



**An intimate
education and
networking event
for the trucking
industry's most
progressive fleets.**

SUPPLIER HOST PROSPECTUS

HEAVY DUTY TRUCKING EXCHANGE



May 8-10, 2019

The Scottsdale Resort at McCormick Ranch
Scottsdale, AZ

HDTX
HEAVY DUTY TRUCKING EXCHANGE
INNOVATE | ENGAGE | ENVISION

BROUGHT TO YOU BY

HDT
HEAVY DUTY TRUCKING
The Fleet Business Authority

www.HeavyDutyTruckingExchange.com



Heavy Duty Trucking eXchange Defined

Brought to you by HDT (*Heavy Duty Trucking*) magazine and Bobit Business Media, Heavy Duty Trucking eXchange (HDTX) is designed for commercial truck fleet professionals and the suppliers that provide them with quality products that further their trucks down the road and to their final destinations.



HDTX is a relationship-building event packed with innovative individuals, topical discussions and intimate networking opportunities. It provides industry suppliers with an unmatched opportunity to meet a select group of commercial truck fleet managers to cultivate relationships in an exclusive setting.

About the Experience

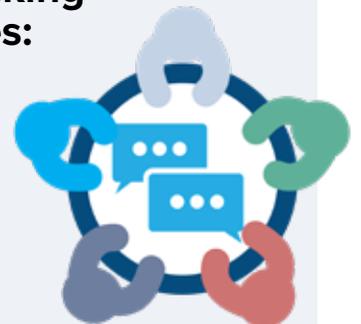
The two-day program puts you, the host, face-to-face with a hand-selected group of fleet managers who hold purchasing power or direct influence. This is accomplished through one-on-one appointments, focus groups and roundtable discussions. The resort setting provides an excellent environment for casual conversations, information-sharing and networking. The programed receptions, informal gatherings and provided meals complete the resort experience.



Each fleet manager receives a personalized agenda where significant time is devoted to one-on-one appointments where they are matched up with supplier hosts based on needs and solutions. HDTX delivers results and exceeds expectations for all who attend.

The 2019 Heavy Duty Trucking eXchange Agenda Includes:

- One-on-One Appointments
- Supplier Host Focus Groups
- Roundtable discussions covering topics such as vehicle specifications, fuel economy and telematics
- Networking receptions, meals and informal gatherings



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Who You Will Meet

HDTX attracts fleet industry thought leaders who embrace the latest technological advances in the heavy-duty trucking industry. This receptive audience, which includes fleet professionals from some of the most progressive fleets in the country, is looking to share experiences, develop business relationships and familiarize themselves with the latest vehicles, technology, products and solutions available.

HDTX does all the heavy lifting involved in searching for influential leads — a diverse, distinctive and influential group of heavy-duty truck fleet professionals who are ready to hear about solutions. These fleet managers will go through an in-depth application process and those selected will receive a hosted trip to attend.

Limited Availability: Act Now!

To keep the event intimate, HDTX will accommodate a limited number of supplier hosts. Contact us today to reserve your place.

Host Benefits:

- Strategic information sharing offering insight into your customers
- Exceptional networking opportunities in an intimate, resort setting
- Long-term relationship building with high-value prospects
- Brand alignment as thought leader in the industry
- High ROI and opportunity to meet every fleet manager guest
- Personal contact with 30-40 fleet executives including guaranteed one-on-one appointments and other networking opportunities

Investment Includes:

REGULAR PACKAGE:

- Two-night stay for two representatives at The Scottsdale Resort at McCormick Ranch
- Meals and networking receptions
- Airport ground transportation in Scottsdale
- One-on-one appointments with fleet managers
- Participation in all educational sessions

ENHANCED PACKAGE:

Includes Regular Package Plus Focus Group and Vehicle Showcase, and choice of either a Meter Sign or Room Drop. **(Nine Available)**

*Only six available Vehicle Showcase positions.

PRESENTING PACKAGE:

Sponsor Receives Enhanced Package Plus Keynote Address **(Three Available)**

TOPGOLF SPONSOR PACKAGE:

Includes Regular Package plus exclusive sponsorship of offsite event. **(One available)**

Please contact your regional sales manager for information and costs.

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AGENDA:

DAY 1 – WEDNESDAY, MAY 8, 2019

3:00pm – 5:00pm	Welcome & Check-In	McDowell Circle Drive
3:00pm – 5:00pm	Vehicle Showcase.....	McDowell Circle Drive
5:00pm – 6:00pm	FREE TIME	
6:00pm – 7:00pm	Welcome Reception.....	Bennie’s Courtyard
7:00pm – 8:30pm	Welcome Dinner & Keynote Address	Apache Ballroom
8:30pm – 9:30pm	Evening eXchange: Cigar & Cordial Night.....	Bennie’s Courtyard

DAY 2 – THURSDAY, MAY 9, 2019

7:00am – 8:00am	Networking Breakfast	Sunset Plaza
8:15am – 9:30am	Challenges Roundtables.....	Apache Ballroom
9:30am – 9:45am	Break	Apache Loggia
9:45am – 10:15am	Supplier Host Focus Groups.....	Papago I, II & Council
9:45am – 10:15am	Supplier Host State of the Industry	Apache Ballroom
10:15am – 10:30am	Break	Apache Loggia
10:30am – 12:00pm	One-on-One Appointments	Maricopa Ballroom
12:00pm – 12:10pm	Group Photo.....	Sunset Plaza
12:10pm – 1:30pm	Networking Lunch with Keynote Address	Apache Ballroom
1:30pm – 1:45pm	HDT Fleet Innovator Awards.....	Apache Ballroom
1:45pm – 2:45pm	HDT Fleet Innovator Panel Discussion and Q&A	Apache Ballroom
2:45pm – 3:00pm	Break	Apache Loggia
3:00pm – 3:30pm	Supplier Host Focus Groups.....	Papago I, II & Council
3:00pm – 3:30pm	Supplier Host State of the Industry	Apache Ballroom
3:30pm – 3:45pm	Break	Apache Loggia
3:45pm – 5:45pm	One-on-One Appointments	Maricopa Ballroom
5:45pm – 6:45pm	FREE TIME	
7:00pm – 7:30pm	Pre-Dinner Reception	Topgolf Scottsdale
7:30pm – 8:30pm	Dinner	Topgolf Scottsdale
8:30pm – 10:00pm	Evening eXchange	Topgolf Scottsdale

DAY 3 – FRIDAY, MAY 10, 2019

7:00am – 8:00am	Networking Breakfast with Keynote Address.....	Apache Ballroom
8:15am – 8:45am	Supplier Host Focus Groups.....	Papago I, II & Council
8:45am – 9:00am	Break	Apache Loggia
9:00am – 11:00am	One-on-One Appointments	Maricopa Ballroom
11:00am – 12:00pm	Farewell Lunch	Sunset Plaza
12:00pm	Departures	

**Subject to change*

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WHAT PEOPLE ARE SAYING ABOUT **HDTX**

SUPPLIER HOSTS:



"I was extremely happy with the way this event was organized. I was able to connect with more than 20 fleet managers from all over the country in one-on-one meetings, and with several others during meals and networking sessions. We are also close to closing a large sale that came out of one of our meetings."

**John DeLong, Fleet Sales Manager,
Webasto Thermo and Comfort North America**

...



"HDTX remains our best event. The Bobit team knows our industry, and our customer needs. This is our second time attending, and we have documented ROI in both years. We will be back again!"

Brian Kujala, Vice President Sales & Marketing, Hadley

...



"HDTX provided a unique opportunity for us as a supplier host to meet individually with fleets and have group and panel discussions. We were able to have the undivided attention of prospect customers/ fleets in a learning and networking environment that is unique to the trucking trade show world. We will continue to attend the HDTX!"

**Lance Barton, Nat. Business Development Manager,
EpicVue**

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"The most important takeaway was meeting new fleets, having the opportunity to follow up and gain new business."

**Rob Myers, Vice President Sales,
Phillips Industries**

FLEET MANAGERS:



"HDTX was an absolute wealth of knowledge and experience in one event! Highly recommend it to anyone looking to share and expand your company's possibilities."

**Heath A. Nace, Fleet Maintenance Manager,
K. L. Harring Trans. LLC**

...



"HDTX is a great peer-to-peer event. The comradery amongst the attendees is as strong as the fleets represented. To be amongst the innovators and suppliers alike, fosters the true spirit that is alive and well in the trucking industry."

Chip Watterfield, Fleet Safety and Operations, Upstaging Inc.

...



"This event was a great investment of my time. There were no high pressure sales from the suppliers, only the sharing of applicable products. I also had the opportunity to talk with the other fleet managers about many of challenges in our industry! Thanks for the invitation!!"

**Paul Cupka, Superintendent,
Fairfax County Department of Vehicle Services**

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"Without any doubt, this is a must-attend event for any fleet professional. The relationships made and knowledge gained during the exchange will go a long way in shaping our company's future. Even if you would pick up just one thing from the exchange, it's already a win, and I have picked up multiple."

Paulius Obelionas, CEO, Unlimited Carrier, Inc.

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