



Heavy Duty Aftermarket Week '24

The following information should answer most questions you may have when preparing for HDAW '24.

Please read the information below carefully & should you have any questions, feel free to contact:

W.T. Glasgow, Inc.  
HDAW Conference Management  
Phone: 708-226-1300 E-mail: [info@hdaw.org](mailto:info@hdaw.org)

#### **LOCATION**

Heavy Duty Aftermarket Week (HDAW) '24 will be held in the Longhorn Exhibit Hall of the Gaylord Texan Resort & Convention Center.

#### **CONFERENCE MANAGEMENT OFFICE**

The WTG, Inc. Conference Management Office will be located adjacent to Registration in the Longhorn Marble Foyer on Level 1 of the Gaylord Texan, should you require any assistance. The office will be open beginning at 8:00 am on Sunday, January 21 and will continue in operation through Thursday, January 25.

#### **PRODUCT EXPOSITION HOURS**

The Product Exposition Hall is open according to the following schedule:

Tuesday, January 23	1:30 pm- 6:00 pm
Wednesday, January 24	9:00 am- 1:00 pm

#### **REGISTRATION:**

Badges were **NOT** mailed prior to HDAW. All who pre-registered received an e-mail confirmation with a barcode. Bring the e-mail confirmation with barcode, along with photo identification, to the Registration Counter, which will be located in the Longhorn Marble Foyer on Level 1.

**Registration will be open based on the following schedule:**

Monday, January 22	7:00 am- 6:00 pm
Tuesday, January 23	7:00 am- 6:00 pm
Wednesday, January 24	7:00 am- 4:30 pm

**Individuals will only able to pick up their own badges & will not be able to pick up badges for others.**

Any questions regarding registration should be directed to Conference Management at 708-226-1300, extension 19.

# EXHIBITING SUPPLIER BULLETIN

**Exhibiting suppliers receive two (2) complimentary full conference badges for each 10' x 10' booth requested. Additional booth personnel registrations over & above the two included will be charged \$450 per person for member companies or \$800 each for non-member companies.**

**Remember that exhibiting supplier badges are for company/booth personnel only & are not to be used for customers, guests or any other non-company personnel.** Penalties will be issued for companies found to be erroneously obtaining exhibitor badges for such individuals, including but not limited to, having their booth shut down with no refund and being banned from exhibiting at future HDAW Conferences.

Exhibiting supplier personnel will be required to wear badges at all times during set-up, product exposition days & teardown. Once you arrive at the Conference, you can obtain the Conference Guide & other pertinent Conference information at the Registration Counter.

#### **ADMISSION POLICY**

Exhibiting suppliers are allowed access to the product exposition floor according to the following schedule:

Sunday, January 21	12:00 Noon- 5:00 pm
Monday, January 22	8:00 am- 5:00 pm
Tuesday, January 23	10:00 am- 7:00 pm
Wednesday, January 24	10:00 am- 10:00 pm
Thursday, January 25	8:00 am- 10:00 am

If you are using an outside contractor to set up your display, they will be required to obtain work passes from the Security Desk, which will be located at the front of the Product Exposition floor. Please instruct your labor crew to check-in with security at the front of Product Exposition Hall.

Any exhibiting supplier who plans to conduct meetings in their booth prior to or after official Conference hours must submit a request in writing to HDAW Conference Management or their personnel will be denied access to the Product Exposition floor.

**Absolutely no one under the age of 16 (including infants) will be admitted to the Conference at any time. This includes the Product Exposition & seminar sessions. There will be no exceptions made to this rule.**

### **NON-EXHIBITING SUPPLIERS AT HDAW**

Each year, there are companies who do not exhibit in the Conference yet attempt to sell their goods to customers on the Product Exposition Floor.

Non-exhibiting suppliers who are considering exhibiting in 2025 have been informed that they are not to approach distributors at any time. If you see a violation, we ask that you notify Conference Management IMMEDIATELY.

### **BOOTH SET UP**

Exhibiting suppliers may set up their booth from 8:00 am-5:00 pm on Sunday, January 21 & Monday, January 22.

**WE ASK THE COOPERATION OF ALL EXHIBITING SUPPLIERS TO MOVE ALL MATERIALS INTO THEIR BOOTHS & OUT OF THE AISLES BY 5:00 PM ON MONDAY, JANUARY 22.**

Any exhibiting supplier who needs to work late on set-up days must receive prior approval from Conference Management.

### **CERTIFIED WEIGHT RECEIPTS**

Drivers will be required to submit certified weight records when receiving shipments for unloading. FREEMAN COMPANY reserves the right to refuse to unload such shipments until a CERTIFIED WEIGHT RECEIPT is presented. In the event no weight is indicated on delivery documents presented, FREEMAN COMPANY shall estimate the weight. If actual scale weight figures are not submitted prior to the move-out period, the estimated weight will be final & binding. All shipments received at the warehouse & show site are subject to re-weight.

### **EXHIBIT LABOR**

The Decorators Union Local 756 has jurisdiction for the installation and dismantling of all exhibits including carpet, furniture, and hanging signs. All hired labor must belong to Local 756. Labor can be ordered in advance by retuning the Labor Order Form, found within the Freeman Company kit on the Online Exhibiting Supplier Guide, or onsite at the Freeman Company Service Desk.

Three options for installation and dismantle exist in Dallas. Labor may be 1) performed by full-time employees of the exhibiting supplier company, 2) hired through Freeman Company, the official general service contractor, or 3) hired through an exhibiting supplier appointed contractor.

If full-time Exhibiting Supplier personnel are utilized to set an exhibit, they should carry positive Exhibiting Supplier identification, such as a medical identification card or a payroll stub. Also provide a Certificate of Insurance.

This rule prohibits the utilization of workers hired from a non-union agency or company.

To secure labor, please utilize the labor forms found on the Online Exhibiting Supplier Guide.

### **TRANSPORTATION/PARKING**

Parking is available at the Gaylord Texan for \$17 hourly or \$22 daily; valet parking is available for \$42 per day (fees subject to change). Overnight parking fees include in/out privileges.

### **FIRST AID**

There is no First Aid Room. However, in the event of an emergency, dial 0 on any house phone in the hotel to be connected with Security who will further assist you.

### **EXHIBITING SUPPLIER SERVICE DESK**

The Freeman Service Desk will be located outside of Hall B of the Longhorn Exhibit Hall on Level 1 & will be open during installation, Product Exposition days & dismantling for any services you might require.

### **GAYLORD TEXAN EXHIBITOR SERVICES DESK**

The Gaylord Texan Exhibitor Services Desk will be located outside of Hall B of the Longhorn Exhibit Hall on Level 1 & will be open during installation, product exposition days & dismantling for any electrical, booth cleaning, telephone & internet rental needs.

### **GAYLORD TEXAN BUSINESS CENTER**

The Business Center at the Gaylord Texan is located on Level 1 adjacent to Registration & is open daily from 6:00 am- 9:00 pm. Phone: 817-778-1470.

### **PRESS ANNOUNCEMENTS**

The Media Center will be open Monday, January 22 through Wednesday, January 24 in Grapevine 1 of the Gaylord Texan on Level 3.

All exhibiting suppliers are encouraged to notify Conference Management of any press conferences that will be taking place during HDAW. Announcements will be posted on a bulletin board in the Media Center.

### **HEAVY DUTY AFTERMARKET DIALOGUE**

Heavy Duty Aftermarket Dialogue will be held Monday, January 22 in the Texas Ballroom on Level 3 of the Gaylord Texan. Dialogue is not included in HDAW registration fees. **Separate registration is required.** For more information, or to register, please contact MEMA at 919-549-4800 or visit [www.mema.org](http://www.mema.org).

### **LEAD RETRIEVAL SYSTEM PICK UP**

Lead retrieval machines can be picked up beginning Monday, January 22 at the Registration Counter, located Longhorn Marble Foyer on Level 1.

### **LEADERS OF TOMORROW**

A joint effort between Auto Care Association's YANG, CVSN's GenNext, MEMA's MiX, join us for the reimagined Leaders of Tomorrow (LOT) networking event, preceding the Welcome Reception for HDAW attendees. This year, additional elements have been added to the program, including a speaker, relevant to our attendees under 45. Structured speed mentoring will be the highlight of the event, where attendees under 45 can visit with 20+ veterans of the industry and gain insights into how to use your time at HDAW effectively and best practices and strategies for a career in the heavy-duty industry.

Sponsored by Procede Software and VIPAR Heavy Duty, Inc., the Leaders of Tomorrow Reception will be held Monday, January 16 from 4:00 pm to 5:30 pm in Texas Ballroom C of the Gaylord Texan. There is no additional fee, however, pre-registration is recommended. You may register online at [www.hdaw.org](http://www.hdaw.org). If you have already registered for HDAW and wish to register for LOT, please contact Conference Management at 708-226-1300 or email [skulas@wtglasgow.com](mailto:skulas@wtglasgow.com).

### **ALL INDUSTRY WELCOME RECEPTION**

Kick-off HDAW '24 at the All-Industry Welcome Reception, sponsored by Dana/Spicer, being held Monday, January 16 from 5:30 pm- 7:00 pm in the Texas Ballroom Foyer of the Gaylord Texan on Level 3. All registered HDAW attendees and exhibiting suppliers are welcome to attend.

### **OPENING BREAKFAST**

The HDAW '24 Opening Breakfast, will be held from 7:00 am to 7:45 am on Tuesday, January 23 in Texas Ballrooms A & B of the Gaylord Texan on Level 3.

### **OPENING GENERAL SESSION/KEYNOTE SPEAKER**

The HDAW '24 Opening General Session, sponsored by Bendix, will begin at 7:45 am on Tuesday, January 23 in Texas Ballrooms A & B of the Gaylord Texan on Level 3 with Opening Comments, followed by presentations of the Distributor of the Year and Hall of Fame Awards.

HDAW '24's Keynote Presentation will be **Fully Equipped for Success with NFL Hall of Famer Cris Carter**. Cris Carter is no stranger to success. From being heralded as one of the greatest wide receivers in NFL history – earning him a spot in the Pro Football Hall of Fame – to his transition to a career in broadcasting becoming a fixture on the sports television landscape, not

to mention his work as a dedicated philanthropist, Carter has had a storied career. Hear firsthand his story of challenges and triumphs and his lessons on equipping yourself for success.

### **HDAWOMEN**

Celebrate women in the heavy-duty aftermarket industry at the HDAWomen Reception (sponsored by HDA Truck Pride, Meritor, Multiprens USA, Inc. and VIPAR Heavy Duty, Inc.), Tuesday, January 23 from 5:30 pm- 6:30 pm on the 3rd Floor Foyer

All registered HDAW attendees and exhibiting suppliers are welcome to attend.

### **ONE-ON-ONE BUSINESS MEETINGS**

Pre-scheduled One-on-One Business Meetings for exhibiting suppliers and registered distributors will be held in modular conference rooms in Longhorn Exhibit Hall F, adjacent to the HDAW Product Expo on Level 1, and in meeting rooms on the 3<sup>rd</sup> floor in the Gaylord Texan on the following days:

Tuesday, January 23	9:30 am- 12:45 pm
Wednesday, January 24	2:00 pm- 5:50 pm
Thursday, January 25	7:00 am- 12:55 pm

Optional Self-Scheduled One-on-One Business Meetings will be held on Thursday, January 25 from 1:45 pm- 4:20 pm.

The One-on-One Business Meeting Information Desk will be located outside Longhorn Exhibit Hall F and open based on the following schedule below:

Monday, January 22	1:00 pm- 5:00 pm
Tuesday, January 23	8:00 am- 5:00 pm
Wednesday, January 24	8:00 am- 5:30 pm
Thursday, January 25	7:00 am- 12:30 pm

For more information or questions regarding the One-on-One Business Meetings, please email [leah.jones@autocare.org](mailto:leah.jones@autocare.org) or [ashlie.vesper@autocare.org](mailto:ashlie.vesper@autocare.org).

### **WEDNESDAY NIGHT LIGHTS AT AT&T STADIUM**

HDAW has taken its grand finale to new heights by hosting its all-industry closing reception at the iconic AT&T Stadium. This popular event brings together leaders and innovators from the heavy-duty trucking and aftermarket industry for a memorable evening of networking and celebration. Against the backdrop of the world-famous home of the Dallas Cowboys, attendees can expect a unique and unforgettable experience as they toast to the conclusion of another successful HDAW.

**WEDNESDAY NIGHT LIGHTS AT AT&T STADIUM (cont'd)**

All attendees are welcome with the purchase of tickets at registration. Tickets are \$55 per person in advance. A limited number of tickets will be available for purchase onsite for \$125 per person. Roundtrip transportation will be provided to AT&T Stadium from the Gaylord Texan Resort & Convention Center.

**DISMANTLING NOTICE**

*All booths must be packed, labeled & made ready for shipment by 10:00 am on Thursday, January 25.* Please refer to the Dismantling Notice found on the Online Exhibiting Supplier Guide for your reference. Please read this information carefully to avoid any misunderstandings at the break of the Conference. Any questions can be directed to Conference Management.

**SCHEDULE OF EVENTS**

**Sunday, January 21**

8:00 am- 5:00 pm Product Exposition Setup

**Monday, January 22**

7:00 am- 6:00 pm Registration Open  
8:00 am- 4:15 pm JOC & Organizer Meetings  
8:00 am- 5:00 pm Product Exposition Setup  
1:00 pm- 5:00 pm One-on-One Information/ Help Desk Open  
4:00 pm- 5:30 pm Leaders of Tomorrow Reception  
5:30 pm- 7:00 pm All Industry Welcome Reception

**Tuesday, January 23**

7:00 am- 6:00 pm Registration Open  
7:00 am- 7:45 am Opening Breakfast  
7:45 am- 9:30 am Opening General Session:  
- Opening Comments  
- Distributor of the Year Award Presentation  
- Hall of Fame Award Presentation  
- Keynote Speaker  
8:00 am- 5:00 pm One-on-One Information/ Help Desk Open

**Tuesday, January 23 (cont'd)**

9:30 am- 12:45 pm One-on-One Business Meetings  
12:30 pm- 2:00 pm Networking Lunch & Roundtables  
**1:30 pm- 6:00 pm Product Expo Open**  
5:00 pm- 6:00 pm Happy Hour, Product Expo Floor  
5:30 pm- 6:30 pm HDAWomen Reception

**Wednesday, January 24**

7:00 am- 8:00 am Breakfast Buffet  
7:00 am- 4:30 pm Registration Open  
8:00 am- 9:00 am Education Session  
8:00 am- 5:30 pm One-on-One Information/ Help Desk Open  
**9:00 am- 1:00 pm Product Expo Open**  
1:00 pm- 2:00 pm Networking Lunch & Roundtables  
2:00 pm- 5:55 pm One-on-One Business Meetings  
5:00 pm- 6:00 pm One-on-One Business Meeting  
6:00 pm- 9:00 pm Happy Hour  
Wednesday Night Lights at AT&T Stadium

**Thursday, January 25**

6:30 am- 8:15 am Grab & Go Breakfast  
7:00 am- 12:30 pm One-on-One Information/ Help Desk Open  
7:00 am- 12:55 pm One-on-One Business Meetings  
12:45 pm- 1:45 pm Networking Lunch  
1:45 pm- 4:20 pm Optional Self-Scheduled One-on-One Business Meetings

***On behalf of the HDAW Organizers (AWDA/Auto Care Association, CVSN, and MEMA), please accept our sincere thanks for making HDAW '24 a huge success!!***

**MARK YOUR CALENDARS NOW FOR HDAW '25**

**MONDAY, JANUARY 20-  
THURSDAY, JANUARY 23, 2025  
Gaylord Texan Resort & Convention Center  
Grapevine, Texas**