

# GLOBAL TIRE EXPO

POWERED BY TIA

**THERE'S NO PLACE LIKE IT.**

## 2021 TIA TENTATIVE SCHEDULE OF EVENTS

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

### SUNDAY, OCT. 31

All meetings located at The Cosmopolitan unless otherwise noted.

2:00 p.m.–4:00 p.m. **TopGolf - Government Affairs Benefit**  
*TopGolf, 4627 Koval LN, Las Vegas, Nev.*  
 Fundraiser will support TIA's Government Affairs efforts.

### MONDAY, NOV. 1

All meetings located at The Cosmopolitan unless otherwise noted.

|   |   |
|---|---|
| <p>10:45 a.m.–11:15 a.m. <b>TIA Annual Membership Meeting</b><br/> <i>Gracia 3 (Open to all members)</i><br/>                 Association updates, installation of the 2021-22 TIA Board president, recognition of newly inducted TIA Board members and departing members.</p>  | <p>6:00 p.m.–7:30 p.m. <b>TIA's 100th Anniversary Celebration Reception</b><br/> <i>Gracia Ballroom (Ticketed event – open to all)</i><br/>                 Heavy hors d'oeuvres, cocktails, entertainment, and socializing</p>   |
| <p>11:30 a.m.–1:00 p.m. <b>Tire Industry Honors Luncheon – Gracia 4</b><br/> <i>(Ticketed event – open to all, doors open at 11:20 a.m.)</i><br/>                 Tire Industry Hall of Fame inductions, announcement of the Michelin/TIA scholarship winners, awards presentations by tire industry trade publications and recognition of the state Leadership Achievement Award winner.</p> | <p>7:30 p.m.–10:00 p.m. <b>TIA's 100th Anniversary Celebration Program - The Chelsea</b><br/> <i>(Ticketed event – open to all, doors open at 7:15 p.m.)</i><br/>                 Program recalling the association's iconic history, speeches by TIA's leadership, an address by Rocky Bleier, former NFL Super Bowl champion and decorated Vietnam war veteran, live entertainment.</p> |

### TUESDAY, NOV. 2

All meetings located at Las Vegas Convention Center.

|  |  |
|--|--|
| <p>9:00 a.m.–5:00 p.m. <b>Global Tire Expo – Powered by TIA/SEMA Show</b><br/> <i>South Hall</i></p> | <p>10:00 a.m.–11:00 a.m. <b>Truck Tires at 10: Road Service Safety – S227</b></p>                |
| <p>10:00 a.m.–11:00 a.m. <b>Automotive at 10: Top 10 Tips for Technicians – S226</b></p>             | <p>2:00 p.m.–3:30 p.m. <b>Tires at 2: Successful Tire Dealers Share Their Secrets – S226</b></p> |

### WEDNESDAY, NOV. 3

All meetings located at Las Vegas Convention Center.

|  |   |
|--|---|
| <p>9:00 a.m.–5:00 p.m. <b>Global Tire Expo – Powered by TIA/SEMA Show</b><br/> <i>South Hall</i></p> | <p>10:00 a.m.–11:00 a.m. <b>Truck Tires at 10: Impact Wrench Technology – S227</b></p>  |
| <p>10:00 a.m.–11:00 a.m. <b>Automotive at 10: Preventing Ride Complaints – S226</b></p>              | <p>11:10 a.m.–11:30 a.m. <b>TIA Press Conference</b><br/> <i>South Hall/TIA Lounge 40067</i></p>  |
|  | <p>2:00 p.m.–3:30 p.m. <b>Management at 2: Training Technicians &amp; Service Advisors with Micro-Learning and Artificial Intelligence – S226</b></p> |

### THURSDAY, NOV. 4

Las Vegas Convention Center

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

### FRIDAY, NOV. 5

Las Vegas Convention Center

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



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 9/17/21.

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## GTE EDUCATIONAL SESSION LINEUP

### TUESDAY, NOV. 2

#### Automotive at 10: Top 10 Tips for Technicians

10:00 a.m.–11:00 a.m.: S226

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

As the leader in tire technician training, the Tire Industry Association (TIA) has a vast library of information related to the servicing of passenger and light truck tires. In this session, attendees will join the TIA Training Team for a comprehensive look at the top 10 things every tire tech should know and understand. By highlighting these specific areas of service, TIA hopes to improve overall technician knowledge and safety. Topics will include torque and clamping force (RIST), vehicle lifting, plus-sizing, inflation safety and demounting, mounting and inflation. All 10 of the tips will make you a better shop and some of them might save the lives of your employees or your customers.

#### Truck Tires at 10: Road Service Safety

10:00 a.m.–11:00 a.m.: S227

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

The most dangerous type of truck tire service takes place on the side of a road or highway. While emergency road service creates serious hazards, the operation of service trucks and company vehicles results in additional risks for commercial tire dealers. A panel of tire service, health, and safety professionals will look at all aspects of road service safety including driver education. Recent events have demonstrated the importance of following the proper procedures for emergency road service, so this presentation will discuss why the road service truck is always positioned behind the disabled vehicle and what steps dealers can take to protect themselves in the event of an accident.

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

2:00 p.m.–3:30 p.m.: S226

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 that 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. 3

#### Automotive at 10: Preventing Ride Complaints

10:00 a.m.–11:00 a.m.: S226

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

NVH or 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 a timely and frustrating process. 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, manufacturer of Coats tire changers and wheel balancers, 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, comebacks altogether.

#### Truck Tires at 10: Impact Wrench Technology

10:00 a.m.–11:00 a.m.: S227

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

Every commercial truck tire dealer is dependent on the tools to remove and install wheel and rim fasteners. For decades, the 1-inch pneumatic impact wrench has powered the industry, but there is a trend towards smaller, lighter weight and now cordless tools that are changing the way the industry thinks about servicing rims and wheels. This session will address the 1-inch impact wrench debate and discuss the new generation of cordless impact wrenches that could revolutionize commercial truck wheel and rim service.

#### Management at 2: Training Technicians & Service Advisors with Micro-Learning and Artificial Intelligence

2:00 p.m.–3:00 p.m.: S226

Presenter: TBA

Connected devices are essential to the daily routines of next generation talent in the automotive aftermarket. They are their go-to source for both information and entertainment. Aftermarket frontline personnel are facing a tsunami of unrelenting technological change for which they must develop competencies. Today's Class is a mobile teaching platform that optimizes delivery efficiencies via artificial intelligence driven adaptive micro learning. Short, 5-minute daily training sessions identify knowledge gaps, and deliver custom tailored instruction that eliminates these. Based on neuroscience, this cutting-edge approach measurably improves retention, and most importantly, changes behavior.

Aftermarket adult education experts will highlight the challenges to best supporting the next generation of technicians and service advisors. They will also discuss how shops can leverage new approaches and technologies to stay ahead of rapidly evolving training and development requirements.

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## 2021 TIRE INDUSTRY ASSOCIATION PRE-SHOW EVENTS REGISTRATION FORM & HOST HOTEL INFORMATION

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

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, Oct. 31, 2021 • 2:00 p.m. - 4:00 p.m. • TopGolf, 4627 Koval LN, Las Vegas, Nev.
- \_\_\_\_\_ **TIA ANNUAL MEMBERSHIP MEETING** Complimentary Event, RSVP Required .....\$ \_\_\_\_\_ **NC**  
 Monday, Nov. 1, 2021 • 10:45 a.m. - 11:15 a.m. • The Cosmopolitan of Las Vegas: Gracia 3
- \_\_\_\_\_ **TIRE INDUSTRY HONORS LUNCHEON** Complimentary Event, RSVP Required.....\$ \_\_\_\_\_ **NC**  
 Monday, Nov. 1, 2021 • 11:30 a.m. - 1:00 p.m. • The Cosmopolitan of Las Vegas: Gracia 4
- \_\_\_\_\_ **ANNIVERSARY CELEBRATION RECEPTION** \$25 per ticket.....\$ \_\_\_\_\_  
 Monday, Nov. 1, 2021 • 6:00 p.m. - 7:30 p.m. • The Cosmopolitan of Las Vegas: Gracia Ballroom
- \_\_\_\_\_ **ANNIVERSARY CELEBRATION PROGRAM** Complimentary Event, RSVP Required .....\$ \_\_\_\_\_ **NC**  
 Monday, Nov. 1, 2021 • 7:30 p.m. - 10:00 p.m. • The Cosmopolitan of Las Vegas: The Chelsea

### 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. 30: \$299  
 Sunday - Thursday, Oct. 1 - Nov. 4: \$269  
 Friday, Nov. 5: \$299

**Daily resort fee of \$39  
 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:** <http://bit.ly/OnPeakGTERooms2021> • **Cut-off Date:** Oct. 7, 2021

#### Form of payment (check one):

- Check (accepted until Oct. 1, payable to TIA in U.S. Dollars only.)
  - MasterCard  VISA  American Express
- Total amount to charge to my credit card \$ \_\_\_\_\_

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

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:

**Tire Industry Association**  
**1532 Pointer Ridge Place, Ste. G**  
**Bowie, MD 20716-1883**

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

Tickets will be mailed mid-October for orders received by Oct. 1, 2021. For orders received after Oct. 1, 2021 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. 1, 2021.**

