

65TH ANNUAL

OFF-THE-ROAD TIRE CONFERENCE

FEB. 19-22, 2020 • PALM SPRINGS, CALIFORNIA

REGISTRATION NOW OPEN!

Online Registration Opening Soon

Maximizing Growth Through Education & Networking

If you want to tap into the who's who of the global earthmover tire, retreading and service industries, the Tire Industry Association's (TIA) annual Off-the-Road (OTR) Tire Conference is the place to be. Now in its 65th year, the event regularly attracts the industry's movers and shakers, who come to network, learn, conduct business, swap ideas, reconnect and have some fun. Don't let the golf tournament or leisure activities fool you. The event is all business, with a supplier's showcase, three half-day educational sessions, a half-day of breakout sessions and plenty of time for networking.

The 2019 conference attracted more than 400 attendees from 40 states and 12 countries, including those from tire manufacturers, tire dealerships, retreaders, suppliers and service providers. See for yourself why TIA's OTR Conference is the premier gathering for the earthmover tire industry and join your colleagues at the 2020 event in Palm Springs, Calif.

TENTATIVE SCHEDULE

WEDNESDAY
FEB. 19

12:00 PM–8:00 PM
2:00 PM–5:00 PM
5:00 PM–8:00 PM

CONFERENCE REGISTRATION
GENERAL SESSION
KICK-OFF GATHERING

*Featuring Supplier Sponsored
Tabletop Displays (Reception)*

THURSDAY
FEB. 20

6:30 AM–8:00 PM
8:00 AM–11:00 AM
11:30 AM
12:00 PM
12:00 PM
7:30 PM–9:00 PM

BREAKFAST (BUFFET) &
CONFERENCE REGISTRATION
GENERAL SESSION
ZOO & GARDEN SAFARI TOUR
GOLF TOURNAMENT

ATV ADVENTURE
MIX & MINGLE RECEPTION
(Heavy Hors d'oeuvres and Entertainment)

FRIDAY
FEB. 21

7:00 AM–8:30 AM
8:30 AM–12:00 PM
12:00 PM–2:00 PM
2:30 PM–5:30 PM
7:00 PM–7:30 PM
7:30 PM–10:00 PM

BREAKFAST (BUFFET)
GENERAL SESSION
NETWORKING SOCIAL
(LIGHT LUNCH) & FINAL
TABLETOP VIEWING

BREAKOUT SESSIONS (TBA)
COCKTAIL RECEPTION
(Interact with Peers)
Friday Night Finale
(Buffet Dinner Dance)

SATURDAY
FEB. 22

7:30 AM–9:30 AM

FAREWELL BREAKFAST
(BUFFET)



OTR Conference Host Hotel

Renaissance Esmeralda Resort & Spa
44400 Indian Wells Lane, Indian Wells, Calif.
15 miles from Palm Springs International Airport (PSP) and
86 miles from Ontario International Airport (ONT).

Room Rate: Run of House \$225 with \$10 discounted resort fee
(only if reservation is secured within the Group Room Block).
A two (2) night deposit required at time of reservation. Full
pre-payment due Jan. 2, 2020. Cancellations and revised
reservations are non-refundable after Jan. 2, 2020.

Note: You MUST be registered for the conference in order to
reserve a room in the OTR Group Room Block (1 room per
registered delegate). Once the conference registration is processed
and payment received, a private hotel reservation link will be
provided. Group Room Block Expires: Jan. 10, 2020.

Interested in sponsorship opportunities?
Contact lpindell@tireindustry.org

www.tireindustry.org

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LEISURE PROGRAMS

Optional activities, fee applies.

THURSDAY, FEB. 20, 2020



Golf Tournament & Happy Hour – Players Course

12:00 p.m. Shotgun Start, Best Ball Format (\$175 per person; Club Rental \$75)

The John Fought-designed Players Course opened in November 2007. The Players Course features a classic American design complete with sculpted bunkers in a style reminiscent of Riviera, Winged Foot and the brilliant golf courses created by Dr. Alistair Mackenzie near Melbourne, Australia. Uniquely, Fought was able to seamlessly integrate many stately trees found on the original properties into his new designs to impart the unique feel of an older venerable facility, while at the same time delivering a modern approach to golf course design. Most of the holes are oriented to take full advantage of jaw-dropping views of the San Jacinto, Santa Rosa and San Bernardino mountain ranges and majestic Eisenhower Mountain stands sentinel to the south.

Boxed lunch, beverage carts and Happy Hour provided.



ATV Off-Road Two-Hour Adventure

**11:30 a.m. – 3:00 p.m. (\$175 per person) LIMITED TO FIRST 24 REGISTRANTS –
(3) 6 seaters and (2) 3 seaters available**

Escape the madness and experience the wilderness with side by side ATV's on the Chiriaco Plateau, just above Palm Springs. Ride exciting desert trails, through beautiful cactus, shrubs and trees, on your way to the edge of the Orocochia Mountains. Experience canyons, roller coaster hills and spectacular desert scenery, with epic views of the San Jacinto and Santa Rosa mountains. Joshua Tree National Park is just to the north of our riding area. Participants can take turns driving and viewing.* Don't miss this roller coaster excitement with ATV Experience at Chiriaco Summit, where General Patton trained his troops for WW2.

Transportation and boxed lunch provided.

*Restrictions apply



Living Desert Zoo and Gardens & Private Safari Tour

12:00 p.m. – 5:00 p.m. (\$85 per person) LIMITED TO FIRST 50 REGISTRANTS

The Living Desert Zoo and Gardens has been a top attraction in the Palm Springs area for nearly 50 years and voted one of the Top 10 zoos in the country. When you visit, you will be face-to-face with leopards, cheetah, zebra, jaguar, Mexican wolf and more, while exploring miles of nature and hiking trails. Ride a camel, feed giraffe, stroll through 50 spectacular botanical gardens featuring 1,400 plant species and sneak a peek at an animal exam at the Tenny Wildlife Hospital and Conservation Center.

The Living Desert, a zoo and botanical garden, showcases desert plants and wildlife from around the world. Explore the 1,200-acre property on hiking trails and extensive tram lines that cross ecosystems from Africa, the Americas and the Australian Outback. Watch for the park's 450 animals as you learn how they adapt to life in earth's most arid places and enjoy live shows, animal feedings and family-friendly activities aimed at education and conservation.

Transportation and boxed lunch provided.

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REGISTRATION

Registration is for the Conference only.
Once registration payment is processed, you'll receive a reservation link to secure lodging.



REGISTRATION FEES	MEMBER*	NON-MEMBER
Delegate (conference attendee)	\$445	\$745
Guest (meal functions only)	\$375	\$675

* Must be a member in good standing to receive member rate.
Registrations processed with lapsed membership will be reclassified to non-member status and charged accordingly.

THURSDAY, FEB. 20	LEISURE PROGRAM FEES
Golf	\$175
Club Rental	\$75
ATVs	\$175
Zoo	\$85

Renaissance
Esmeralda
Resort & Spa
Feb. 19-22, 2020

Delegate Registration includes all conference activities with exclusion of leisure programs. **Guest Registration** includes access to meal functions only. Guest must be registered in order to attend events. No exceptions. **Please email lpindell@tireindustry.org if a Group Registration Form is needed. Registrations received after Jan. 2, 2020, will not appear in Conference Directory or app. Please enter names and job titles as you would like them to appear in conference materials.** The act of registering for the conference is your affirmative consent. Delegate contact information will be accessible via conference directory and app. **Unique email address required to receive conference communications and to access app.**

Delegate Name: _____
 Title or Position: _____
 Phone: _____
 Email: _____
 Golf – Club Rental Left Right ATVs Zoo

Delegate Name: _____
 Title or Position: _____
 Phone: _____
 Email: _____
 Golf – Club Rental Left Right ATVs Zoo

Guest Name: _____
 Golf – Club Rental Left Right ATVs Zoo

Guest Name: _____
 Golf – Club Rental Left Right ATVs Zoo

Grand Total of Registration and Leisure Program Fees \$ _____
 List Golf pairing request: _____

Company _____
 Address _____
 City _____ State/Prov. _____ Postal Code _____
 Country (Other than U.S.) _____
 Emergency Contact: _____ Relationship: _____ Phone: _____
 Dietary Restrictions: Vegan Vegetarian Gluten Free Allergies _____ Other _____

Registration fee forfeited for cancellations after Jan. 2, 2020.

Check (Make payable to TIA) VISA MasterCard AMEX **Total amount due: \$** _____
 Credit Card Number: _____ Expiration Date: _____
 Card Holder Name: _____ Card Holder Signature: _____
 Electronic Signature: Checking this box represents my electronic signature and payment authorization.

Disclaimer: By submitting my registration I agree to abide by the conference rules as outlined.... regarding fees, payments, deadlines, etc. "I allow payment for all changes and additions to the card provided at purchase."

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Registration Packets will be available for pick-up on-site, at the conference. Badges will not be mailed in advance.

PLEASE NOTE: Private meetings and engagements are not permitted during scheduled events. Photos, videotaping, or audiotaping of conference sessions is prohibited.

Photo Release: TIA and its legal representatives and assignees, retain the right and permission to publish, without charge, photographs taken during this event. These photographs may be used in publications, including electronic publications, or in audiovisual presentations, promotional literature, advertising or in other similar ways.

Medical Release: With registration, attendees agree and acknowledge they are participating in the conference on their own free will. While TIA does its best to provide the safest possible environment for the events, the attendee acknowledges freely and knowingly that as a result of their registration and participation, they hereby assume responsibility for their own well-being and safety, releasing TIA of any harm.