

GLOBAL TIRE EXPO

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

Registration opens in September. 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. 2 • 6:00 p.m. - 8:00 p.m.

Tire Industry Networking Reception

Planet Hollywood Resort & Casino

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. 3 • 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.

MONDAY, NOVEMBER 2

6:00 p.m.–8:00 p.m. **Tire Industry Networking Reception**

TUESDAY, NOVEMBER 3 *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. **Truck Tires TPMS at 10:** TPMS in Commercial Truck Tires
10:00 a.m.–11:00 a.m. **Tires at 10:** Passenger and Light Truck Tire Conditions Analysis
2:00 p.m.–3:30 p.m. **Tires at 2:** ADAS and the Future of Custom Tire and Wheel Fitments
3:30 p.m.–5:00 p.m. **TIA Booth Happy Hour**

WEDNESDAY, NOVEMBER 4

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:** Curing the TPMS Pain Points
10:00 a.m.–11:00 a.m. **Truck Tires at 10:** Emergency Road Service Safety
2:00 p.m.–3:30 p.m. **Management at 2:** Making Customer Service Part of Your Brand

THURSDAY, NOVEMBER 5 & FRIDAY, NOVEMBER 6

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, Oct. 31: \$275

Sunday, Nov. 1: \$94

Monday, Nov. 2: \$144

Tuesday, Nov. 3–Thursday, Nov. 5: \$204

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

Note: Fee is 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://tinyurl.com/gte26groupblock> (Cut-off Date: Sept. 25, 2026)

Visit www.tireindustry.org for Global Tire Expo details.



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AT THE SEMA SHOW

GTE EDUCATIONAL SESSION LINEUP *(Subject to change)*

TUESDAY, NOV. 3

Truck Tires TPMS at 10: TPMS in Commercial Truck Tires

10:00 a.m.–11:00 a.m.

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

Tire pressure monitoring systems (TPMS) are becoming more common in commercial truck applications at the original equipment and aftermarket levels. This technology introduces new challenges for technicians who are not used to working with assemblies that include internal sensors. TIA has assembled several TPMS manufacturers to provide a comprehensive overview of where the industry is positioned today in the commercial truck tire market and where it is heading. This session will also address the basic procedures for demounting and mounting tires with valve stem and band-mounted sensors in addition to the necessary relearn procedures for commercial trucks equipped with TPMS.

Tires at 10: Passenger and Light Truck Tire Conditions Analysis

10:00 a.m.–11:00 a.m.

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

Speakers: Jose Moreno, Tire Service Manager, Tire Industry Association; Ryan Graves, Automotive Tire Service Training Manager, Tire Industry Association

When tires wear unevenly or fail prematurely, customers expect clear answers. TIA has a Passenger and Light Truck Tire Conditions manual that identifies common irregular wear patterns and the probably causes. The manual is also a backdrop for a module in TIA's Certified Automotive Tire Service Program that divides wear conditions into three categories: Maintenance, Mechanical and Manufacturer. This session will outline the three categories through real-world examples, giving attendees a clear understanding of why wear patterns occur—and how to effectively explain those causes to customers.

Tires at 2: ADAS and the Future of Custom Tire and Wheel Fitments

2:00 p.m.–3:00 p.m.

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

Speaker: Roy Littlefield IV, Vice President of Government Affairs, Tire Industry Association

Starting with the 2029 model year, all new vehicles 10,000 GVWR and under must be equipped with an Advanced Driver Assistance System, or ADAS. Specifically, these vehicles will have automatic emergency braking (AEB) systems that will reduce the number of rear-end and passenger collisions. This session will outline the new regulation requiring AEB and identify the challenges as it relates to custom tire and wheel fitments. It will also summarize the ADAS Functionality & Integrity Act that was introduced in Congress last year with guidance from SEMA. TIA supports this landmark bill and will provide attendees with actionable ways to help generate the support needed to protect the future of the vehicle modification industry.

WEDNESDAY, NOV. 4

TPMS at 10: Curing the TPMS Pain Points

10:00 a.m.–11:00 a.m.

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

While advancement in technology has definitely made TPMS easier to manage in a retail tire service center, there are still some vehicle and manufacturer-specific issues that are major time-wasters. TIA has assembled a panel of TPMS scan tool and sensor experts who will identify 10 situations where the lack of information, training and/or equipment can tie up a bay and bring productivity to a screeching halt. This session will help retailers take the necessary proactive steps to make sure these common TPMS pain points don't result in frustrated technicians and upset customers.

Truck Tires at 10: Emergency Road Service Safety

10:00 a.m.–11:00 a.m.

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

Servicing truck tires and wheels along active roads and highways presents significant hazards for technicians. In the past year alone, several technicians have been seriously or fatally injured while performing roadside service. As the leader in commercial tire service training, TIA has developed new resources to help dealers educate their teams on critical safety practices. This session will feature a new video on proper service truck positioning, emphasizing how to alert passing motorists to an active work zone. Attendees will also learn key criteria for selecting a safe work area to reduce the risk of roadside accidents.

Management at 2: Making Customer Service Part of Your Brand

2:00 p.m.–3:00 p.m.

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

With more than 20,000 points of sale for retail tire and vehicle service, the competitive nature of the business has never been greater. The introduction of private equity ownership has increased the pressure on independent tire dealerships which continues to build. Despite the presence of private equity mega-dealers, warehouse clubs, and nationwide tire retailers, the single location independent tire dealer still represents over half of the market. Competing on price is increasingly difficult for smaller businesses, making customer service a key differentiator in determining success within the market. This session will outline the changes that have occurred in the industry and the steps that independent tire dealers can take to make award-winning customer service part of their brand so they can compete with the big boys.