



**NAFC**  
National  
Accounting &  
Finance Council

Information Technology & Logistics Council and National Accounting & Finance Council

## 2011 Annual Conference & Exhibition

# Shaping Trucking's Advanced Technology and Financial Strategies

JW Marriott Desert Ridge Resort & Spa

June 20-22, 2011  
Phoenix, Arizona

## Why You Should Attend

From truck routing software and sensor technology to federal and state tax issues, the Information Technology & Logistics/ National Accounting & Finance Council Annual Meeting is the place to be to get valuable information on cutting-edge trends and important new developments.



Why? Because information technology and good financial management during an economic recovery will secure your place in the trucking industry for years to come. ITLC and NAFC provide a strong foundation of logistics, operations and financial experts. Join them in developing new industry best practices.

We're producing important benchmarks, educational resources, technology primers and other valuable tools, and want you to be a part of this exciting effort.

ITLC and NAFC aren't just valuable information resources or venues for networking opportunities; we are the industry's leading forums for getting things done.

If you are an ITLC or NAFC member, or you're thinking about becoming one, this conference is the place where you can get involved.

In addition to an impressive line-up of speakers and educational sessions, ITLC/ NAFC's Annual Meeting includes a complete exhibit hall featuring products from our industry's leading manufacturers and suppliers of information technology, logistics and financial services.

SIGN UP NOW, YOU'LL BE GLAD YOU DID!

### ***By the Truckers . . . For the Truckers***

The ITLC/ NAFC 2011 Annual Conference and Exhibition is a must attend event for any IT, finance, logistics, trucking or transportation executive. Brought to you by the American Trucking Associations, ITLC and NAFC professional members include motor carrier, logistics and transportation service companies dedicated to advancing industry standards and knowledge of information technology, financial operations and supply chain issues.

### ***Advocacy, Industry Standards And Best Practices***

The ITLC and NAFC will be an active force in the formation of industry best practices regarding IT and financial operations. Our members are already working on key technical policies and best practices that could have a big impact on the industry in the future. Let your voice be heard!

JOIN ITLC OR NAFC TODAY.

### ***Meeting and Exhibitor Information***

<b>Meeting &amp; Exhibition Schedule</b>	<b>4</b>
<b>ITLC/NAFC Educational sessions</b>	<b>5-11</b>
<b>Features of Interest</b>	<b>12</b>
<b>Prior Exhibitor List</b>	<b>12</b>
<b>Policies and Procedures</b>	<b>13</b>
<b>Exhibit Floorplan &amp; Pricing</b>	<b>13</b>
<b>2011 Annual Meeting Information</b>	<b>14-15</b>
<b>Registration Information</b>	<b>14</b>
<b>Meeting Registration Fees &amp; Policies</b>	<b>14</b>
<b>Refund Policy/ Substitution Policy</b>	<b>14-15</b>
<b>Housing and Travel</b>	<b>15</b>
<b>Exhibit Directory Advertising</b>	<b>16</b>
<b>Sponsorship Opportunities</b>	<b>SEE ENCLOSED FORM</b>

## ***ITLC/ NAFC Exhibitor Benefits***

Get your name in front of the nation's leading transportation companies by reserving a booth at ITLC/ NAFC's Exhibition!

The ITLC/NAFC Annual Meeting is the place to be to meet valuable new customers and make sure your voice is heard.

With the backing of American Trucking Associations, the strongest voice in trucking, we're bringing together the largest and most knowledgeable group of finance, transportation IT and logistics executives in the industry – all potential customers for your products and services.

If you are an ITLC or NAFC member, or you're thinking about becoming one, our conference is a great way to get involved – and a vital networking opportunity. We've made sure our exhibitors will receive the best exposure to existing and potential customers. Sign up now, you'll be glad you did!



## ***Great Networking Opportunities***

ITLC is the premier forum for logistics and IT executives and NAFC is the trucking industry's leading financial management association. No other organization can boast the depth of industry knowledge and dedication to transportation initiatives. With daily breakfasts, refreshment breaks and special events, we've made sure our exhibitors will receive the best exposure to potential customers.

## ***Trucking's Complete Perspective On IT, Finance and Operations***

The Information Technology and Logistics/ National Accounting and Finance Council's 2011 Conference and Exhibition is a three-day motor carrier and allied member conference, featuring keynote presentations from industry and government experts, informative sessions, networking opportunities and panels on motor carrier information technology, financial operations and regulatory issues.

## ***Trucking Is Our Business***

The ITLC/ NAFC 2011 Annual Conference and Exhibition is a must-attend event for any company whose customers include financial professionals, logistics, trucking or transportation executives. Brought to you by the American Trucking Associations, ITLC and NAFC professional members include motor carrier, logistics and transportation service companies dedicated to advancing industry standards and knowledge of information technology and supply chain issues.



# 2011 ITLC/NAFC Annual Meeting Schedule

## Monday, June 20

5:30 to 8 p.m. *Welcome Reception and Exhibit Hall Grand Opening*  
Grand Saguario South

6 to 7 p.m. *ITLC/NAFC Cocktail Reception*  
Sunset Lawn

7 to 9 p.m. *ITLC/NAFC Annual Banquet*  
Grand Saguario North

## Tuesday, June 21

8:00 to 8:45 a.m. *Breakfast/Coffee in Exhibit Hall*  
Grand Saguario South

8:45 to 9:30 a.m. *Opening and Keynote Address*  
Bill Graves, ATA President/CEO  
Grand Saguario East

9:30 to 10:15 a.m. *Tech Team Roundtables*  
Grand Saguario West

10:15 to 11 a.m. *"Geek Speak"*  
Open Forum  
Grand Saguario West

9:30 to 11 a.m. Educational Session:

NAFC *Logistics and the Law: Doing Business with Transportation Partners*  
Grand Saguario East

11:00 a.m. to 12:30 p.m. Educational Sessions:

ITLC *The New Data Imperative: How Inter-company IT Integration Changes the Game for Freight Carriers*  
Applications Tech Team  
Grand Saguario West

NAFC *Health Care Reform and Your Company Finances*  
Grand Saguario East

12:30 to 1:45 p.m. *Walk-around Lunch and Exhibit Viewing Period*  
Grand Saguario South

1:45 to 3:15 p.m. Educational Sessions:

ITLC *Advancements in Linehaul Network Modeling*  
Business Process Tech Team  
Grand Saguario West

NAFC *Anual Update of State Taxes Affecting Trucking*  
Grand Saguario East

3:15 to 4 p.m. *Coffee Break in Exhibit Hall*  
Grand Saguario South

4:00 to 5:30 p.m. Educational Sessions:

ITLC *Innovations in Sales Automation*  
Business Process Tech Team  
Grand Saguario West

NAFC *Whither the FASB? Accounting Rules in Flux*  
Grand Saguario East

## Wednesday, June 22

7 to 8 a.m. *Walk-around Breakfast*  
Grand Saguario South

8:00 to 9:30 a.m. Educational Sessions:

ITLC: *Update on EOBRs and DOT's Wireless Initiatives*  
Wireless Tech Team  
Grand Saguario West

NAFC: *Questions You Must Ask In a Merger, Acquisition or Sale*  
Grand Saguario East

9:30 to 10 a.m. *Coffee Break in Exhibit Hall*  
Grand Saguario South

10:00 to 11:30 a.m. Educational Sessions:

ITLC *Does IT Architecture Enable Your Business?*  
Architecture Tech Team  
Grand Saguario West

NAFC *How CSA 2010 Is Impacting Your Bottom Line*  
Grand Saguario East

11:30 a.m. to 12:45 p.m. *General Luncheon*  
Noel Perry  
Grand Saguario North

1 to 2:30 p.m. Educational Sessions:

ITLC *Disaster Recovery and Business Resiliency Planning*  
Hardware & Infrastructure Team  
Grand Saguario West

NAFC *The Banker & the CFO: Views on Key Performance Indicators*  
Grand Saguario East

2:45 to 4:15 p.m. Educational Sessions:

*Technology and Driver Retention: What Works and What Doesn't*  
Grand Saguario East

4:30 to 5:30 p.m. *Wrap-up Board Meetings*

ITLC  
NAFC  
Desert Conference Suite 3  
Desert Conference Suite 5

### **ITLC Tech Team Roundtables**

Join ITLC for individual roundtable sessions to learn what you need to know to keep your business viable in this age of advanced transportation technologies. ITLC leaders will also be on hand to discuss ITLC's Tech Team working groups and the exciting new initiatives the council will be pushing forward this year. Now is the time for the trucking industry to shape transportation IT practice, develop industry best practices and work with other transportation stakeholders to make sure trucking's voice is heard.

**Tuesday, June 21: 9:30 to 10:15 a.m.**

#### **Architecture Tech Team**

The objective of the Architecture Team is to coordinate all ITLC technical requests ensuring proper due diligence is conducted by all of the Tech Teams to achieve a cross disciplinary IT perspective of ITLC best practices. The Tech Team will also develop best practices for IT architecture consistent with the needs of ITLC, transportation and logistics organizations.

**Chairman:** Marc Mitchell, McLeod Software, Inc. **Board Sponsor:** Doug Olson, Schneider Logistics

#### **Applications Tech Team**

The Applications team's goal is to establish and disseminate best practices in the areas of operations, financial and management and software systems. This effort includes researching and documenting shared business requirements for operations, financial and management applications while also developing recommended practices relating to applications development best practices.

**Chairman:** Vacant. **Board Sponsor:** John Hazenfield, DistTech, Inc.

#### **Hardware & Infrastructure Tech Team**

The objective of the Hardware and Infrastructure Team is to formulate and disseminate best practices and standards for IT infrastructure consistent with the needs of transportation and logistics organizations. The group accomplishes this goal by researching latest technology trends in hardware and infrastructure that provide for efficient transportation and logistics services. This Tech Team also collaborates with technology providers, standards-development bodies and peer groups within the trucking and logistics industries to establish best practices.

**Chairman:** James Gibson, YRCW Inc. **Board Sponsor:** Don Smith, Con-Way Freight, Inc.

#### **Integration, Communication, Business Process Tech Team**

The purpose of this Tech Team is to develop and disseminate information and reference materials that will aid in the integration, communication and execution of business processes affecting carriers, shippers and other parties in the supply chain. In order to promote efficient business processes between shippers, carriers and other parties, the Business Process team will routinely reach out to each of these groups to encourage joint development of best practices to improve communications, reduce cost and integrate common technologies to meet supply chain demands.

**Chairman:** Woody Lovelace, Southeastern Freight Lines, Inc. **Board Sponsor:** Braxton Vick, Southeastern Freight, Inc.

#### **Wireless/Telematics Tech Team**

The Tech Team will address the informational needs of motor carriers in the areas of wireless and telematics communications technologies as they pertain to asset, facility, and freight management operations. The Tech Team works to ensure that these technologies are integrative with the transportation management systems of shippers, motor carriers, and consignees. The Tech Team shall also conduct surveys, collect data, and monitor programs and initiatives of affiliated industry groups in order to develop suitable Recommended Practices which motor carriers and the supplier community can adopt. The Tech Team will also monitor regulatory developments and represent motor carrier stakeholder interests to promote end-to-end interoperability of wireless communications among all supply chain partners.

**Acting Chairman:** Tom Cuthbertson, Xata Corp. **Board Liaison:** Tom Benusa, Transport America

## ITLC/NAFC Session Descriptions

### *“Geek Speak” . . . an Open Dialogue on Today’s Trucking Technology*

In today’s rapidly expanding technology market, the variety of products, services and systems are matched only by the wide variety of opinions regarding what works and what doesn’t. With all the hype surrounding technology trends and concepts, it is difficult to distinguish among all of the technologies and systems that are essential for transportation operations.

The right IT strategy empowers your business and increases efficiency throughout your organization. Choosing the real, core technologies that support an actual return on investment adds value to your business and your bottom line.

Join Marc Mitchell, author of ITLC’s “Geek Speak” newsletter column as he leads a frank, informal discussion about issues on the minds of both trucking company executives and the IT practitioners that work for them.

**Tuesday, June 21 : 10:15 to 11 a.m.**



### *ITLC Educational Sessions:*

#### *The New Data Imperative: How Inter-Company IT Integration Changes the Game for Freight Carriers*

As trucking companies find ways to meet the growing demand for real-time information – across government regulatory and customer IT systems – the issue of data and system integration becomes ever more important. As organizations explore their options for applications and systems, a new mandate for inter-system and even inter-company integration will shape their decisions. Join ITLC’s panelists as they explain the growing need for integration, and how it will change the way carriers do business as the trucking industry moves toward the future of universal interconnectivity.

**Applications Tech Team**  
**Tuesday, June 21: 11 a.m. to 12:30 p.m.**

#### *Advancements In Line-haul Network Modeling*

A trucking company’s line-haul operation can be a complex process in that it requires a proper balance of equipment, manpower, freight, and time. Not only does a carrier have to achieve that balance, but it must maintain consistency as it begins that process over and over again with each new business day. The proper management and optimization of the line-haul operation for a trucking company is not only a critical component of maintaining profitability, but is also essential in providing a consistent and reliable transit time to the customer.



Join our panelists as they discuss trucking’s best line-haul practices and how the new pressures of a constantly evolving supply chain are changing the way they operate. This session will provide an overview of a line-haul operation as industry leaders discuss the tools and methods they use to model and manage this critical process.

**Business Process Tech Team**  
**Tuesday, June 21: 1:45 to 3:15 p.m.**

#### *Innovations in Sales Automation*

New developments in mobile platforms, communications and applications are providing innovative opportunities to increase the productivity and effectiveness of local and national sales forces. These technologies are touching all aspects of the sale process. From prospecting, sales call preparation and contact management, to call execution and results, organizational and web-based systems are making it easier than ever before to analyze and boost the sales efforts of any transportation organization.

Join ITLC’s sales and technology experts for an overview of some of these technologies and examples of how they are being used to improve this longstanding and essential role in the businesses of trucking.

**Business Process Tech Team**  
**Tuesday, June 21: 4 to 5:30 p.m.**

## ITLC/NAFC Session Descriptions

### NAFC Educational Sessions:



### Logistics and the Law: Doing Business with Transportation Partners

These days companies must work with transportation partners of all functional and business types. Each situation calls for its own special analysis. Join the Scopelitis law firm as it returns to NAFC with a timely update on critical issues in logistics. Covered during this session will be discussion of the following:

- ◆ Insurance for brokerage liabilities.
- ◆ Regulatory nuances and the continuing debate on carrier vs. broker authority as well as the freight forwarders role.
- ◆ Contractual issues between brokers with affiliated carriers and shippers as well as third party carrier contracts.
- ◆ Carrier selection protocol under CSA 2010.

**Tuesday, June 21 : 9:30 to 11 a.m.**

### Health Care Reform and Your Company Finances

Health care reform is on the books in federal law ... and under attack in the new Congress. In this volatile political climate, how do you reflect on your company books what is law today and what may become law tomorrow? This fast-moving panel discussion – one part prognostication, one part accounting standards and one part practicality – will reveal how companies calculate health care costs, control their impact, and balance competing financial reporting requirements for transparency and uncertainty.

Whatever the future holds for health care reform, the lessons learned in this area may be tomorrow's guideposts as politicians, regulators and budget cutters turn their attention to pension laws, executive compensation, pay ratios and other major cost centers. Be prepared for changing times by attending this NAFC educational session.

**Tuesday, June 21: 11 a.m. to 12:30 p.m.**  
**Annual Update of State Taxes**



## ITLC/NAFC Session Descriptions

### NAFC Educational Sessions:

#### Anual Update of State Taxes Affecting Trucking

Bob Pitcher, ATA Vice President, State Laws, will provide his annual update of state taxes. The session will start with a review of where state budgets stand today. Although the economy at large is coming out of the recession, the states are still stuck at the bottom. What effects are the state's budget troubles having on business taxes, especially those that most concern motor carriers? Some states are raising taxes, a few are lowering them. Some are being more aggressive about audit and collections.



Bob will summarize the actions of state legislative sessions this year, and make some forecasts for the rest of the year. Will the concept of "trailing nexus" spread? Should carriers expect more states to mount campaigns to collect income tax on pass-through traffic? Will states attempt to tax the service of transportation? What's new with IRP, IFTA, and UCRA?

Tuesday, June 21 : 1:45 to 3:15 p.m.

#### Whither the FASB? Accounting Rules in Flux

The Financial Accounting Standards Board (FASB) and its international counterpart, the IASB, have an aggressive agenda over a broad array of accounting rules and standards. But as NAFC learned in our 2010 presentations on the FASB Leasing proposal, many commentators feel the Board is moving too far and too fast with sweeping changes that do not fit the trucking industry well.

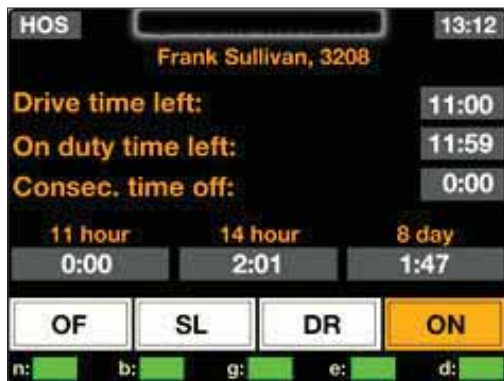
Whatever your interest – revenue recognition, accounts receivables or balance sheet notifications – there is sure to be an update you need to know to better perform your accounting tasks and protect your company. And if past is prologue, this annual NAFC accounting standards session will provide controversy and cause for your comments to FASB.



Tuesday, June 21: 4 to 5:30 p.m.

### ITLC Educational Sessions:

#### Update on EOBRs and DOT's Wireless Initiatives



The Federal Motor Carrier Safety Administration issued a final rule April 5, 2010 that required interstate commercial truck and bus companies with serious patterns of hours-of-service (HOS) violations to install electronic on-board recorders (EOBRs) in all their vehicles. FMCSA estimated that nearly 5,700 interstate carriers would use EOBRs after the final year's first year of implementation.

Ten months later (January 31, 2011), FMCSA proposed a more encompassing rule that would require all interstate commercial truck and bus companies to install EOBRs to monitor drivers' HOS compliance. Under the new proposal, FMCSA estimates that 500,000 carriers would be affected.

In December of 2010 FMCSA also issued a notice of proposed rulemaking (NPRM) that addressed drivers' hours of service and required that certain data elements

be recorded which, in turn, affected back office systems such as those used in load planning and optimization. An industry task force has been hard at work developing technical specifications for EOBRs that the trucking industry can uniformly support. During this session you will hear an update on both the HOS and EOBR rules that will soon have a major impact on fleet operations.

## ITLC/NAFC Session Descriptions

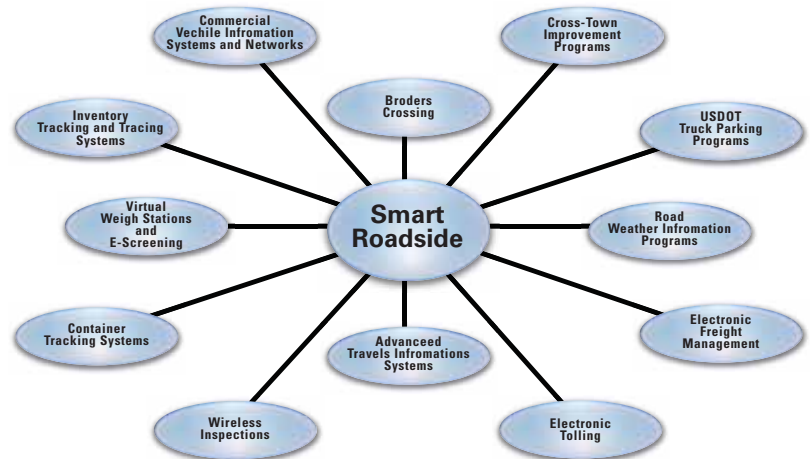
### ITLC Educational Sessions:

A second portion of this educational session will examine the numerous wireless technologies that reportedly offer efficiencies to industry and enforcement agencies. The U.S. Department of Transportation's Smart Roadside and Intellidrive programs offer potential for all stakeholders. These programs are not government-only concepts. Rather, they embrace industry partners including motor carriers, terminal operators, distributors, shippers, and vehicle manufacturers as well as Federal, state and local agencies.

The ultimate vision is one in which commercial vehicles, motor carriers, enforcement agencies, intermodal and toll facilities, and other transportation nodes collect data for their own purposes and share that data with relevant parties, in order to improve motor carrier safety, security, and freight mobility. This vision can only be achieved through interoperable technologies among vehicles, on-the-road, and freight facility systems. But first, the necessary standards, protocols, and architecture needs to be developed to support interoperable operations across the country while factoring in data privacy requirements.

During this session you will hear an update from one of DOT's principal architects for the Smart Roadside and Intellidrive programs, as well as learn the impact these initiatives will have on fleet operations.

**Wireless Tech Team**  
**Wednesday, June 22: 8 to 9:30 a.m.**



### Does IT Architecture Enable Your Business

Today's real-time supply chain is demanding on many levels, but nowhere can a carrier's efficiency be improved more than within its own IT strategy. As carriers give consideration to the system or architecture they need to support a variety of new automated data functions, both in the cab and in the back office, they would do well to consider – and build – the types of architecture that enable their own particular business.

The benefits of a well thought out strategy when it comes to IT architecture include advanced technical functionality, improved flexibility, and the ability to support information visibility in the transportation supply chain.

In this session, ITLC panelists will explain various efficiency-boosting methods for adopting and leveraging business enabling architecture for both medium and large carrier operations.

**Architecture Tech Team**  
**Wednesday, June 22: 10 to 11:30 a.m.**



## ITLC/NAFC Session Descriptions

### ITLC Educational Session:

#### Disaster Recovery and Business Resiliency Planning



What would you do if your business operations were impacted by a disaster? Is your business prepared to effectively respond to the challenges presented? Will your business be able to provide service to your customers? Having a disaster plan in place will help ensure that your business is prepared to survive during unexpected and difficult times.

In this session, ITLC panelists will provide an introduction to business resiliency and disaster recovery planning, offer insight to the importance of being prepared, and review key considerations and best practices to take into account when developing a disaster recovery plan. Real world

experiences from the trucking industry will be shared, including transportation business considerations and lessons learned from a transportation services provider who experienced an actual disaster.

**Hardware and Infrastructure Team**

**Wednesday, June 22: 1 to 2:30 p.m.**

### NAFC Educational Sessions:

#### Questions You Must Ask in a Merger, Acquisition or Sale

Merger, Acquisition or Sale?



“If you are still here after this recession, you are a survivor.” We’ve all heard those morale-boosting words, but we all know there is a shake-out to come. As the economy improves, lenders may call in equipment loans. Growing freight demand may have some companies seeking to expand their market. Others may look to sell while the selling is good.

Whatever side of a transaction you may be on, a company merger, acquisition or sale requires a clear-headed, methodical approach and the advice of experts. Major company moves can be a swirl of customer concerns, employee rumors and financial disclosures. This NAFC session will give you the opportunity to learn the step-by-step questions you must ask before you and your company are caught up in the dynamics of a merger, acquisition or sale.

**Wednesday, June 22<sup>nd</sup>: 8 to 9:30 a.m.**

#### How CSA (2010) Is Impacting Your Bottom Line

CSA 2010 (now just “CSA”) is the Federal Motor Carrier Safety Administration’s new safety measurement and enforcement program. As elements of the program have been rolled out over the past year, the trucking, broker and shipper communities have continually adjusted to the new FMCSA tools and the greater public display of motor carrier safety performance.



Paralleling the evolution of CSA is an evolving understanding of just how CSA impacts your company’s bottom line: CSA insurance impacts and pricing; costs (and savings) from new safety technologies and management practices; potential liability when choosing a motor carrier. This session will bring you the latest on CSA and how to protect your company. Panelists will include:

- ◆ A CSA expert will tell you what’s new and how to find and decipher your company and driver scores
- ◆ An insurance professional will discuss how your scores translate into insurance costs and coverage
- ◆ A progressive trucking company will review how it is meeting the CSA safety challenge.
- ◆ A leading transportation attorney will highlight the liability pitfalls.

CSA is continually changing, so it’s important for you to be up to date!

## ITLC/NAFC Session Descriptions

### NAFC Educational Sessions:

Wednesday, June 22: 10 to 11:30 a.m.

#### *The Banker and the CFO: Views on Key Performance Indicators*

Bankers, trucking company executives, investment analysts ... all looking at an industry on the rebound and all trying to pick, or position, the top performers. But what are the key performance indicators chosen by each professional in making their evaluation or stating their case? Where are the differences in business perspectives, and where can agreement be found on how best to assess the financial and operational status of trucking companies?

This is a unique workshop. Banking, investment and trucking panelists will describe their business's and what parameters they use to judge the progress and promise of a trucking company. Then, a moderated exchange will provide participants to a better understanding of trucking operations and the financial demands on motor carriers. Finally, the floor will be open to attendees – your opportunity to build bridges with the banking and investment communities.

Wednesday, June 22: 1 to 2:30 p.m.

### *Technology and Driver Retention – What Works and What Doesn't*

As the economy expands, the demand for truck drivers grows. The trucking industry has long predicted a driver shortage. Today new technologies play a role – alongside wages, benefits and scheduling – in attracting and retaining drivers. Ironically, new data-driven programs on driver safety can protect employers but also shrink the available driver pool. What mix of technologies and incentives, in the HR department and in the truck cab, work best to recruit and keep good drivers? This panel will provide tips on:

- ◆ How to use FMCSA's PSP (Pre-employment Screening Program) to avoid the bad hire.
- ◆ How to find your drivers' CSA scores and what they mean to your company.
- ◆ What driver management software programs can and cannot do for you.
- ◆ What on-board tracking and communication technologies today's drivers expect or resent.
- ◆ How to introduce new technologies to your drivers.
- ◆ Where are driver wages and benefits headed.

Drivers are again in demand. Your choice of technologies and the pay/benefit package you present can impact whether the drivers worth keeping are in your trucks.

Wednesday, June 22: 2:45 to 4:15 p.m.



## Other Features of Interest

### Opening and Keynote Address: Bill Graves



Bill Graves is president and CEO of the American Trucking Associations (ATA), the leading industry trade and safety advocacy organization in the United States. Through a federation of 50 affiliated state trucking associations, conferences, and other trucking-related organizations, ATA represents the interests of nearly 37,000 motor carriers and suppliers before the federal and state governments.

Graves brings many attributes to his role at ATA, including his political and administrative experience, his ability to create sound public policy, and his lifelong connection to the motor carrier industry. Beginning with his grandfather and father, the Graves family has been involved in the trucking industry for nearly 75 years.

Tuesday, June 21 : 8:45 to 9:30 a.m.

### Luncheon Speaker: Noel Perry



Trucking companies are facing some tough years ahead as a recovering economy introduces a new level of instability to the already volatile freight market. Due to a number of economic pressures brought about by the nation's financial crisis as well as changes within the trucking industry, executives could soon find themselves operating in unfamiliar territory.

As carriers and investors face early risk and pricing challenges down the road, it is becoming clear that the business landscape could shift dramatically as we recover from the nation's economic crisis.

Join Noel Perry, Principal of Transport Fundamentals LLC, as he outlines the fundamental changes facing our industry and the factors driving that change.

Wednesday, June 22 : 11:30 am to 12:45 p.m.

## Previous ITLC/NAFC Exhibitors

- |                                   |                                     |                                    |
|-----------------------------------|-------------------------------------|------------------------------------|
| Accellos, Inc.                    | E.J. Brooks Company                 | Quick Fuel Fleet Services          |
| ALK Technologies, Inc.            | EBE Technologies                    | Reznick Group, P.C.                |
| American Public University System | Fusion Sleep, LLC                   | Ryan Company                       |
| Ansonia Credit Data               | GAB Robins                          | SmartDrive Systems, Inc.           |
| Aon - Trucking Practice           | GE - Trailer Fleet Services         | Synergistic Systems                |
| AT&T Mobility                     | Hi-G-Tek                            | Thought Drivers                    |
| Cadec Global, Inc                 | Innovative Computing Corporation    | TMW Systems, Inc.                  |
| Cheetah Software Systems, Inc.    | Institute of Information Technology | TransCerdit, Inc.                  |
| Citi Transportation Finance       | ITS Compliance, Inc.                | Transport Topics Publishing Group  |
| Corvedia, Inc.                    | J.J. Keller & Associates, Inc.      | Transportation Costing Group, Inc. |
| Cottingham & Butler               | Kleinschmidt Inc.                   | Trincom Group                      |
| DBG Benefit Solutions, Inc.       | MARSH, USA                          | Trimble Mobile Resource Management |
| DDC Freight Process               | McGriff, Seibels & Williams, Inc.   | U.S. Bank PowerTrack               |
| Outsourcing                       | McLeod Software Corporation         | uDrove                             |
| Descartes Systems Group           | Open Scan Technologies, Inc.        | Vigillo, LLC                       |
| Dixon Hughes PLLC                 | Oracle Corporation                  | XATA Corporation                   |
| DriverTech, Inc.                  | PeopleNet                           |                                    |
|                                   | Pricewaterhouse Coopers LLP         |                                    |

## Exhibit Policies & Procedures

### Exhibit Fees

All booths will be 8' x 10'. Each booth purchase comes with two exhibitor passes. Exhibitor passes grant access to the exhibit hall only, not the educational sessions or banquet. Exhibitor passes can be upgraded to full registration for 50% off of applicable conference registration fees.

### Booth Equipment Fees

#### Include:

- ◆ Conference attendee list with addresses, phone numbers and e-mail addresses
- ◆ Complimentary corporate identification sign
- ◆ Security Guard service for the entire exhibit
- ◆ Exhibit furnishings, pipe and draping
- ◆ Listing in conference program
- ◆ Two Exhibitor Passes

### Exhibit Services Contractor

Freeman Services is the official exhibitor contractor for the ITLC/NAFC Conference and Exhibition.

### Installing/Dismantling of Exhibits

No display may be dismantled or packed before the close of the show. It is the exhibitor's responsibility to pack and remove, or consign for shipment, all items of value prior to leaving their exhibit. Exhibitor move-in will begin on Monday, June 20 at Noon and will end at 4:00 PM. Exhibitor move-out will be on Wednesday, June 22 from 10:30 AM until 1:30 PM. Note: All booth materials must be removed no later than 1:30 pm on Wednesday, June 22, 2011. A removal and storage fee will be charged to any Council exhibitor company having exhibit materials in the exhibition area after 1:30 pm on Wednesday, June 22, 2011.

### Set-Up Only Personnel:

Persons not attending the conference but responsible for set-up or tear-down must be issued a temporary registration badge prior to admittance. Badges can be obtained from the registration desk.

### Display Rules and Regulations

ITLC/NAFC subscribes to IAEM (International Association of Exhibition Management) Guidelines with regard to width and/or height of backwall structures; also the use or placement of display signs or independent units that are part of but not necessarily attached to a backwall unit.

### Hospitality Suites and Booth Sharing

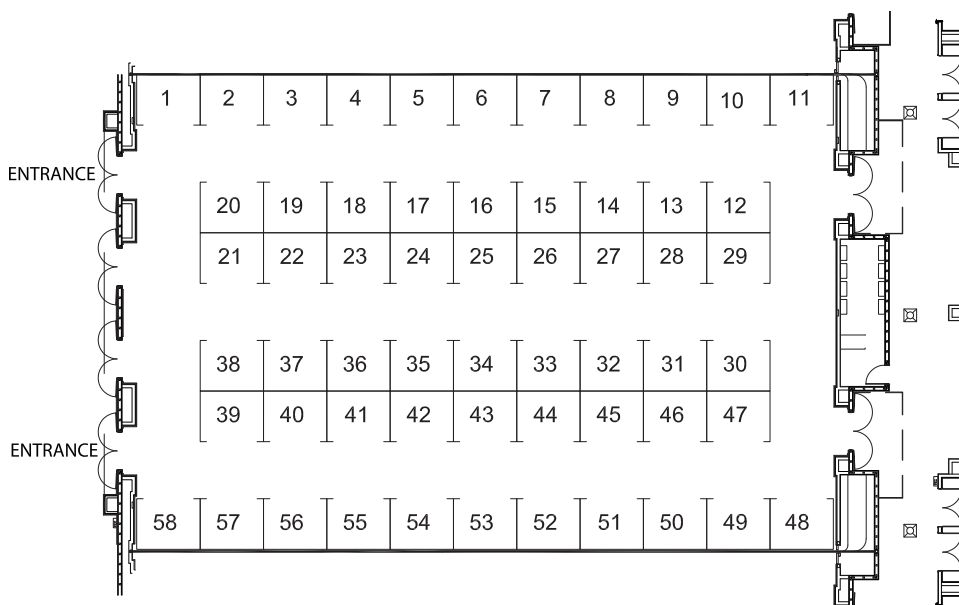
Exhibitors will not assign, sublet or share the whole or part of any accommodations without advance written consent from ITLC/NAFC. ITLC/NAFC does not allow the renting of hotel or banquet rooms or suites for hospitality purposes, or soliciting of business outside the exhibit hall.

### Cancellation Policy

Cancellations must be received in writing to ITLC/NAFC. No refunds will be given for cancellations received after close of business Monday, April 4, 2011. For a representation list of 2011 ITLC/NAFC Motor Carrier Members Call: (703) 838-7955.

## Exhibit Floorplan

J.W. Marriott Desert Ridge Saugaro Ballroom - South



### Booth Price Schedule:

Includes 2 Exhibitor Passes

10x8 Booth	On or Before 5/15/11	After 5/15/11
ITLC/NAFC Member	\$2,500	\$3,000
ITLC/NAFC Non-member	\$3000	\$3,500

### Exhibit Hours

<b>Monday, June 20</b>	<b>5:30 - 8 pm</b>
<b>Tuesday, June 21</b>	<b>8 am - 5:30 pm</b>
<b>Wednesday, June 22</b>	<b>7 am - 10:30 am</b>

# ITLC/NAFC Meeting Registration Fees & Policies

## Online Registration

The Fastest, Easiest Way to Register!  
 Register on-line at: [ATABusinessSolutions.com](http://ATABusinessSolutions.com) or <http://itlc.truckline.com>  
 for your ID and Password.  
 Call ATA Customer Administration at: 800-282-5463

## By Fax

Fax the ITLC/NAFC Conference registration form with credit card information to 703-838-1852.

## By Mail

Mail the ITLC/NAFC Conference registration form with check, money order or credit card information:

ATA Customer Administration  
 P.O. Box 101360,  
 Arlington, VA 22210-4360.

## Conference Registration Fees

Register by June 3, 2011, to secure your registration discount!  
 Full Conference Registration Fees include all business sessions, food functions, exhibit viewings and social events.

	On/Before 6/3/11	After 6/3/11
ATA/ITLC/NAFC Member	\$450	\$550
Non-Member	\$575	\$675

\* First time attendees are eligible for a \$100 discount off above fee schedule.

Speakers: Call (703) 838-1763

## Refund Policy

If your plans to attend the ITLC/NAFC Conference change, you may receive a refund—less a \$50 administration charge—up to June 3, 2011. There will be no refunds or credits after June 3, 2011. Cancellations accepted in writing by mail or fax.



# DESERT RIDGE PHOENIX



**JW MARRIOTT®**  
 HOTELS & RESORTS





**Hotel Information:**

JW Marriott Desert Ridge Resort & Spa  
5350 East Marriott Drive  
Phoenix, Arizona 85054  
Reservations: 1-800-266-9432  
Hotel: 1-480-293-500  
<https://resweb.passkey.com/go/fdbfdbf1>

ITLC/NAFC Conference attendees are eligible to receive the Conference Room Rate of \$295 single/double on rooms at the JW Marriott Desert Ridge Resort & Spa. Register by calling 1-800-266-9432 or online at <https://resweb.passkey.com/go/fdbfdbf1>. Conference room rate is guaranteed until May 29, 2011. Registrants may continue to receive the \$295 rate after May 29 when referencing the ITLC/NAFC meeting. However, this is based solely on availability after that date.

**Airline Reservations:**

United: 1-800-521-4041  
Refer to file number 565HS and give the event description and date.

Airport Transfer Information:  
Supershuttle at \$50/guest shared ride;  
Super Shuttle – 602-244-9000 or  
<http://www.supershuttle.com/htm/cities/phx.htm>

Special discounted fares, exclusive to ITLC/NAFC travelers, have been arranged for travel on United Air Lines for the 2011 Annual ITLC/NAFC Annual Conference. To obtain ITLC/NAFC discounts for travel on United Airlines, contact ATA's official travel agency, MacNair Travel, at 866-826-9259 from 8:30 am to 7:00 pm EST, Monday—Friday.

You may also email [trucking@macnairtravel.com](mailto:trucking@macnairtravel.com). Or you can call United Airlines Meetings Plus at 800-521-4041 from 8 a.m. to 10 p.m. EST. Tell the agent you're attending the 2011 Annual ITLC/NAFC Annual Conference.

**Rental Car Information:**

To obtain ITLC/NAFC discounts for car rentals with AVIS Rent-a-Car, call (800) 331-1600. Tell the agent you're attending the 2011 Annual ITLC/NAFC Annual Conference and mention the AVIS Discount Code: A683199.

**Recommended Attire:**

The dress code during the business day while attending the conference is business casual.

**JW Marriott Desert Ridge Resort & Spa  
Things To Do:**

As a guest at the JW Marriott Desert Ridge Resort & Spa, you are staying on one of the most beautiful resorts in the Southwest. The resort is conveniently located 20 minutes from downtown Phoenix and 22 miles from Phoenix Sky Harbor International Airport, which is served by a host of airlines.

- ◆ Historic Old Town Scottsdale
- ◆ Tours
- ◆ Nature Tours
- ◆ Full Service Spa
- ◆ Golf
- ◆ Tennis
- ◆ Boating
- ◆ Paintball
- ◆ Casino Night
- ◆ And Much More!!!



# ITLC/NAFC Exhibit Directory Ad Insertion Order Form

## All Ads Must Be Pre-Paid

Recognized agencies may deduct 15 percent commission in advance from the remittance check sent with this advertising insertion order or letter of instruction. Advertisements or insertion orders received without prepayment will not appear in the ITLC/NAFC publication. Do not request ITLC/NAFC to invoice.

FROM:  Advertiser  Agency  
(If agency used, please list company advertising)

Ad Size

Color

Ad Title

Rate

Less Agency Commission (15%)

Net Amount Enclosed

Special Instructions

Company (Agency)

Company (Client/Advertiser)

Name/Contact

Address

City State Zip

Phone Email

Authorized Signature Date

Send Payment & Materials to:  
EXHIBIT DIRECTORY PLACEMENT—ITLC/NAFC  
950 N. GLEBE ROAD - SUITE 210  
ARLINGTON, VA 22203  
703-838-1927 • FAX 703-838-1701

## Mechanical Data

### Trim size & Bleeds

Finished size is 8.5x11 inches. Allow an additional 1/4 inch on outside edges for bleeds. Bleeds are allowed on full-page or two-page spread ads only. Keep all illustrations or copy critical to your advertisement at least inside the 7x10 live-page area or no closer than 1/2 inch from finished size.

### Material Requirements

PDF or JPEG files accepted. Submit on CD or provide instructions for FTP download.

### Art and Photography Services

Regretfully, ITLC/NAFC cannot provide services normally performed by an advertising department or agency. Where an advertisement requires original photography, artistic renderings or sketches, or other special effects, ITLC/NAFC suggests you use an agency or art/photography service to assure these effects are done to your exact requirements.

NOTE: ITLC/NAFC CANNOT STRIP-IN NEW TYPE OR CHANGE COPY OF EXISTING ADVERTISEMENTS OR FINAL ART.

### Deadlines

INSERTION ORDERS: JUNE 1, 2011  
AD MATERIALS: JUNE 8, 2011

### Printing Stock and Binding

The Reference portion is printed on 60# colored offset paper. The Guide is perfect bound.

### Payment

Payment in advance. No Exceptions. Payment must be included with advertising insertion order.

### Commissions/Discounts

ITLC/NAFC allows the standard 15% commission to recognized agencies. The commission should be deducted from the remittance check sent with insertion order.