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GLOBAL TIRE EXPO EXHIBITOR AND ATTENDEE REGISTRATION UP 25%

Register by October 17 to Save \$50

Bowie, MD – The **Tire Industry Association (TIA)**, one of the leading global authorities on tires, announced that momentum is building for the upcoming Global Tire Expo *Powered by TIA*. The Global Tire Expo (GTE) is the tire industry-focused part of the SEMA Show and takes place in the South Hall at the Las Vegas Convention Center Tuesday, November 1 through Friday, November 4, 2011.

TIA stated that there is a 25% increase in the registration for both exhibitors and attendees over the same time last year before the Global Tire Expo. Roy Littlefield, TIA Executive Vice President, says that “the industry is very excited about the upcoming Global Tire Expo and the significant increase in exhibitor and attendee numbers are proof.”

In addition, TIA is reminding everyone that this coming Monday, October 17 is the last day to get into the 2011 Global Tire Expo and the SEMA Show for \$25 and have the badges mailed prior to the event. After Monday’s registration deadline, the price of attendance goes up to \$75 and all badges will only be available at the Show. The option to have badges mailed when registered by October 17 is available for domestic attendees only.

After October 17, approved registrations will be confirmed by e-mail, but badges will not be mailed. To obtain badges, buyers must bring the confirmation form to the Express Registration on-site.

Those interested in attending can register online by visiting www.tireindustry.org and clicking on the Global Tire Expo *Powered by TIA* link.

About TIA:

The Tire Industry Association, with a 90 year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit www.tireindustry.org or call 800-876-8372.

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