

# GLOBAL TIRE EXPO

POWERED BY TIA

THERE'S NO PLACE LIKE IT.

## 2020 TIA TENTATIVE SCHEDULE OF EVENTS

Pre-Show Events Hosted at The Cosmopolitan Prior to GTE/SEMA Show

### SUNDAY, NOV. 1

2:00 p.m.–5:00 p.m. **TopGolf - Government Affairs Benefit**  
TopGolf, 4627 Koval LN, Las Vegas, Nev.

### MONDAY, NOV. 2

9:00 a.m.–11:30 a.m. **TIA Board of Directors Meeting**  
Condesa 9 (Continental breakfast provided)

8:00 a.m.–2:00 p.m. **TRMG Meeting**  
Condesa 8

9:00 a.m.–4:00 p.m. **TIAE Meeting**  
Condesa 2

12:00 p.m.–1:30 p.m. **Tire Industry Honors Luncheon**  
Condesa 3 & 4 (Ticketed event – open to all members)

2:30 p.m.–5:00 p.m. **TRIB Meeting**  
Condesa 8

6:00 p.m.–7:30 p.m. **Anniversary Celebration Reception**  
The Chelsea Foyer (Ticketed event – open to all members)

7:30 p.m.–10:00 p.m. **Anniversary Celebration Program**  
The Chelsea (Ticketed event – open to all members)

All meetings located at The Cosmopolitan of Las Vegas.

### TUESDAY, NOV. 3

9:00 a.m.–5:00 p.m. **Global Tire Expo – Powered by TIA/SEMA Show**  
South Hall

10:00 a.m.–11:00 a.m. **Automotive at 10: Vehicle Lifting Safety**  
S115-116

10:00 a.m.–11:00 a.m. **Truck Tires at 10: A Decade of CSA**  
S106-107

2:00 p.m.–3:30 p.m. **Tires at 2: Successful Tire Dealers Share Their Secrets**  
S115-116

All meetings located at Las Vegas Convention Center.

### WEDNESDAY, NOV. 4

9:00 a.m.–5:00 p.m. **Global Tire Expo – Powered by TIA/SEMA Show**  
South Hall

10:00 a.m.–11:00 a.m. **Automotive at 10: Correcting Ride Complaints**  
S115-116

10:00 a.m.–11:00 a.m. **Truck Tires at 10: Minimizing Risk when Servicing Truck Tires**  
S106-107

11:10 a.m.–11:30 a.m. **TIA Press Conference**  
South Hall/TIA Lounge 40066

2:00 p.m.–5:00 p.m. **International Issues Summit**  
N223-226

All meetings located at Las Vegas Convention Center.

### THURSDAY, NOV. 5

9:00 a.m.–5:00 p.m. **Global Tire Expo – Powered by TIA/SEMA Show**  
South Hall

Las Vegas Convention Center

### FRIDAY, NOV. 6

9:00 a.m.–4:00 p.m. **Global Tire Expo – Powered by TIA/SEMA Show**  
South Hall

Las Vegas Convention Center



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

Note: The Global Tire Expo is a segment of the SEMA Show. Tentative Schedule as of 5/20.

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## Pre-Show Events

### TopGolf – Government Affairs Benefit

SUNDAY, NOV. 1 • 2:00 p.m.–5:00 p.m.

TIA has organized a golf outing and reception at TopGolf Las Vegas to benefit TIA's government affairs efforts. The fun-filled day will include reserved bays, two hours of golf, refreshments, awards, prizes and reception.

TIA serves a vital role in representing all aspects of the tire industry at the state and federal levels of government. The association works to protect the best interests of its members against legislative and regulatory issues that could threaten the industry's growth and well-being. TIA takes leadership positions on legislative matters that could impact members' bottom lines, including taxes, general business and employment issues, right to repair laws and health care reform.

*TopGolf, 4627 Koval LN, Las Vegas, walking distance from The Cosmopolitan – Ticketed event*



### Tire Industry Honors Luncheon

MONDAY, NOV. 2 • 12:00 p.m.–1:30 p.m.

TIA will combine the annual membership meeting and Tire Industry Honors program in 2020 and hold them during a luncheon at The Cosmopolitan of Las Vegas hotel and casino.

Called the Tire Industry Honors Luncheon, the program will include TIA's annual membership meeting, speeches by the incoming and outgoing TIA presidents and recognition of *Tire Review's* Top Shop winner and *Tire Business'* Tire Dealer Humanitarian Award winner. In addition, *Modern Tire Dealer* will present a portrait to the outgoing TIA president.

The Honors Luncheon is open to TIA members and is complimentary for those registering to attend.

*The Cosmopolitan of Las Vegas – Ticketed event*



### 100th Anniversary Celebration

MONDAY, NOV. 2 • 6:00 p.m.–9:30 p.m.

The Tire Industry Association will pull out all the stops for a gala evening at The Cosmopolitan of Las Vegas hotel and casino.

Guests will gather at the hotel's highly regarded venue, The Chelsea, a location inspired by some of the world's most iconic concert halls such as The Olympia in Paris and The Apollo Theatre in London.

Attendees will enjoy a cocktail reception surrounded by The Chelsea's stunning design of industrial grit and artistic glamour. The program will feature a well-known keynote speaker, live entertainment and memorable anniversary presentations about the Tire Industry Association's iconic and historic past.

This promises to be a night to remember as the association celebrates its past and looks to its future.

*The Cosmopolitan of Las Vegas – Ticketed event*



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## GTE EDUCATIONAL SESSION LINEUP



### TUESDAY, NOV. 3

#### Automotive at 10: Vehicle Lifting Safety

10:00 a.m.–11:00 a.m. • S115-116

Presenter: Matthew White, Director of Tire Service, Tire Industry Association

One of the most hazardous aspects of passenger and light truck tire service is lifting the vehicle. Technicians cannot afford to ignore things like selecting the proper lift points and equipment maintenance. With all the risks that come with lifting, there is a right and wrong way to lift every vehicle. TIA is partnering with the Automotive Lift Institute to discuss the most important factors to consider before attempting to raise a vehicle. This session will provide technicians with the tools and information they need to succeed and protect themselves from a serious or fatal injury, from equipment maintenance and selecting the proper lift points to special safety procedures for alternative fuel vehicles and specialty vehicles.

#### Truck Tires at 10: A Decade of CSA

10:00 a.m.–11:00 a.m. • S106-107

Presenter: Kevin Rohlwing, Senior Vice President of Training, Tire Industry Association

When the Federal Motor Carrier Safety Administration (FMCSA) first introduced the Compliance, Safety, Accountability (CSA) program back in 2010, TIA predicted it would change the way commercial tire dealers approached vehicle service. A decade later, CSA has evolved and forever altered the commercial vehicle maintenance industry. This session will revisit the changes to CSA over the last 10 years and provide a snapshot of what it looks like today. TIA also will address what it means for commercial tire dealers looking ahead to the next decade as the needs of fleets continue to shift from repair to preventative maintenance.

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

2:00 p.m.–3:30 p.m. • S115-116

Presenter: Kevin Rohlwing, Senior Vice President of Training, Tire Industry Association

Winning a national award from an industry trade publication is an honor that is always well-deserved. Being a candidate requires a higher level of excellence, so winning truly represents the best the tire industry has to offer. We've invited the *Modern Tire Dealer* Tire Dealer of the Year, the *Tire Business* Tire Dealer Humanitarian Award winner and the *Tire Review* Top Shop winner to make brief presentations on what makes them successful and then participate in an informative question and answer session with the audience.

### WEDNESDAY, NOV. 4

#### Automotive at 10: Correcting Ride Complaints

10:00 a.m.–11:00 a.m. • S115-116

Presenter: Shawn Pease, Director of Automotive Tire Service, Tire Industry Association

NVH (noise, vibration and harshness) concerns can be a tall order for a tire tech to handle without the proper training and equipment. The old school way of trial and error is often timely and frustrating. With new technology, tools and practices available, technicians are better equipped to determine if the customer concern is related to the tire and wheel assembly or if the vehicle is the source of the complaint. Balancing experts from Hennessy Industries Inc.'s Coats brand and Hunter Engineering Co. will join TIA's training team to provide attendees with helpful tips they can use to quickly and accurately diagnose, repair and hopefully avoid the comebacks altogether.

#### Truck Tires at 10: Minimizing Risk when Servicing Truck Tires

10:00 a.m.–11:00 a.m. • S106-107

Presenter: Kevin Rohlwing, Senior Vice President of Training, Tire Industry Association

Since 2010, TIA has been monitoring fatality reports from the Occupational Safety and Health Administration (OSHA) to analyze the hazards when servicing commercial truck tire and wheel assemblies. The data is used to determine how the Association's training programs can focus on the most common hazards that technicians face. This session will focus on the OSHA data to identify those hazards and provide guidelines that commercial tire technicians can follow to minimize the risk when servicing truck tires and wheels. Workplace safety requires a comprehensive risk management program. TIA training plays a major role in minimizing the hazards. Don't miss this opportunity to learn how employers can protect their employees and their businesses.

#### International Issues Summit

2:00 p.m.–5:00 p.m. • N223-226

TIA and SEMA Wheel & Tire Council members are invited to attend TIA's first-ever International Issues Summit, which will focus on common issues impacting the global tire industry and tire dealers. Tire dealers and distributors, retreaders, trade press, association leaders, tire makers and tire industry suppliers from around the world will convene for a three-hour summit during the 2020 Global Tire Expo/SEMA Show. Speakers and panels will discuss four topics: Scrap Tires/Crumb Rubber, Motor Vehicle Inspections, Useful Tire Service Life, and Tire Registration and Tire Recalls. From these discussions, TIA will establish task forces that will study the topics during the following year. The task forces will reconvene for a second summit at the 2021 GTE/SEMA to report their findings, with the goal of establishing recommendations that will be formatted into resolutions. If adopted by the Summit attendees, the resolutions will be sent to tire manufacturers, legislators, industry press and industry associations worldwide.

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## 2020 TIRE INDUSTRY ASSOCIATION PRE-SHOW EVENTS REGISTRATION FORM & HOST HOTEL INFORMATION

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

Date \_\_\_\_\_  
Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

### NUMBER OF TICKETS REQUESTED:

\_\_\_\_\_ **TOPGOLF** \$150 Per Golfer or \$900 for Private Bay (6 Golfers)..... \$ \_\_\_\_\_  
Sunday, Nov. 1, 2020 • 2:00 p.m. - 5:00 p.m. • TopGolf, 4627 Koval LN, Las Vegas, Nev.

\_\_\_\_\_ **TIRE INDUSTRY HONORS LUNCHEON** Complimentary Event, RSVP Required ..... \$ \_\_\_\_\_ **NC**  
Monday, Nov. 2, 2020 • 12:00 p.m. - 1:30 p.m. • The Cosmopolitan of Las Vegas

\_\_\_\_\_ **ANNIVERSARY CELEBRATION RECEPTION & PROGRAM** \$25 per ticket..... \$ \_\_\_\_\_  
Monday, Nov. 2, 2020 • 6:00 p.m. - 10:00 p.m. • The Cosmopolitan of Las Vegas

**HOTEL INFORMATION:** *Must reserve room using contact information below in order to receive reduced rate. Do not contact hotel directly.*

**The Cosmopolitan of Las Vegas**  
3708 Las Vegas Blvd. South  
Las Vegas, NV 89109

Saturday, Oct. 31: \$319  
Sunday - Thursday, Nov. 1 - 5: \$269  
Friday, Nov. 6: \$319

**Daily resort fee of \$30  
and tax applies.**

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

**Online Reservations:** <https://tinyurl.com/OnPeakGTerooms2020> • **Cut-off Date:** Sept. 18, 2020

### Form of payment (check one):

- Check (payable to TIA in U.S. Dollars only. Checks not accepted after Oct. 2)  
 MasterCard  VISA  American Express

Total amount to charge to my credit card \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Electronic Signature:  Checking this box represents my electronic signature.

### Mail completed form with payment, or email or fax (credit card only) to:

**TIA**  
**1532 Pointer Ridge Place**  
**Suite G**  
**Bowie, MD 20716-1883**

**Email:**  
**lpindell@tireindustry.org**  
**Fax:**  
**301.430.7283**

Tickets will be mailed mid-October for orders received by Oct. 2, 2020. For orders received after Oct. 2, 2020 tickets can be picked up at the door one hour prior to the event. International ticket requests are available for pickup at will-call.

**No refunds after Oct. 2, 2020.**



*Celebrating the Past - Looking to the Future*