



HDAW 26

Heavy Duty Aftermarket Week '26

The following information should answer most questions you may have when preparing for HDAW '26.

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)'26 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 18 and will continue in operation through Thursday, January 22.

PRODUCT EXPOSITION HOURS

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

Tuesday, January 20	1:30 pm- 6:00 pm
Wednesday, January 21	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 19	7:00 am- 6:00 pm
Tuesday, January 20	7:00 am- 6:00 pm
Wednesday, January 21	7:00 am- 1:00 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.

Exhibiting suppliers receive two (2) complimentary full conference badges for each 10' x 10' booth requested. Additional exhibiting supplier badges over & above the two included will be charged \$500 per person for member companies or \$850 each for non-member companies.

Please 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 18	12:00 Noon- 5:00 pm
Monday, January 19	8:00 am- 5:00 pm
Tuesday, January 20	10:00 am- 7:00 pm
Wednesday, January 21	10:00 am- 10:00 pm
Thursday, January 22	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.

TRANSPORTATION/PARKING

Parking is available at the Gaylord Texan for \$17 hourly or \$29 daily; valet parking is available for \$49 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.

BOOTH SET UP

Exhibiting suppliers may set up their booth between the hours of 12:00 Noon- 5:00 pm on Sunday, January 18 and 8:00 am- 5:00 pm on Monday, January 19.

As a reminder, all exhibits must be carpeted with complying carpet provided **at the exhibiting supplier's expense** with Conference Management having no responsibility for any carpeting. Such carpeting should be installed by 5:00 pm on Monday, January 19. Conference Management reserves the right to install standard carpet in any booth that does not meet requirements and bill the exhibiting company at the prevailing rate.

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 19.

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.

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.

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.

PRESS ANNOUNCEMENTS

The Media Center (sponsored by M&D) will be open Monday, January 19 through Wednesday, January 21 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 19 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 19 at the Registration Counter.

LEADERS OF TOMORROW

A joint effort between Auto Care Association's YANG, CVS'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 19 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'26 at the All-Industry Welcome Reception (sponsored by Dana) being held Monday, January 19 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'26 Opening Breakfast, will be held from 7:00 am to 7:45 am on Tuesday, January 20 in Texas Ballrooms A & B of the Gaylord Texan on Level 3.

OPENING GENERAL SESSION/KEYNOTE SPEAKER

The HDAW'26 Opening General Session will begin at 7:45 am on Tuesday, January 20 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'26's Keynote Presentation will be **The Future of AI in Heavy-Duty**, presented by **Noelle Russell**. In this session, renowned AI speaker Noelle Russell takes a look at how our industry is evolving due to the implementation of generative and applied AI technologies. As Russell gets us thinking about AI and how it can be leveraged in support of business goals, she will share real-life case study applications that demonstrate more than a dozen applied AI models that can be leveraged to optimize business, create game-changing solutions, and power growth. Walk away with the perfect starting point to successfully expedite innovation and improve the accessibility of its applications.

HDAWOMEN'S RECEPTION

The HDAWomen Reception (sponsored by Cummins) returns with another evening celebrating women in the industry. Get ready for insightful conversations and community building. Held Tuesday, January 20 from 5:30 pm- 7:00 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 20	9:30 am- 12:45 pm
Wednesday, January 21	2:00 pm- 5:55 pm
Thursday, January 22	7:00 am- 12:55 pm

Optional Self-Scheduled One-on-One Business Meetings will be held on Thursday, January 22 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 19	1:00 pm- 5:00 pm
Tuesday, January 20	8:00 am- 5:00 pm
Wednesday, January 21	8:00 am- 5:30 pm
Thursday, January 22	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.

WILD WEST WEDNESDAY RECEPTION

HDAW'26 will come to close with the Wild West Wednesday Closing Reception on Wednesday, January 21 from 8:00 pm- 11:00 pm. This popular event brings together leaders and innovators from the heavy-duty trucking and aftermarket industry for a memorable evening of networking and celebration. Join us for live music, line dancing, games and good ol'fashioned revelry. All registered HDAW attendees and exhibiting suppliers are welcome to attend.

DISMANTLING NOTICE

All booths must be packed, labeled & made ready for shipment by 10:00 am on Thursday, January 22. 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 18

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

Monday, January 19

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 20

7:00 am- 6:00 pm	Registration Open
7:00 am- 7:45 am	Breakfast Buffet
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- 7:00 pm	HDAWomen Reception

Wednesday, January 22

7:00 am- 7:45 am Breakfast Buffet
7:00 am- 1:00 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
8:00 pm- 11:00 pm Wild West Wednesday
Reception

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 (Auto Care Association, CVS/N, and MEMA Aftermarket Suppliers), please accept our sincere thanks for making HDAW'26 a huge success!!

MARK YOUR CALENDARS NOW FOR HDAW'27!

**MONDAY, JANUARY 18-
THURSDAY, JANUARY 21, 2027
Gaylord Texan Resort & Convention Center
Grapevine, Texas**