



For Immediate Release

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Successful 2011 Great American Trucking Show and related events attract more, diverse attendees to Dallas

Show enjoys improved qualified attendance, increased exhibit space, more exhibitors

media

TUSCALOOSA, AL (September 2011) – The 2011 Great American Trucking Show and other events surrounding it enjoyed more attendees with proven buying power and from more industry segments than ever before. With registration of 48,219, attendance was among the best and most diverse in the show’s 13-year history.

events

“Our focus over the last few years on creating segment specific programs is attracting new audiences to Dallas, including more dealers, private and for-hire fleets and suppliers,” says Alan K. Sims, vice president/executive director, Randall-Reilly Events. “GATS has always attracted small and medium fleets, owner-operators and company drivers and continues to do so. The difference is now we are garnering support from the entire supply chain.”

data

Exhibit space was up 22 percent over 2010 with almost 500 exhibiting companies and all major truck and trailer brands represented. The show also enjoyed greater participation from external groups that held meetings before or concurrently with GATS, including the American Truck Dealers, National Trailer Dealers Association, Truckload Carriers Association, Texas Motor Transportation Association, Avondale Partners and the Heavy Duty Manufacturers Association.

research

The second-annual Commercial Vehicle Outlook Conference attracted more than 350 industry leaders from all segments of trucking to enjoy expert presentations, panel discussions and numerous networking opportunities during two half-days immediately prior to the opening of GATS. For-hire and private carriers represented at CVOC own and operate more than \$8 billion in trucks and trailers. The event was produced by Randall-Reilly Business Media & Information and the Heavy Duty Manufacturers Association.

education

On the final day of GATS, thousands of truckers watched as winners of the first *Custom Rigs Pride & Polish National Championship* were announced. The event will be featured on Speed Channel’s *American Trucker*, hosted by Rob Mariani, who also served as a judge at the contest.

Beginning next year, GATS and all of the events and conferences surrounding it will fall under the umbrella Intersection 2012, an all-encompassing trucking convention developed to attract even more participants from all segments of the industry, including on-highway and vocational fleet executives, owner-operators, drivers, dealers, OEMs, suppliers and associations.

“We believe Intersection 2012 will benefit exhibitors and attendees by enabling them to maximize their networking, educational and buying/selling opportunities,” says Jeff Mason, Randall-Reilly senior vice president, trucking. “They will save time and money by achieving multiple goals with one all-encompassing event.”

Next year’s Great American Trucking Show will be held August 23, 24 and 25 at the Dallas Convention Center.

About the Great American Trucking Show

The Great American Trucking Show is an all-encompassing convention of trucking professionals, featuring nearly 500 exhibitors representing truck, trailer, engine, component and parts manufacturers, as well as services catering to the heavy- and medium-duty trucking industry. Educational opportunities include the TruckSmart Summit and sessions produced by the Texas Motor Transportation Association. More than 48,000 trucking professionals attend GATS, including fleet executives, owner-operators, safety and operation managers and suppliers.

About Randall-Reilly

Founded in 1934, Randall-Reilly (www.randallreilly.com) is the premier U.S. media and information company focused on the trucking and construction markets. Its diversified portfolio includes print and digital publications, custom media, websites, interactive media, data products, research and events. The company’s trucking division serves the fleet, owner-operator, recruitment, truck stop, pre-owned truck and trailer, dealer and heavy-duty aftermarket segments. Randall-Reilly’s construction division covers the highway and heavy construction, road building, aggregates, landscaping and used equipment markets.

Randall-Reilly’s Equipment Data Associates business is an industry-leading collector and aggregator of equipment purchase and financing data, which it offers to its customers in industrial equipment end markets for sales lead generation and market intelligence. The company’s Custom Media Division provides major corporations with customized brand marketing programs.

Randall-Reilly has offices in Tuscaloosa, Ala., Chicago, Charlotte, N.C., and New Berlin, Wis.

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