



HDAW25

Heavy Duty Aftermarket Week '25

The following information should answer most questions you may have when preparing for HDAW '25.

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

LOCATION

Heavy Duty Aftermarket Week (HDAW) '25 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 19 and will continue in operation through Thursday, January 23.

PRODUCT EXPOSITION HOURS

The Product Exposition Hall will be open according to the following schedule:

Tuesday, January 21	1:30 pm- 6:00 pm
Wednesday, January 22	8:30 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 20	7:00 am- 6:00 pm
Tuesday, January 21	7:00 am- 6:00 pm
Wednesday, January 22	7:00 am- 4:30 pm

EXHIBITING SUPPLIER BULLETIN

Individuals will only be 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 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 \$475 per person for member companies or \$825 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 19	12:00 Noon- 5:00 pm
Monday, January 20	8:00 am- 5:00 pm
Tuesday, January 21	10:00 am- 7:00 pm
Wednesday, January 22	10:00 am- 10:00 pm
Thursday, January 23	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, and all receptions. No exceptions will be 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 2026 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 between the hours of 12:00 Noon- 5:00 pm on Sunday, January 19 and 8:00 am- 5:00 pm on Monday, January 20.

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 20.

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-weigh.

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 returning 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 \$25 daily; valet parking is available for \$45 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 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.

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.

PRESS ANNOUNCEMENTS

The Media Center will be open Monday, January 20 through Wednesday, January 22 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 20 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.

LEAD RETRIEVAL SYSTEM PICK UP

Lead retrieval machines can be picked up beginning Monday, January 20 at the Registration Counter, located in the 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 Leaders of Tomorrow (LOT) networking event, preceding the Welcome Reception for all HDAW attendees. With structured speed mentoring, attendees under 45 can visit with 20+ veterans of the industry and gain insights into how to use their 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 LOT Reception will be held Monday, January 20 from 4:00 pm to 5:30 pm in the Yellow Rose Ballroom of the Gaylord Texan. There is no additional fee, however, pre-registration is recommended. Register online at www.hdaw.org, or if you have already registered for HDAW and wish to register for LOT, please email skulas@wtglasgow.com.

ALL INDUSTRY WELCOME RECEPTION

Kick-off HDAW '25 at the All-Industry Welcome Reception, sponsored by Dana, being held Monday, January 20 from 5:30 pm- 7:00 pm in the 3rd Floor Foyer of the Gaylord Texan. All registered HDAW attendees and exhibiting suppliers are welcome to attend.

OPENING BREAKFAST

The HDAW '25 Opening Breakfast, will be held from 7:00 am to 7:45 am on Tuesday, January 21 in Texas Ballrooms A & B of the Gaylord Texan on Level 3.

OPENING GENERAL SESSION/KEYNOTE SPEAKER

The HDAW '25 Opening General Session will begin at 7:45 am on Tuesday, January 21 in Texas Ballrooms A & B of the Gaylord Texan on Level 3 with Opening Comments, followed by presentations of the Distributor of the Year, HDAW Hall of Fame, and HDAW Women in Leadership Awards.

HDAW '25's Keynote Presentation will be **Fighter Pilot Mindset: Courageous Leadership and Teamwork to Elevate Performance**, presented by **Kim "KC" Campbell**. Renowned for her leadership in high-stakes situations, Campbell is a decorated fighter pilot and senior military leader who will share strategies on leading with courage and fostering teamwork- skills essential for driving success in today's evolving aftermarket industry.

Drawing from her military experience, including a combat mission in which her A-10 aircraft was hit by enemy fire, Campbell will offer actionable lessons on leading through uncertainty and driving teams toward peak performance. Her keynote will provide valuable strategies for leaders in the heavy-duty aftermarket industry who are adapting to a fast-changing business environment.

HDAWOMEN'S RECEPTION

After a successful debut in 2024, the HDAW Women Reception (sponsored by Cummins and HDA Truck Pride) returns with another evening celebrating women in the industry. Get ready for insightful conversations and community-building. Held Tuesday, January 22 from 5:30 pm- 6:30 pm in the Grapevine Ballroom Foyer on Level 3 of the Gaylord Texan. 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 3rd floor in the Gaylord Texan on the following days:

Tuesday, January 21	9:30 am- 12:45 pm
Wednesday, January 22	2:00 pm- 5:55 pm
Thursday, January 23	7:00 am- 12:30 pm

Optional Self-Scheduled One-on-One Business Meetings will be held on Thursday, January 23 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 20	1:00 pm- 5:00 pm
Tuesday, January 21	8:00 am- 5:00 pm
Wednesday, January 22	8:00 am- 5:30 pm
Thursday, January 23	7:00 am- 10:00 am

For more information or questions regarding the One-on-One Business Meetings, please email leah.jones@autocare.org or ashlie.vesper@autocare.org.

WEDNESDAY NIGHT HEAVY HITTER AT GLOBE LIFE FIELD

HDAW '25 will come to close with the Wednesday Night Heavy Hitter at Globe Life Field. Sponsored by Bendix and Cummins, 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 home of the 2023 World Series Champions Texas Rangers, attendees can expect a unique and unforgettable experience as they toast to the conclusion of another successful HDAW.

All attendees are welcome with the purchase of tickets at registration. Tickets are \$75 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 Globe Life Field 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 23. 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 19

12:00 pm- 5:00 pm Product Exposition Setup

Monday, January 20

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 (LOT) Reception
5:30 pm- 7:00 pm	All Industry Welcome Reception

Tuesday, January 21

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: <ul style="list-style-type: none">- Opening Comments- Distributor of the Year Award Presentation- Hall of Fame Award Presentation- HDAW Women in Leadership Award Presentation- Keynote Speaker
8:00 am- 5:00 pm	One-on-One Information/ Help Desk Open
9:30 am- 12:45 pm	One-on-One Business Meetings
12:30 pm- 1:30 pm	Networking Lunch
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	HDAW Women Reception

Wednesday, January 22

7:00 am- 7:45 am Breakfast Buffet
7:00 am- 4:30 pm Registration Open
7:45 am- 8:30 am Education Session
8:00 am- 5:30 pm One-on-One Information/
Help Desk Open
8:30 am- 1:00 pm Product Expo Open
1:00 pm- 2:00 pm Networking Lunch
2:00 pm- 5:55 pm One-on-One Business
Meetings
6:30 pm- 9:30 pm Wednesday Night Heavy
Hitter at Globe Life Field

Thursday, January 23

6:30 am- 8:15 am Grab & Go Breakfast
7:00 am- 10:00 am 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 '25 a huge success!!***

MARK YOUR CALENDARS NOW FOR HDAW '26

**MONDAY, JANUARY 19-
THURSDAY, JANUARY 22, 2026
Gaylord Texan Resort & Convention Center
Grapevine, Texas**