



NATIONAL TRAILER DEALERS ASSOCIATION

Bring the Benefits of the
NTDA to Your Business



Networking

Knowledge

Resources



- Networking** Increase Contacts, Develop Relationships
- Education** Learn Through Conventions, Webinars, Seminars
- Resources** Get the Latest Market Data, News, Research
- Savings** Take Advantage of Member Discounts
- Services** Increase Exposure Through Advertising, Sponsorships, Exhibits & More

Access the Largest Network of Trailer Dealers & Manufacturers

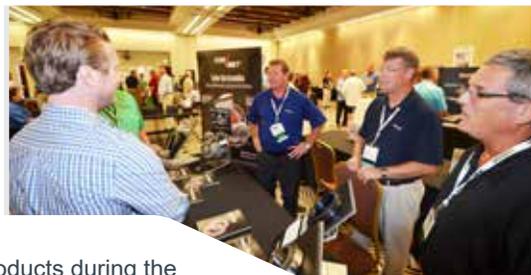
Access to one of the largest networks of trailer dealers in North America is critical. The ability to get in front of dealer principals who have an impact on trailer ordering and product specification is vital to your sales and marketing goals. What you know and who you know can mean the difference between missed opportunities or meeting objectives.

Now is the time to join the National Trailer Dealers Association (NTDA). By joining the NTDA, you become part of a family of industry professionals who utilize the association to enhance their businesses and their careers. Known throughout North America as the authoritative voice of the semi-trailer industry, the NTDA speaks for you and with you, working hard to make your job easier, and to ensure your ongoing success.

INCREASE YOUR DEALER CONTACTS — INCREASE YOUR MARKETING EXPOSURE

If there is a dealer, fellow manufacturer or service provider you want to connect with, as an NTDA member, you are certain to find it. No matter where you work — or how you want your business to grow — NTDA membership will help you build the right relationships and make the best connections.

The NTDA's Annual Convention is one of the best ways to stay in touch with your current dealer network or to forge relationships with new ones — all in one great resort location. Whether you are entertaining prospective dealers at the annual NTDA Golf Tournament or during one of the Convention's receptions, you'll have plenty of opportunities to make new business connections.



Allied members increase their marketing exposure at the Convention by launching new products during the Exhibition — putting you in direct contact with a captive audience of dealer attendees. The NTDA also offers Allied members the ability to promote their products and services through a wide variety of sponsorship opportunities. The Convention features one-on-one networking time in addition to free time for you to entertain your dealers and customers.

HELPING YOU TO DO MORE BUSINESS BY STAYING CONNECTED

Allied member Convention sponsors and exhibitors are featured on the Convention application, on the NTDA Web site and in the NTDA's print and electronic newsletters. This allows fellow members to connect with your company throughout the entire year. The Association also features Allied members with new product introductions in its printed and online *Convention Event Guide* to maximize your exposure among attendees and prospective customers.



Throughout the year, members are also invited to Networking Receptions held in conjunction with industry trade shows and events in the U.S. and Canada. Members use the NTDA's print and online *Membership Directory*; Web site, www.ntda.org; and other resources to connect all year long. Allied members may also request mailing lists for members to assist in their ongoing marketing efforts. Members may also submit press releases, articles, job postings and other items for publication in print and online through the NTDA.

The Association's Next Generation Networking Program provides education and networking opportunities for individuals of member companies who are under 40.



Membership That Makes a Difference

STAY INFORMED & SPREAD THE NEWS

Members have access to a wide variety of print and electronic resources, filled with information you need to succeed. To gather this quality and range of vital data on your own would be nearly impossible — too costly and too time-consuming.



As an NTDA member, this information is not only at your fingertips, the majority of it is free to your company. Allied members may submit news releases regarding product announcements, company news, personnel changes, or other items for publication on www.ntda.org and in the NTDA's print and electronic newsletters. Discounted display advertising is available in several of the Association's print publications. Banner advertising is available in the electronic newsletter and online. Join the NTDA and you will also be up-to-date and well informed with communication tools that include:

- NTDA Membership Directory (available in print and online)
- Financial Performance Data
- Dealer Employee Compensation Survey Reports
- Service Department Labor Hours Guide
- NTDA's *TrailerTalk* (print newsletter)
- NTDA eNews (e-newsletter)
- Legislative and Regulatory Alerts
- www.ntda.org.



The Association also offers services such as assistance with public relations, sponsored e-blasts, graphic design services, and other promotional opportunities.

Additional resources are available from the NTDA, including: benchmarking survey reports; online resources including links to federal standards, trailer manufacturing requirements, vehicle size and weight information, CSA regulations, CARB statutes, regulatory compliance, EPA regulations, IRS and FET Guidelines, and more. The NTDA also provides free Webinars on hiring and retaining Millennial employees, improving parts sales and service, FET application and other federal regulations. The NTDA print and online Membership Directory provides links to member Web sites as well as valuable content. Allied members may provide technical resources for posting on www.ntda.org.

Established in 1990, the National Trailer Dealers Association (NTDA) represents nearly 900 companies that sell, manufacture, lease, and repair semi-trailers and trailer parts and accessories throughout North America. Affiliated industry service providers also belong to the Association. The NTDA provides Federal Excise Tax information through a hotline manned by tax specialists; education; and valuable member programs and services. The NTDA produces an annual convention and exhibition that features new product introductions, world-class educational programs, networking opportunities, and a Golf Tournament that benefits the NTDA Scholarship Program. The Association maintains its administrative headquarters in Brighton, MI.

— Gwen Brown, NTDA President





Get the Edge — Join Today

SAVINGS

In addition to helping members increase their profit potential through information, educational programs and networking, the NTDA also helps you save money. The NTDA has developed programs designed to meet the specific needs of its membership. Members receive significant savings off of Convention and educational programming registrations; publications and resources; and when they use the NTDA's Discount Shipping Program. The average savings for members using the shipping program is more than \$1,100 per year. The NTDA also offers a group insurance program through J.D. Fulwiler & Associates to help members find competitive rates for general liability, product liability, workers' compensation and other insurance.

ADDED PROGRAMS & SERVICES

The NTDA is constantly developing new member programs to raise the level of professionalism among members and the industry as a whole. The NTDA offers additional services, including a scholarship program that benefits children of NTDA member employees. Graduating high school seniors are eligible to apply for the scholarship. One or more awards are granted each year. The NTDA has proudly awarded nearly \$120,000 in scholarship money since 1998.

JOIN TODAY

Boost your access to essential information; stay abreast of issues that affect your business most; and network with dealers, manufacturers and industry service providers to increase sales or to advance your career. Give your company and career the edge needed to succeed in today's fast-paced, ever-changing business environment. Expand your opportunities to enjoy increased exposure, growth and profits. Do it by joining the NTDA. Return the enclosed application today, or visit www.ntda.org for more information and to join online.

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