

GLOBAL TIRE EXPO

POWERED BY TIA
THERE'S NO PLACE LIKE IT. AT THE SEMA SHOW

Registration opens on September 8th. Don't miss out on these exciting opportunities to connect and collaborate!

SAVE THE DATE: Exciting Networking Events at the SEMA Show!

Mark your calendars for two fantastic networking events hosted by the Tire Industry Association (TIA) during your time in Las Vegas for the SEMA Show!

THE SEMA SHOW: REGISTRATION FOR TIA PRE-SEMA SHOW EVENTS DOES NOT INCLUDE ADMISSION TO THE SEMA SHOW. YOU MUST APPLY FOR SEMA SHOW REGISTRATION AT WWW.SEMASHOW.COM.



MON., NOV. 3 • 6:00 p.m. - 8:00 p.m.

Tire Industry Networking Reception

Planet Hollywood Resort & Casino, London Club

Join us for a complimentary reception where you can unwind with drinks, savor delicious food, and engage in great conversations with fellow tire industry professionals. This is a perfect opportunity to connect and share insights in a relaxed atmosphere.

TUES., NOV. 4 • 3:30 p.m. - 5:00 p.m.

TIA Booth Happy Hour

TIA Booth #41067, Lower South Hall, Las Vegas Convention Center

The networking continues at our TIA booth! Meet TIA leadership, including our new president, Russell Devens, while enjoying refreshments. This event is designed to help you forge meaningful connections and exchange ideas with industry peers.

Both events are complimentary and offer an excellent chance to strengthen your professional network and engage with others in the tire industry.

TUESDAY, NOVEMBER 4

Tues.-Fri. at Las Vegas Convention Center

- 9:00 a.m.–5:00 p.m. **GLOBAL TIRE EXPO** – Lower South Hall at the SEMA Show
- 10:00 a.m.–11:00 a.m. Wheels and Rims at 10: Ensuring Wheel and Rim Performance
- 10:00 a.m.–11:00 a.m. Truck Tires at 10: North American Truck Tire and Wheel Inspection Standards
- 2:00 p.m.–3:00 p.m. Tires at 2: 10 Things Retailers Can Do to Protect Their Business, Customers and Employees
- 3:30 p.m.–5:00 p.m. TIA Booth Happy Hour

WEDNESDAY, NOVEMBER 5

- 9:00 a.m.–5:00 p.m. **GLOBAL TIRE EXPO** – Lower South Hall at the SEMA Show
- 10:00 a.m.–11:00 a.m. TPMS at 10: TPMS Technician Survey Results
- 10:00 a.m.–11:00 a.m. Truck Tires at 10: Helping Fleets Improve Compliance, Safety, Accountability Scores
- 2:00 p.m.–3:00 p.m. Management at 2: Attract and Retain Top Talent

THURSDAY, NOVEMBER 6 & FRIDAY, NOVEMBER 7

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

TIA HOST HOTEL GROUP ROOM BLOCK:

Planet Hollywood Resort & Casino

3667 S Las Vegas Blvd
Las Vegas, NV 89109

Saturday, Nov. 1: \$265

Sunday, Nov. 2: \$145

Monday, Nov. 3 – Friday, Nov. 7: \$265

Rates include a mandatory \$49.95 daily resort fee, tax additional.

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

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://bit.ly/gte25groupblock> (Cut-off Date: Sept. 29, 2025)

Visit www.tireindustry.org/events/gte-2025 for Global Tire Expo details.



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AT THE SEMA SHOW

GTE EDUCATIONAL SESSION LINEUP *(Subject to change)*

TUESDAY, NOV. 4

Wheels and Rims at 10: Ensuring Wheel and Rim Performance

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

The wheel and rim are the unsung heroes in the passenger and light truck tire industries. While the tires get most of the attention, the wheels/rims just quietly do their jobs by containing the inflated tires and keeping the assemblies attached to the vehicle. However, when they fail or become loose in service, it can result in major repairs or an accident. TIA's training staff will present an in-depth look at wheels and rims so attendees understand the role that each component plays in the rotating assembly when replacing tires or changing tire sizes.

Truck Tires at 10: North American Truck Tire and Wheel Inspection Standards

10:00 a.m.–11:00 a.m.

Presenter: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association

Fleet checks are common in the truck tire and wheel service industry because the costs related to underinflation and insufficient tread depth continue to rise. In the U.S., regulations from the Department of Transportation (DOT) specifically address the federal requirements for tires and wheels, while the Commercial Vehicle Safety Alliance (CVSA) establishes the out-of-service (OOS) guidelines for the U.S., Canada, and Mexico. This session will address the differences between DOT regulations and CVSA OOS criteria so commercial tire service technicians know what to look for when inspecting truck tires, wheels, and rims.

Tires at 2: 10 Things Retailers Can Do to Protect Their Business, Customers and Employees

2:00 p.m.–3:00 p.m.

Presenter: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association

Tire retailers fight a constant battle to shield the business from liability, meet customers' needs without creating additional liability, and protect employees from serious or fatal injuries. TIA has created a list of 10 things that have a direct impact on how the business will be defended in the event of a lawsuit. Using real-world examples of civil litigation, this session will identify the areas where plaintiffs attacked and the effectiveness of the defense that was used to counter those allegations. In the event of an accident, a lawsuit should be expected, especially when it involves a customer. This session will focus on 10 steps that retailers can take so they have the best possible defense if they end up in court.

WEDNESDAY, NOV. 5

TPMS at 10: TPMS Technician Survey Results

10:00 a.m.–11:00 a.m.

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

TIA has stayed at the forefront of Tire Pressure Monitoring System (TPMS) training and information since it was required by law starting with the 2008 model year. Since then, TIA has worked closely with the TPMS sensor and scan tool manufacturers to educate technicians and provide the information they need to maintain, diagnose and repair the TPMS when necessary. Working with those partners, TIA developed a technician survey to determine the areas where technicians are comfortable servicing the TPMS and those areas where they have more difficulty. This session will focus on the results of that survey and provide attendees with an inside look at what's on the minds of technicians who service TPMS on a daily basis.

Truck Tires at 10: Helping Fleets Improve Compliance, Safety, Accountability Scores

10:00 a.m.–11:00 a.m.

Presenter: Kevin Rohlwing, Chief Technical Officer, Tire Industry Association

In 2010, the Federal Motor Carrier Safety Administration (FMCSA) introduced Compliance, Safety, Accountability (CSA) to help enforcement officials target the motor carriers with unsafe equipment or drivers. By comparing the roadside inspection results for fleets of a similar size, CSA established a Safety Measurement System (SMS) that assigns a score for different areas of operation, including vehicle maintenance. This information is available to the public and provides a roadmap to the areas where fleets have the most violations. During this session, TIA will outline the CSA program and the process behind the SMS score before using real-world examples of how commercial tire dealers can use the information to help fleets improve their operations.

Management at 2: Attract and Retain Top Talent

2:00 p.m.–3:00 p.m.

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

Presenter: Mike Cioffi, Founder, Tire Talent

Finding and retaining technicians and employees is becoming increasingly challenging with rising minimum wage requirements and the competition for employable candidates. Mike Cioffi, the founder of Tire Talent, will take an in-depth look at today's employment landscape, backed by insights from the Bureau of Labor Statistics and other trusted sources. Mike will provide a tire industry employment overview, discuss generational hiring, and how artificial intelligence plays a role in the tools available for employers and employees. During this session, attendees will discover how to navigate the current employment market and leverage effective strategies to attract and retain top talent in 2025 and beyond.