

# GLOBAL TIRE EXPO

POWERED BY TIA

THERE'S NO PLACE LIKE IT.

AT THE SEMA SHOW

## 2024 Tire Industry Association Pre-Show Events Registration & Host Hotel Information

Pre-Show Events Hosted at Planet Hollywood Resort  
& Casino Prior to GTE/SEMA Show

Sun.-Mon. meetings and events held at Planet Hollywood

Tues.-Fri. at Las Vegas Convention Center

### SUN., NOV. 3

- 10:00 a.m.-12:00 p.m. TIA Executive Committee Meeting  
6:00 p.m.-8:00 p.m. TIA Board & Friends Reception (by invitation only)

### MON., NOV. 4

- 8:00 a.m.-2:00 p.m. TRMG Meeting  
9:00 a.m.-4:00 p.m. TIAE Meeting  
9:30 a.m.-10:00 a.m. TIA Board of Directors Continental Breakfast  
10:00 a.m.-12:00 p.m. TIA Board of Directors Meeting  
12:00 p.m.-12:30 p.m. TIA Annual Membership Meeting and Press Conference (open to all members) Association updates, installation of the 2024-25 TIA Board president, recognition of newly inducted TIA Board members and departing members.  
12:30 p.m.-2:00 p.m. TIA Board Lunch (by invitation only)  
2:00 p.m.-5:00 p.m. TRIB Meeting  
2:30 p.m.-4:00 p.m. Right to Repair Summit  
6:00 p.m.-8:00 p.m. Tire Industry Networking Reception (Complimentary ticketed event - open to all members and show attendees) Heavy hors d'oeuvres, cocktails, entertainment, and networking.

### TUES., NOV. 5

- 9:00 a.m.-5:00 p.m. **GLOBAL TIRE EXPO** - Lower South Hall  
10:00 a.m.-11:00 a.m. Tires at 10: The Next Level of Automotive Tire Service Training  
10:00 a.m.-11:00 a.m. Truck Tires at 10: Truck Tire Inflation Safety  
2:00 p.m.-3:30 p.m. Tires at 2: Successful Tire Dealers Share Their Secrets  
3:30 p.m.-5:00 p.m. TIA Booth Reception

### WED., NOV. 6

- 9:00 a.m.-5:00 p.m. **GLOBAL TIRE EXPO** - Lower South Hall  
10:00 a.m.-11:00 a.m. TPMS at 10: Understanding the Basics of TPMS  
10:00 a.m.-11:00 a.m. Truck Tires at 10: Demounting and Mounting Truck Tires with TPMS  
2:00 p.m.-3:30 p.m. Tires at 2: Risk Management in a Retail Tire Dealership

### THURS., NOV. 7 & FRI., NOV. 8

- 9:00 a.m.-5:00 p.m. (Thurs.) **GLOBAL TIRE EXPO** - Lower South Hall  
9:00 a.m.-4:00 p.m. (Fri.)

**TIA BOOTH:** Las Vegas Convention Center, Lower South Hall/Booth 40067

### RSVP: Complimentary Events, Indicate Count

#### MON., NOV. 4

\_\_\_\_\_ **TIA ANNUAL MEMBERSHIP MEETING & PRESS CONFERENCE**  
\_\_\_\_\_ **RIGHT TO REPAIR SUMMIT**  
\_\_\_\_\_ **TIRE INDUSTRY NETWORKING RECEPTION\***

#### TUES., NOV. 5

\_\_\_\_\_ **TIA Booth Reception**

\*Tire Industry Networking Reception tickets will be mailed mid-October for orders received by Oct. 7, 2024. For orders received after Oct. 11, 2024 tickets can be picked up at the door one hour prior to the event. International ticket requests are available for pickup at will-call.

DATE \_\_\_\_\_ **Email completed form to: [gte@tireindustry.org](mailto:gte@tireindustry.org)**  
NAME \_\_\_\_\_ COMPANY \_\_\_\_\_  
MAILING ADDRESS \_\_\_\_\_ EMAIL \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ COUNTRY \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

**THE SEMA SHOW:** This registration is for TIA Pre-SEMA Show events only and does not include admission to the SEMA Show. You must apply for SEMA Show registration at [www.semashow.com](http://www.semashow.com).

### TIA HOST HOTEL GROUP ROOM BLOCK:

You **MUST** reserve a room using the contact information below to receive a reduced rate. **Do not contact the hotel directly.**

**Phone Reservations:** 866.611.8831 (Reservation specialists are available Monday through Friday, 9:00 a.m. - 7:00 p.m. EST)

**Online Reservations:** <https://compass.onpeak.com/e/012606804/in/category/38071> • **Cut-off Date:** Sept. 23, 2024

**Planet Hollywood Resort & Casino**  
3667 S Las Vegas Blvd  
Las Vegas, NV 89109

Saturday, Nov. 2: \$215  
Sunday, Nov. 3: \$94  
Monday, Nov. 4-Friday, Nov. 8: \$214

**Daily Resort Fee: \$45.95/day plus tax.**

Note: Fee is NOT included in your nightly rate and will be collected upon check-in. Inclusions are subject to change by hotel.

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SHOW

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## GTE EDUCATIONAL SESSION LINEUP *(Subject to change)*

### TUESDAY, NOV. 5

#### Tires at 10: The Next Level of Automotive Tire Service Training

10:00 a.m. – 11:00 a.m.

*Moderator: Shawn Pease, Director of Tire Service, Tire Industry Association*

*Presenters: Jose Moreno, Tire Service Manager, Tire Industry Association; Ryan Graves, Automotive Tire Service Training Manager, Tire Industry Association*

TIA has been actively investing in enhancing the Automotive Tire Service (ATS) training and certification program to keep pace with technological advancements. These updates specifically address the evolving landscape of passenger, SUV, and light truck tire servicing methods. Notably, the integration of tire pressure monitoring systems (TPMS) has significantly impacted the way technicians are trained. This session aims to provide attendees with a comprehensive overview of the key updates to the ATS program, enabling them to understand the essential knowledge and skills required for servicing both current and future tires.

#### Truck Tires at 10: Truck Tire Inflation Safety

10:00 a.m. – 11:00 a.m.

*Moderator: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association*

Statistically, one of the most dangerous steps in the truck tire and wheel service industry is inflating the tire. Single piece, multi-piece, tubeless or tube-type, the risks associated with truck tire inflation are always present. The Occupational Safety and Health Administration (OSHA) has specific requirements for truck tire inflation devices and the industry has equally specific guidelines on the steps that must be taken to prevent a separation or spontaneous release of pressurized air. After attending this session, attendees will gain a thorough understanding of OSHA standards, industry best practices, and necessary tools/equipment to ensure compliance and minimize risks for technicians.

#### Tires at 2: Successful Tire Dealers Share Their Secrets

2:00 p.m. – 3:30 p.m.

*Moderator: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association*

Award-winning and nationally renowned retail tire dealers possess a unique combination of key qualities that make them successful. "Successful Tire Dealers Share Their Secrets" has been a cornerstone of TIA's educational offerings for decades, recognizing that each business holds its own unique formula for prosperity. In this session, the top tire dealers in the industry will discuss the many reasons behind their success as independent tire dealers.

### WEDNESDAY, NOV. 6

#### TPMS at 10: Understanding the Basics of TPMS

10:00 a.m. – 11:00 a.m.

*Moderator: Shawn Pease, Director of Tire Service, Tire Industry Association*

Since its universal introduction in the 2008 model year, TPMS has presented tire retailers with a persistent challenge. Manufacturers continuously adjust systems to reduce compliance costs or enhance functionality and data. To navigate this landscape, tire retailers must customize TPMS training for technicians, covering electronic scan tool management, sensor replacements, and relearn procedures. This session advocates starting with fundamental principles across popular makes, models, and brands. By revisiting basics, shop managers and owners can gain a clearer understanding of current TPMS operations and the pivotal role of tools and sensors in restoring functionality post-service.

#### Truck Tires at 10: Demounting and Mounting Truck Tires with TPMS

10:00 a.m. – 11:00 a.m.

*Moderator: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association*

As the truck tire industry increasingly adopts tire pressure monitoring systems (TPMS), commercial tire dealers will encounter more assemblies with sensors attached to valve stems or secured to rims with bands. Demounting and mounting truck tires with these sensors necessitate additional care to prevent sensor damage. This session will focus on the various configurations technicians may encounter and the steps required for demounting and mounting to safeguard the sensor from potential damage, highlighting the differences between using tire irons and tire changing machines.

#### Tires at 2: Risk Management in a Retail Tire Dealership

2:00 p.m. – 3:30 p.m.

*Moderator: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association*

In today's litigious environment, tire retailers must safeguard themselves with insurance against unforeseen accidents. While nobody anticipates wheel-offs or fires, these risks persist and require daily management. This session will look into the most prevalent risks associated with vehicle servicing and maintaining physical facilities. It will detail the implications of accidents involving customers leading to civil litigation. Real-world lawsuit examples against tire retailers will serve as a basis for discussing necessary protective measures in tire and wheel servicing. Additionally, the session will conclude with fire prevention strategies tailored to modern shop environments with a rising prevalence of rechargeable batteries and electric vehicles.