

# THE SCHEDULE

FRIDAY, JANUARY 24	
9:00am – 6:00pm	Attendee Registration
12:15pm – 5:00pm	Three NADA Workshop Sessions
1:00pm – 2:45pm	ATD Make Meetings
3:00pm – 5:00pm	ATD Super Workshop Session
6:00pm – 8:00pm	ATD Welcome Reception, Hilton Riverside, sponsored by Shepherd Insurance
SATURDAY, JANUARY 25	
7:30am – 5:00pm	Attendee Registration
7:30am – 9:00am	ATD Continental Breakfast, Hilton Riverside, sponsored by Eaton
8:00am – 10:15am	ATD Make Meetings
8:30am – 5:00pm	Expo Open – Ribbon Cutting
8:30am – 5:00pm	Lifestyle Experience
10:30am – 11:45am	ATD Workshops
12:00pm – 1:30pm	ATD General Session/ Luncheon ATD Chairman's Address- Dick Witcher Truck Dealer of the Year with Heavy Duty Trucking Magazine, sponsored by Eaton
1:45pm – 3:30pm	ATD Make Meetings
2:30pm – 4:00pm	NADA Opening General Session
4:30pm – 6:00pm	ATD Happy Hour, Hilton Riverside sponsored by Eaton
5:00pm – 6:00pm	ATD NextGen Reception, Hilton Riverside
SUNDAY, JANUARY 26	
7:30am – 9:00am	ATD Continental Breakfast, Hilton Riverside, sponsored by Eaton
8:00am – 5:00pm	Attendee Registration
8:30am – 5:00pm	Expo Open
8:30am – 5:00pm	Lifestyle Experience
9:00am – 10:00am	Inspirational Service
10:00am – 11:45am	ATD Make Meetings
10:30am – 11:45am	ATD Workshops
12:00pm – 1:15pm	ATD General Session/ Luncheon ATD Commercial Truck of the Year sponsored by Cummins; Keynote Address - Philip Byrd, ATA Incoming Chairman
1:30pm – 3:15pm	ATD Make Meetings
3:30pm – 5:00pm	ATD Workshops and Make Meetings
4:30pm – 6:00pm	ATD Happy Hour, Hilton Riverside sponsored by Eaton
7:00pm – 10:00pm	ATD Sunday Night Gala (ATD Badge Required) Arnaud's Restaurant (located in the French Quarter)
MONDAY, JANUARY 27	
7:30am – 9:00am	ATD Continental Breakfast, Hilton Riverside sponsored by Eaton
8:00am – 4:00pm	Attendee Registration
8:30am – 4:00pm	Expo Open
8:30am – 4:00pm	Lifestyle Experience
9:00am – 10:15am	NADA Closing General Session
10:45am – 12:00pm	ATD Workshops
12:15pm – 1:15pm	ATD Closing General Session/Luncheon Keynote Address - Lt. General Russel L. Honore, Commander of Joint Task Katrina and Global Preparedness Authority sponsored by GE Capitol Transportation Finance



8400 Westpark Dr.  
McLean, VA 22102



**REGISTER BY OCT. 7  
AND SAVE!**

ATD at  
NADA  
& expo 2014  
NEW ORLEANS | JANUARY 24-27

[www.atdconvention.org](http://www.atdconvention.org)

ATD at  
NADA  
& expo 2014  
NEW ORLEANS | JANUARY 24-27

**ACCELERATE**  
YOUR BUSINESS

# 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



Stay connected!

To register and view the complete program, please visit:  
[www.atdconvention.org](http://www.atdconvention.org)

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

ATD  
AMERICAN TRUCK DEALERS  
A DIVISION OF NADA  
ATTENDEE INFORMATION  
[www.atdconvention.org](http://www.atdconvention.org)



## KEYNOTE SPEAKERS

ACCELERATE YOUR MIND

	<b>Steve Forbes</b> Chairman and Editor-in-Chief of Forbes Media NADA Saturday General Session		<b>The Honorable Hillary Rodham Clinton</b> Former Secretary of State and Former U.S. Senator from New York NADA Monday Closing General Session
	<b>Dick Witcher</b> ATD Chairman ATD Saturday Chairman's Address		<b>Lt. General Russell L. Honore (Ret.)</b> Monday ATD General Session
	<b>J.R. Martinez</b> Hero, Actor, Winner of Dancing with the Stars NADA Sunday Inspirational Service		<b>Philip Byrd</b> ATA Chairman Sunday ATD General Session

## WORKSHOPS

ACCELERATE YOUR GROWTH

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.



## CITY INFORMATION

THE "NEW" NEW ORLEANS

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 at the Convention Center and your hotel make sure to experience:

- /// The French Quarter
- /// The cuisine with over 1,300 restaurants
- /// The music with live Jazz on Bourbon Street
- /// Sightseeing on the New Orleans Streetcar
- /// City Park
- /// Audubon Zoo
- /// Art, Architecture and Antique Shopping

## ATD at NADA CONVENTION HOTELS

RECHARGE

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	<b>SOLD OUT</b> \$309
8. Hilton Garden Inn New Orleans Convention Center	\$210
9. <b>Hilton New Orleans Riverside - Headquarter Hotel for ATD</b>	<b>\$259</b>
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	<b>SOLD OUT</b> \$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	<b>SOLD OUT</b> \$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	\$230
29. W New Orleans	\$269
30. W New Orleans French Quarter	<b>SOLD OUT</b> \$389
31. The Westin New Orleans Canal Place	\$225
32. Windsor Court Hotel - Headquarter Hotel	<b>SOLD OUT</b> \$290
33. Wyndham Riverfront New Orleans	\$219

## THE EXPO

ACCELERATE YOUR BUSINESS

The ATD Expo showcases the hottest products and latest technologies on the market today that focus on the specific needs of the truck dealership. You'll find an array of companies offering endless opportunities to discover new solutions to help accelerate your company's business. In addition, the prestigious Truck of the Year competition winners are announced at the show, and the ATD Expo displays the top-rated makes and models for this one-of-a-kind competition.

/// 85% . . .  
The percentage of 2013 Dealer/Manager attendees who plan to attend the 2014 ATD Convention & Expo in New Orleans

/// 45% . . .  
The percentage of attendees who visit 10 or more companies in the Expo hall.

For a more in-depth listing of every product category represented at the ATD Expo, please visit [www.atdconvention.org](http://www.atdconvention.org)



New Orleans has undergone a 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.

## REGISTRATION RATES

ATTEND

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