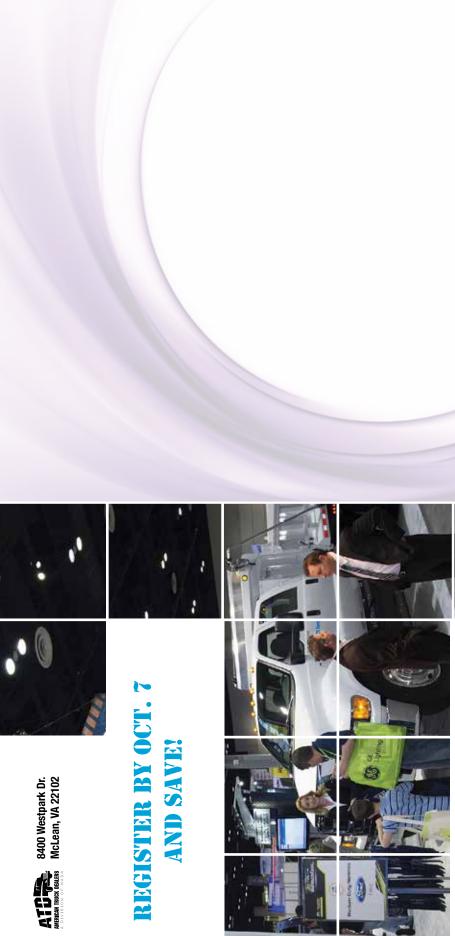
THE SCHEDULE

9:00am – 6:00pm 12:15pm – 5:00pm 1:00pm – 2:45pm ATD Make Meetings 3:00pm – 5:00pm ATD Super Workshop Sessions ATD Welcome Reception, Hilton Riverside, sponsored by Shepherd Insurance SATURDAY, JANUARY 25 7:30am – 5:00pm ATD Continental Breakfast, Hilton Riverside, sponsored by Eaton 8:00am – 10:15am ATD Make Meetings 8:30am – 5:00pm B:30am – 5:00pm Lifestyle Experience 12:00pm – 1:30pm 4:30pm – 6:00pm ATD Make Meetings 2:30pm – 4:00pm ATD Make Meetings 2:30pm – 6:00pm ATD NextGen Reception, Hilton Riverside, sponsored by Eaton ATD Workshops ATD Make Meetings 2:30pm – 6:00pm ATD NextGen Reception, Hilton Riverside, sponsored by Eaton ATD NextGen Reception, Hilton Riverside, sponsored by Eaton B:00am – 5:00pm ATD NextGen Reception, Hilton Riverside, sponsored by Eaton ATD Workshops ATD Make Meetings ATD Make Meetings ATD Make Meetings ATD Make Meetings ATD Workshops ATD Sunday Night Gala (ATD Badge Required) Arnaud's Restaurant (located in the French Quarter) MONDAY, JANUARY 27 7:30am – 9:00am 8:00am – 4:00pm ATD Sunday Night Gala (ATD Badge Required) Arnaud's Restaurant (located in the French Quarter) ATD Workshops ATD Closing General Session/Luncheon Keynote Address - Lt. General ATD Workshops ATD Closing General Session/Luncheon Keynote Address - Lt. General	FRIDAY, JANUARY 24	
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	10:45am – 12:00pm	ATD Workshops
	12:15pm — 1:15pm	Russel L. Honore, Commander of Joint Task Katrina and Global
Preparedness Authority sponsored by GE Capitol Transportation Finance		Preparedness Authority sponsored by GE Capitol Transportation Finance

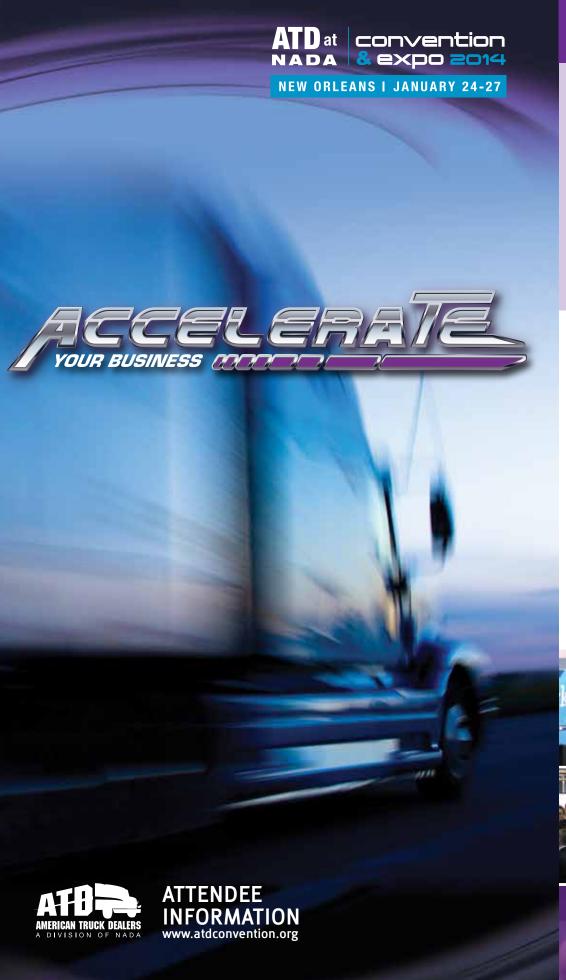
To register and view the complete program, please visit: www.atdconvention.org

21,000 auto and truck industry professionals attended the 2013 NADA and ATD Convention and Expo



www.atdconvention.org

ATD at NADA



GET READY FOR THE 2014 ATD CONVENTION AND EXPO

Join us in New Orleans for the 51st American Truck **Dealers Convention and Expo.** In just three days you are able to connect with cutting-edge exhibitors, learn at timely workshops and hear from dynamic speakers that are all designed to take you and your business to the next level.

The ATD Convention and Expo will again be held in conjunction with the NADA Convention to further bring you an unparalleled experience and exceptional value. Registration for ATD includes both ATD and NADA general sessions, workshops, make specific franchise meetings, cutting—edge exhibits, and more:

- Super Workshop on Friday
- /// Complimentary Breakfast and Happy Hour at the Hilton Riverside, sponsored by Eaton
- Friday night welcome cocktail reception at the Hilton Riverside, sponsored by Shepherd Insurance
- /// Sunday Night Gala at Arnaud's in the French Quarter
- /// Heavy Duty Trucking/ATD Truck Dealer of the Year Award
- /// ATD Commercial Truck of the Year Awards
- ATD NextGen reception at the Hilton Riverside
- /// Full access to the Lifestyle Experience and NADA Expo
- /// Three ATD General Sessions and Luncheons, sponsored by Eaton, Cummins, and GE Capital



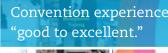
































KEYNOTE SPEAKERS



Address

Philip Byrd ATA Chairman

Session

Sunday ATD General

Steve Forbes Chairman and Editor-in-Chief of Forbes Media NADA Saturday General Session

Hero, Actor, Winner of Dancing with

NADA Sunday Inspirational

Dick Witcher ATD Chairman ATD Saturday Chairman's

J.R. Martinez

are announced at the show, and the ATD Expo displays the top-rated makes

and models for this one-of-a-kind

competition.









The

Honorable

Hillary

Rodham

Clinton









For the most comprehensive and powerful educational programs, look no further than the ATD Convention & Expo. We've enlisted industry experts and designed workshops with information and current practices that matter to you. The session and topics are updated each year to reflect the latest trends.

At the ATD Convention & Expo you will also have the opportunity to meet with manufacturers at make meetings and learn about what's coming up down the road.

atch the





major restoration project including a \$300 million airport modernization project; \$11 million in French Quarter street, sidewalk and cleaning improvement; more than 400 new restaurants and millions of dollars in renovations to the area hotels.



1,300 restaurants

on Bourbon Street

Orleans Streetcar

/// Art, Architecture and

Antique Shopping

/// City Park

/// Audubon Zoo

/// The music with live Jazz

Sightseeing on the New

REGISTRATION RATES

33. Wyndham Riverfront New Orleans

Registration Category	Early (by Oct. 7)	Advance (Oct. 8–Jan. 16)	On-site (Jan. 17–Onsite)
Dealer (ATD Member)	\$525	\$575	\$675
Manager (ATD Member)	\$525	\$575	\$675
Spouse/Relative	\$425	\$475	\$575
Allied Industry w/ Workshop	\$625	\$675	\$775
Dealer (Non-ATD Member)	\$625	\$675	\$775
Manager (Non-ATD Member)	\$625	\$675	\$775

\$219

New Orleans is truly a one-of-a kind city. You'll never forget the ambience, music and fare that only New Orleans offers. Between your time



New Orleans has undergone a























For a more in-depth listing of every product category represented at the ATD Expo, please visit www.atdconvention.org

ATD at NADA CONVENTION HOTELS

ATD headquarter hotel is the Hilton Riverside

Hotel Locations

1.	Astor Crowne Plaza New Orleans French Quarter	\$235
2.	Courtyard New Orleans Downtown/Convention Center	\$225
3.	Courtyard New Orleans Downtown/Iberville	\$229
4.	Doubletree by Hilton Hotel New Orleans	\$209
5.	Embassy Suites New Orleans - Convention Center	\$239
6.	Hampton Inn and Suites New Orleans Convention Center	\$189
7.	Harrah's New Orleans SOLD OUT	\$309
8.	Hilton Garden Inn New Orleans Convention Center	\$210
9.	Hilton New Orleans Riverside - Headquarter Hotel for ATD	\$259
10.	Hyatt French Quarter	\$245
11.	Hyatt Place New Orleans/Convention Center	\$199
12.	Hyatt Regency New Orleans	\$269
13.	InterContinental New Orleans	\$245
14.	International House New Orleans	\$289
15 .	JW Marriott New Orleans	\$252
16.	Loews New Orleans Hotel	\$305
17.	Marriott Downtown at the Convention Center SOLD OUT	\$259
18.	Marriott New Orleans	\$252
19.	Hotel Monteleone French Quarter, New Orleans	\$225
20.	Omni Royal Orleans	\$229
21.	Renaissance New Orleans Arts Hotel	\$239
22.	Renaissance New Orleans Pere Marquette Hotel	\$239
23.	Residence Inn New Orleans Downtown	\$235
24.	The Ritz Carlton, New Orleans SOLD OUT	\$329
25.	The Roosevelt New Orleans, a Waldorf Astoria Hotel	\$299
26.	Royal Sonesta Hotel New Orleans	\$249
27.	Sheraton New Orleans	\$252
28.	. SpringHill Suites New Orleans Downtown	
29.	. W New Orleans	
30.	W New Orleans French Quarter SOLD OUT	\$389
31.	The Westin New Orleans Canal Place	\$225
32.	Windsor Court Hotel - Headquarter Hotel SOLD OUT	\$290