

**The One Event For Everyone in the Tire Industry**



# Introducing ITEC 2010

The International Tire Exhibition & Conference (ITEC) has been held every other year for the last 14 years providing the most comprehensive conference and trade show for engineering, compounding and technology people servicing the manufacturing segment of the tire industry.

Now ITEC will be expanded in 2010 to embrace everyone in the North American tire industry including all independent dealers, commercial dealers, wholesalers, distributors, retreaders and recyclers, and OTR, farm and industrial tires and companies involved in aftermarket and equipment sales. The ITEC 2010 educational program will be substantial, including such topics as state-of-the-art retailing, customer service, small business management, internet marketing, inventory control, marketing groups, automotive service, and much more.



# The one event for everyone in the tire industry

This will be the first time in North American tire industry history that an event will encompass all aspects of the tire industry... technology and manufacturing through distribution and recycling... the birth, death and rebirth of tires. ITEC 2010 brings our collective industry of tire professionals, from technology and manufacturing to dealers and distribution channels, together in a serious, working tire show environment that will educate and motivate all participants with a content-rich conference program, a world-class exhibit and networking opportunities with professionals from absolutely every facet of the tire industry.

**Every day everyone will be talking about one thing - tires.**

## No one else could bring together the complete tire industry

With Crain Communications Inc and the supporting publications of *Tire Business* and *Rubber & Plastics News*, we have the resources and experience to accomplish this groundbreaking event as we take the International Tire Exhibition & Conference to even greater heights in 2010. We will spend hundreds of thousands of dollars promoting the event in print, direct marketing and a variety of electronic promotions, guaranteeing this will be the best attended tire event ever in North America.

Past ITEC attendance has averaged between 2,200 and 2,500. The paper presentations helped tire manufacturers translate "what if" thinking into the vision, commitment and persistence that goes into turning an idea into a revenue-generating commercial success.

ITEC 2010 educational programs will be expanded to cover serious topics for serious independent tire dealers, commercial dealers, distributors and retailers. A host of renowned expert speakers will cover topics ranging from improving customer service to cross-marketing opportunities that will uncover a whole new customer base. Plus countless more presentations on saving money and making more money will be presented.

**Every day everyone will be learning about making tires and selling more tires.**



# Why you should exhibit

Of all the major industries in North America, the only one not represented by a dedicated national conference and exhibition is the tire industry. The North American tire industry produces the second most number of tires in the world. ITEC 2010 will tap into this vast manufacturing and aftermarket attendee potential.

## North American Tire Industry Snap Shot - 2008

<b>Total U.S. Tire Outlets</b>	<b>43,015</b>
<b>Total Vehicles</b>	<b>247,265,000</b>
<b>Vehicles per Outlet</b>	<b>5,846 average</b>
<b>U.S. Tire Production Facilities</b>	<b>46</b>
<b>Daily U.S. Tire Production</b>	<b>636,375</b>
<b>North American Tire Sales</b>	<b>\$34 Billion</b>

(Source: Info USA 2008, Federal Highway Administration, *Tire Business* estimates)

ITEC 2010 will allow manufacturers to showcase their complete product lines... light truck, commercial, farm, OTR, mining and industrial tires, and of course, passenger and high performance tires, as well as companies involved in the aftermarket and equipment sales.

ITEC 2010 will continue to provide a unique venue for tire building machinery suppliers, materials and ingredients suppliers, mold makers, testing and technical support services and hundreds of other companies involved in the business of manufacturing tires.

ITEC also promises to be an excellent venue for bridging your tire company's sales and marketing teams with your technical personnel.

## ITEC 2010 in Cleveland, Ohio - Why it makes sense

ITEC 2010 will be a working tire show. And Cleveland, Ohio, is a most logical and cost-effective location to do business for both attendees and exhibitors alike. Cleveland is within a one-hour flight or a day's drive of most major cities in the eastern, central and midwest United States and, according to *Runzheimer International Guide to Daily Travel Prices*, features lower airfare and hotel rates as well as lower costs for food and entertainment than most major U.S. cities.

Northeast Ohio offers a rich environment for showcasing your company and an ideal setting for dealer meetings and large events. Hankook, Kumho, Goodyear and Bridgestone Firestone all have technical centers in Akron, Ohio, about 40 minutes away. Cooper's technical center in Findlay, Ohio, is just 90 minutes west of Cleveland.

The International Exposition Center (IX-Center) is just 10 minutes away from Cleveland Hopkins International Airport. The IX-Center offers wide spans of column-free exhibit space and unlimited weight restrictions with floor level access and attractive rates for services.



## We share a community, and a passion, for tires.



*"Our industry needs to continue to be as aggressive as possible to remain competitive. It needs new "what if" ideas from making manufacturing operations more efficient to finding better ways of distributing the product. ITEC in 2010 becomes the one premier conference and exhibition our industry has lacked - the one event that showcases our industry, our people and our collective passion for tires."*

Bob Simmons, V.P. Crain Communications Inc, Publications Director, Founder and Executive Director ITEC

**The time has come for our industry to stand together as one.  
Be a part of ITEC 2010. For more information, please go to  
[www.itec-tireshow.com](http://www.itec-tireshow.com) or contact:**

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**ITEC2010** INTERNATIONAL TIRE  
EXHIBITION & CONFERENCE  
THE ONE EVENT FOR EVERYONE IN THE TIRE INDUSTRY

The Cleveland IX Center, Cleveland Ohio USA  
September 21-23, 2010 a  communications inc. event  
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