gary Barker

“My Orvis winter coat!”

– Val Carrier

“If Tim’s prediction is correct, I better have my cell phone for when I get lost.”

– Jade Brasher



WHAT DO YOU HOPE TO BRING BACK FROM THE SHOW/ INDIANAPOLIS?

“Knowledge from the industry about what’s new. (Also, everyone on our team.)”

– Tim Garmon

“Strengthened relationships and new contacts for potential editorial and advertising partners for *Modern WorkTruck Solutions*.”

– Randy Moon


“Stronger relationships with those we’re currently partnered with and new relationships with potential partners.”

– Gary Barker

“I hope to come back with everything I took with me!”

– Val Carrier

“This is going to be a BIG show with most exhibitors sharing BIG news. I can’t wait to bring back all the info to our readers who didn’t attend the show.”

– Jade Brasher 



MWS will be at BOOTH #118. Stop by and say hello!



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