

The Great American TRUCKING SHOW

The Convention of Trucking Professionals!

Still think that one show will drive your marketing?

Think again!

August 26-28, 2010

Thursday, Friday & Saturday
Dallas Convention Center



The Great American Trucking Show is going into its 12th year and continues to hold the title of second-largest trucking trade show in the United States. GATS is strategically located and organized to attract owner-operators, company drivers and fleet management. In fact, a vast majority of qualified attendees indicate they authorize the purchasing of trucks, trailers, equipment and services for their company, which means GATS delivers more key prospects to you.

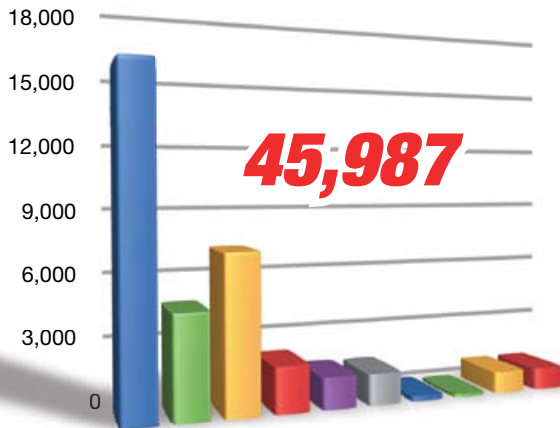
Exhibit at GATS. Expand your reach.

Come face-to-face with more than 45,000 qualified trucking industry personnel. Your presence at GATS provides you the chance to meet a substantial share of the trucking trade show market that you won't see at any other competing trucking show.

When paired together, the Great American Trucking Show and the Great West Truck Show provide nearly 50% of the trucking trade show market – prospects you will not see at any other show.

Trade Show Week magazine has named GATS one of the 200 largest trade shows in the U.S. for the ninth consecutive year.

2009 Total Attendance



The most promoted show in the industry!

- More than 1.3 million brochures, tickets and promotions are direct mailed to qualified attendees, exhibitors, OEMs, trucking associations and fleets, as well as distributed through national truck stop chains
- More than 45,000 personal phone calls to industry personnel alerting them about GATS and inviting them to attend
- An extensive, six month advertising campaign, including all of the Randall-Reilly trucking publications, which reach owner-operators, company drivers, fleets, dealers and truck parts and service industries, as well as the construction industry
- More than 8 million marketing impressions through ads in leading trucking industry publications as well as signs, inserts and editorial coverage
- Radio promotions on Overdrive Radio, XM, Sirius, WBAP and local market stations throughout the Southwest
- Extensive e-marketing campaign inviting fleets, owner-operators and other qualified industry personnel to attend

Other attractions that draw attendees include...

- Driver recruitment pavilion
- Pride & Polish Truck Beauty Contest
- FREE educational seminars
- FREE concerts
- FREE on-site truck parking



Owner-Operator.....	15,673
Driver.....	4,481
Exec. Mgmt./Owner.....	6,827
Middle Mgmt.....	2,007
Engineering/Mechanic/Maintenance.....	1,383
Transportation/Operations/Safety.....	1,364
Manufacturer/Supplier.....	220
Dealer/Distributor.....	136
Sales/Marketing.....	948
Admin./Purchasing.....	964
Other Categories.....	11,984
TOTAL ATTENDANCE.....	45,987

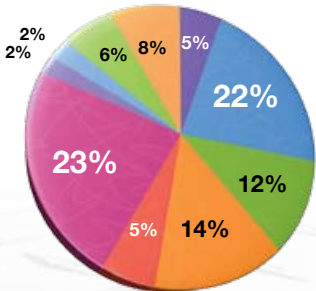
"The quality of the average booth visitor and Engine Session attendee was very good. A high level of interest at our booth and intelligent and timely questions were asked after each Engine Panel Session. It is my strong belief that anyone who did attend was there on business and not for any of the usual glitter and sundry reasons."

– David McKenna,
Director, Powertrain
Sales & Marketing,
Mack Trucks, Inc.

"The Great American Trucking Show was the perfect venue for Rand McNally to launch their new product to the market. This year we introduced the IntelliRoute® TND™ 500, and we had two target groups we needed to reach - owner operators/professional drivers, and Fleet Executives. In addition, we needed a venue which would allow for interactive response from these targets. The GATS Show Management was outstanding in presenting and executing programs and sponsorship opportunities which met all of our objectives. The plan was flawless in its execution and the entire staff was ready, willing and able to meet and exceed our expectations."

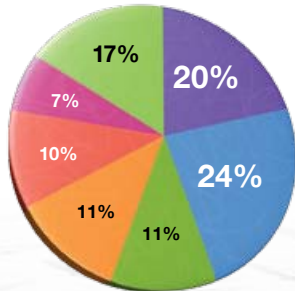
– Amy Krouse,
CT Marketing,
Rand McNally

Truck Type



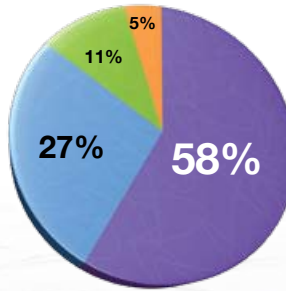
- A - Ford
- B - Freightliner
- C - International
- D - Kenworth
- E - Mack
- F - Peterbilt
- G - Sterling
- H - Western Star
- I - Volvo
- J - Other

Trailer Types



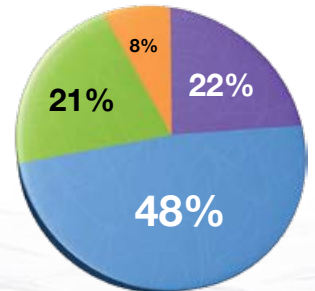
- A - Dry Van
- B - Flatbed
- C - Refrigerated Van
- D - Low Boy/Drop Deck
- E - Dump
- F - Tank
- G - Other

Class 1-5



- A - None
- B - 1-4
- C - 5-50
- D - 50+

Class 6-8



- A - None
- B - 1-4
- C - 5-50
- D - 50+

10-4 Magazine	ClimaCab by Glacier Bay	Houston Police – Truck Enforcement Unit	O'Reilly Auto Parts	Talladega Fiberglass
1st Guard Corporation	Coal City Cob Inc	Hunter Engineering Company	Oromar Silkscreen	Tango Transport
5 Hour Energy	Cobra Electronics Corp	Hydrogen On Demand	Outlaw Customs	Target Media Partners
AA Products International	Commercial Truck Trader	Hydro-Gen Technology	Owner Operator Independent Drivers Association	Tarprat LLC
AA Truck Sleeper	Consultants Owner/Operator	Hyundai Translead	Pacific Truck & Trailer	TCEQ/Texas Emissions Reduction Plan
Ace Doran Hauling & Rigging	Continental Tire	IdleAire Inc	Packard Transport/Packard Logistics	Teletrac Inc
ACS Expedited Solutions	COPD Foundation	Intellistick	Pana-Pacific	Texans Insurance Group
Active Gear of Canada Ltd	Cosby Fuels	Intercharger Energy LLC	Pay4Freight.com	Texas Chrome Shop
Ainsworth Trucking	Counteract Balancing Beads Inc	Internet Diesel Inc	PDM Industries	Texas Highway Patrol
Air Flow Systems	Covenant Transport	Internet Truckstop	Performance Diesel Inc	The Ratchet Depot Inc
Air Mattress Adjustable Bed	Creative Promotions/Rhythm Touch	IOWA80.com	Phillips Respirationics	Therco International
Air Weigh	Crete Carrier	ITS Compliance Inc	Pittsburgh Power	Thermo King Corp
Aircell Intake Spacers	CRST Malone	J&R Schugel Trucking Inc	PowerPac	Thermo Tek Inc
Airtab LLC	CSI Mgmt LLC	Jackson Marketing Group	Pre Pass - ACS Govt. Solutions	Ticket Void
AITA Insurance	Custom Auto Delivery	JAM Equipment Sales & Service	Prime Inc	Tire Retread & Repair Information Bureau
AL Truck Trailers	Custom Fiberglass Products LLC	Jason's Law	Pro Miles Software	TMT Products
All Around Contracting	Custom Rigs	JBS Carriers	Progressive Commercial Insurance	Total Administrative Services Corp
Alliance Wireless Technology	Cyber Trucker	JEC Publishing Co	Qualitex Seating & Mfg LP	Touch of Purple
Alumitank Inc	D&D Agency LLC/ Truckers Insurance Market	Jiggyjobs.com	Quality Carriers	TransAlive USA
AMBEST Inc	Danny Herman Trucking Inc	John Christner Trucking	Radiator Works	TransCore
American Drivers Association	Dart Transit Co	Jones Performance Products Inc	RADPro of Birmingham	Transplace
American Sealants Marketing Intl	Daycab Company Inc	Jotto Desk	RAM Mounting Systems	Transplant GPS
American Truck Historical Society	Delco Cleaning Systems of Ft Worth	Joutec Co Ltd	RAMP Media Group	Transporte Latino Publishing Inc
American Trucking Association	Detroit Radiator Corp	JRC Transportation	Rand McNally	Tridako Energy Systems
America's Independent Truckers' Assn.	Diamond Power Systems	Judico Co Ltd	Randall-Reilly Recruiting Division	Trikke Tech Inc
America's Truckin' Network	Die Cast Promotions	Kalyn-Siebert LP	Randall-Reilly Trucking Division	Trimac Transportation
AMS Outsourcing	Diesel Performance Products	Ken's Cowboy Beef Jerky	Rescue Tape - Harbor Products Inc	Triple Crown Products
AMSOIL	DIG	Kiene Diesel Accessories	Rig Master Power by MTS	Tru-Balance
AMSOIL Direct Jobber	Domestic Corporation	Kingtec Technologies (Heyuor) Co Ltd	Rig Matters Inc	TruBlu Logistics
Apex Capital LP	Double C Canvas & Repairs	Koch Trucking	Rig Rags Inc	Truck & Trailer Services Inc
Apex Creative Automotive Products	Dura-Lite Heat Transfer Products Ltd	Kuntz Electroplating Inc	Rig Secure	Truck Armor
ARI-Legacy Sleepers	Dyacon	L&S Safety Solutions	Right Weigh Load Scales	Truck Market News
Arrow Truck Sales	Dynamic Synthetic LLC	Lancer Management Co	Road America Motor Club	Truck Vac Pro
Arrow Trucking	Eco-Spin USA	Layover.com	Road Gear Truck Equipment LLC	Truck Wear
Artic Breeze Truck AC	Erickson Mfg Ltd	LGM Co LLC	Road Side Medical Clinics	Truckdriver.com
ASAP Inc	Espar	Little Wheels and Deals LLC	Road Star	Trucker Buddy International/ Mike Ryan Racing Truck
Ask the Law™ Programs	ExxonMobil	LKQ Heavy Truck-Texas Best Diesel	Road Works Mfg	TruckerApp.com
ATBS Trucking Business & Beyond	Federal Motor Carrier Safety Admin.	Love's Tire Care	RoadKing Shocks LLC	Truckerise
ATDynamics	FFE Transportation Services Inc	Lucas Oil Products	Roadworx Magazine	Truckers Assist
Atlas Imports	Fibertech	Mack Trucks	Ready's Truckstops	Truckers Helper LLC
Australian Outback Collection	Fikes Truck Line Co	Marten Transport	Robond Inc	Truckers Service Association
Automotive Computer Mounts LLC	Filtration Solutions Worldwide	Maxzone Auto Parts Corp	Rock & Dirt	TruckersB2B Inc
Autosmart	First Observer	Melton Truck Lines	Rock Hard Systems Inc	Truckerzine/Contractors Hotline
Avlight	Fleet Graphics	Mercer Transportation	Rufert Corporation	Truckfridge.com
Axle Surgeons	Fleet One	Michelin	Rush Truck Center - Dallas	TruckHunt.com
Axon Development Corp	Fleet Seek	Michelin - TCI	Safeguard Technology Inc	Trucking Information Centers Inc
B T Friendly	Fleetminder (Neltronics)	Micro-Trak Systems Inc	Safetytrim Worldwide	Truckstop Ministries Inc
Badger Truck Refrigeration Inc	Filtz International	Midnight Trucking Radio Network	Sargent Trucking	United Fuel Savers
Bekins Van Lines	Forward Air/Sleep Access	Mile Edge Plus Inc	Scrubblade LLC	United Pacific Industries
Belneer LLC	Freightliner Trucks	Mini Masseuse of Texas	Sealand Environmental Inc	Universal Forest Products Inc
Bergstrom Inc	Freighttakers.com	Minimizer	Seats Inc	Universal Truckload Services
BFG Communications	Frigette Truck Climate Systems	Mora & Associates	Setco Automotive (NA) Inc	US Lube
Bibby Transportation Finance Inc	Fuel Surcharge Index	Mountain Tarp/A Wastequip Co.	Shell Lubricants	US Truck Parts
Big Rig Chrome Shop	GAFF USA	My Little Salesman	Shur-Co	US Xpress
Big Rig Network	GCR Tire Centers	My Truckin Luck LLC	Silverado Network	Utility Trailer Manufacturing Company
Big Rig Products LLC	Getloaded.com	NAPA Truck Parts	Sirius XM	Valley Transportation
Black Rock Systems LLC	Go Green Fleets	NAS LLC	Site Safe PS	Valor Manufacturing Inc
Bores Mfg Inc	Go Green Tracking	National Assn. of Independent Truckers	Sleep Service Center	Veeboards
Boyd Bros Transportation	Gold Eagle Company/Diesel Power	National Bankers Trust	SleepDog Mattress	Vehicle Inspection Systems
Brake Adjust Inc	Grand General Accessories	National Biodiesel Board	Slip Flap Inc	Verizon Wireless
Brake Inspector	Grant Products Intl. Inc	National Carriers	Soap Warehouse	Vulcan On-Board Scales
Bridgestone Bandag Tire Solutions	Great American Insurance	National Highway Traffic Safety Administration	South Atlantic Insurance Services	W&B Service Company
BSI Insurance Services Inc	Great Dane Trailers	National Interstate Insurance Company	South Star Truck Wash & Detail	Wal-Mart Transportation
BSI Massaging Insoles	Great West Casualty Company	National Pressure Pro	Southern Refrigerated Transport	Watson & Chalin
Bully Dog	Greatwide Dedicated Transport	National Truck & Trailer Breakdown Directory	SouthPointeRadiator.com	Weller Reman
Business Management Software	Grover Products Company	NATMA Corporation	Sparta Promotions	Western Truck Insurance Inc
Byler Rivet Supply	GSM Innovative Products Inc	Navman Wireless	Sprint	Wheel Polish Specialist
Cantwell Power Solutions	Gulf Coast Business Credit	NexTruck	Stark Mfg LLC	Wheel-1
CareersInGear.com	Gulf Coast Filters Inc	Norpass - Best Pass	Steinbauer Tuning Technologies	Winegard Company
Castrol Heavy Duty	Haltec	Northland Insurance	Steril-Koni USA Inc	Women In Trucking
CAT Scale Company	Hana Truck Sport Inc	Nussbaum Automotive Lifts	Stevens Transport	World's Largest Truck Convoy/ Special Olympics
CDL Camineros	Health Markets	Oakley Trucking Inc	Summit Transportation Inc	XL Specialized Trailers Inc
CDL Freedom	Healty Bacs	Odyssey Batteries	Super Dolly Pad Inc & JBS Co	Xtreme Gloss
Cenikor	Heat Matt Products	Oil Purification Systems	Super Specialty Inc	Zarnzow Mfg Co Inc
Central Texas Clean Cities	Hodyon	O' Blue, USA Safety Center™	Swift Transportation	Z-Tech Marketing Inc
Centramatic	Hotsy-North Texas Sales & Dist	Omstar	Syntek Global	
Chrome Shop Mafia/4 State Trucks Inc			Take Shape for Life	
Classic Chrome Plus				
Clement Industries				