

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.

- 9:00 a.m.–12:00 p.m. **TIA Executive Committee Meeting**
Continental breakfast and lunch provided
- 2:00 p.m.–4:00 p.m. **TopGolf - Government Affairs Benefit**
TopGolf, 4627 Koval LN, Las Vegas, Nev.

MONDAY, NOV. 1

All meetings located at The Cosmopolitan unless otherwise noted.

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|-----------------------|---|----------------------|--|
| 7:30 a.m.–8:00 a.m. | TIA Board Continental Breakfast | 2:30 p.m.–5:00 p.m. | TRIB Meeting |
| 8:00 a.m.–10:00 a.m. | TIA Board of Directors Meeting | 3:00 p.m.–4:30 p.m. | TIA Advisory Council Meeting
<i>(Invite only)</i> |
| 8:00 a.m.–2:30 p.m. | TRMG Meeting | 6:00 p.m.–7:30 p.m. | Anniversary Celebration Reception
<i>(Ticketed event – open to all)</i> |
| 9:00 a.m.–4:00 p.m. | State & Provincial Executives Meeting | 7:30 p.m.–10:00 p.m. | Anniversary Celebration Program
<i>The Chelsea (Ticketed event – open to all, doors open at 7:15 p.m.)</i> |
| 10:45 a.m.–11:15 a.m. | TIA Annual Membership Meeting
<i>(Open to all)</i> | | |
| 11:30 a.m.–1:00 p.m. | Tire Industry Honors Luncheon
<i>(Ticketed event – open to all, doors open at 11:20 a.m.)</i> | | |

TUESDAY, NOV. 2

All meetings located at Las Vegas Convention Center.

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

WEDNESDAY, NOV. 3

All meetings located at Las Vegas Convention Center.

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|-----------------------|---|-----------------------|---|
| 9:00 a.m.–5:00 p.m. | Global Tire Expo – Powered by TIA/SEMA Show
<i>South Hall</i> | 10:00 a.m.–11:00 a.m. | Truck Tires at 10: Impact Wrench Technology |
| 10:00 a.m.–11:00 a.m. | Automotive at 10: Preventing Ride Complaints | 11:10 a.m.–11:30 a.m. | TIA Press Conference
<i>South Hall/TIA Lounge 40066</i> |

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. 6

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 5/21.

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GTE EDUCATIONAL SESSION LINEUP

TUESDAY, NOV. 3

Automotive at 10: Top 10 Tips for Technicians

10:00 a.m.–11:00 a.m.

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.

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.

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. 4

Automotive at 10: Preventing Ride Complaints

10:00 a.m.–11:00 a.m.

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.

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.

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2021 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, 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	
_____ 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	
_____ ANNIVERSARY CELEBRATION RECEPTION \$25 per ticket.....\$ _____	
Monday, Nov. 1, 2021 • 6:00 p.m. - 7:30 p.m. • The Cosmopolitan of Las Vegas	
_____ ANNIVERSARY CELEBRATION PROGRAM Complimentary Event, RSVP Required\$ _____	NC
Monday, Nov. 1, 2021 • 7:30 p.m. - 10:00 p.m. • 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 _____

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, Ste. G
Bowie, MD 20716-1883

Email:
lpindell@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.

