4th Annual Wireless & Mobile Technology for Trucking and Delivery Fleets Conference

SHERATON MIAMI MART HOTEL, MIAMI, USA
FEBRUARY 7-8, 2006

Make your fleet super-competitive with wireless technology

Real-life case studies and interactive sessions that will show you how to evaluate, implement, benchmark and profit from your wireless investment

- Benefit from focused discussions that illustrate how to solve the most critical issues affecting your fleet operations today
- Overcome the restrictions of your budget and resources – learn how wireless applications can allow you to compete with larger fleets
- Understand the necessary steps to successfully integrate your wireless investment with your existing technologies, systems and processes
- Learn to collect, interpret, manage and respond to the huge increase in data from your wireless application to dramatically improve your fleet performance
- Get to grips with the problems you face by attending sessions targeted to your type of fleet - Focused Breakout Groups on LTL, Truckload, Private, Hazmat, Refrigerated and Bulk fleets will ensure your questions are answered
- Profit from an update on emerging wireless applications – take advantage of this information to choose the right long-term investment, make the most valuable strategic and technical decisions for your fleet and avoid obsolete technology

NEW FOR 2006
Meet with over 30 of the top wireless technology solution providers one-to-one to help you evaluate your requirements, benchmark your operations and make the right investment decisions for your fleet

PLUS All the topics you asked for – Building a business case, trailer tracking, mobile imagining, RFID, yard & dock operations, driver communication, sensors, handhelds vs. on-board computers and more...

Benefit from Specific Insights and Winning Ideas from over 30 industry leaders

Hear 5 real-life case studies!
John Glasner Director Special Projects Ryder System
Debra Blanchard Director IT Con-Way
Mark Robinson CIO and VP IT Saia Motor and SCS
Scott Sullivan VP IT and Services Pitt Ohio Express
Steven Zaborowski Senior VP Xtra Lease

Gain crucial advice from numerous industry experts
James Barker Manager IT FedEx Services
Jack O’Neil VP Field Operations DHL Americas
Ken Crane Applications Manager Mobile Technology US Xpress
Larry Monaghan Director Fleet and Outbound Transport Toys’R’us
Carlton Rose Transport Manager McKee Foods
Roman Hlutkovsky VP Operations Technology FedEx Ground
Kris Peterinelli National Private Fleet Manager Cardinal Health
Allen G. Tracey Distribution Manager Linde Gas
Kevin Bott VP Technology Services Ryder System
Paul Erb Director of Quality Ward Trucking
Chuck Odom VP Supply Chain Solutions Averitt Express
Ron Maillette CIO Pacer International
Bill Eby OBC Project Leader McKee Foods
Kent Szalla Director Business Systems Group Pitt Ohio Express
Val Noel President Pacer Cartage
Chris Willard National Manager Fleet Operations HBC Logistics
Sam Richardson VP Operations ADM Trucking
Steve Vonachen Transportation Manager BOC Gases
Chris Scheele Director Business Technology Xtra Lease
Tim Miller VP Supply Chain Management Master-Halco
Will Mitchell Senior Manager Logistics CVS Transportation
Steven Zaborowski Senior VP Xtra Lease
Bogdan Pavlic President & CEO Telargo
Mike Liddell President & CEO Mobitrac
Alex Walker CEO Cube Route
Michael Wolfe Principal North River Consulting Group
Christina Steinman Director of Transport Services Deloitte & Touche
Mark Licht President Licht & Associates
Jim Mele Editor Fleet Owner

“"I left this conference with a complete knowledge of wireless and mobile technology”
Ralston Armour, VP Armour Transportation Systems

“This conference gave me a great opportunity to see where the trucking industry is currently heading in implementing wireless business solutions”
Dennis Mitchell, VP Information and Performance Systems, Watkins Motor Lines

OPEN NOW FOR FULL AGENDA DETAILS
Past Wireless Technology for Trucking and Delivery Fleets attendees include:

- Director e-Commerce Technologies: Yellow Roadway
- Director of Global Networks Systems: UPS
- VP & General Manager: UPS Logistics
- Senior Manager: FedEx Express
- VP Operations: ABF Freight System
- Finance Manager: JB Hunt Transport
- Director: Walmart
- Manager Logistics Systems: USPS
- CIO: Landstar System, Inc.
- VP Supply Chain: Yankee Group
- Managing Director IT: FedEx Freight
- CIO: Ryder System Inc.
- President: Pit Ohio Express
- VP IT: Con-Way
- VP Communications Technologies: Schneider National
- Director Information Services: AAA Cooper Transportation
- Fleet Technical Manager: ExxonMobil
- President & COO: Old Dominion Freight Line
- Sr. System Administrator: McKee Foods
- Director Terminal Operations: UST Corporation
- Logistics Manager: Shaw Transport
- Fleet Optimisation Co-ordinator: Chevron Texaco
- Manager Fleet Technology: Penske Logistics
- IT Manager: Armour Transportation Systems
- Quality Director: Ward Trucking
- VP Information Systems: Marten Transport
- CIO Freight Management Americas: Exel
- VP Technology & CIO: SAIA Motor Freight Line Inc.
- Director IT: A. Duie Pyle, Inc.
- President: 10G LLC
- Manager Operations Technology: Watkins Motor Lines
- VP IT: Jevic Transportation
- Senior VP Corporate Planning: Southeastern Freight Lines
- Director Logistics & Transportation: Chiquita
- Fleet Manager: City of Gainesville
- President: Plymouth Rock Transportation Corp.
- Manager Distribution Systems: Praxair
- Editor-in-Chief: Fleet Owner
- CFO: DHE
- VP Communications & GM: Flying J
- Director Operations: CN Trucking
- VP Operations Planning: SCS Transportation
- Director of IS: Sodrel Truck Lines
- Transportation Manager: SUNOCO
- President: The Institute of Transportation and Logistics
- Director: The Yankee Group
- Manager: Toyota Motor
- Project Manager: Trimac
- VP IT: TST Overland Express
- CEO: US Cargo & Courier Service
- Director: US Xpress Enterprises
- VP Supply Chain Solutions: Velocity Express
- VP Transportation: Weber Distribution and Warehouses Inc.
- Senior VP: Xtra Lease
- Director Business Development: ORTEC International
- Director: Pan angels 
- VP CIO: Penske Truck Leasing
- VP Transportation: Purolator
- VP Information Technology: Reimer World Corp.
- Director Technology: Roehl Transport
- CIO: Salsa
- Region Logistics Manager: General Electric Company
- VP Operations: GI Trucking Co.
- President: Acme Truck Line
- VP IT: Celadon Trucking

MORNING

Creating a business case for your next wireless investment

OPENING PRESENTATION

Profit beyond productivity - effective strategies from Con-Way for justifying your wireless handheld technology investment

Discover the business areas where Con-Way made a significant ROI from their wireless implementation
- Hear expert advice from Con-Way on how to overcome the challenges you face when implementing your wireless handheld strategy
- Learn how strategic planning helped Con-Way achieve board level support for their wireless handheld initiatives
- A step-by-step guide to improving your dispatch operation and your drivers' morale

Debra Blanchard Director of IT Con-Way

CASE STUDY

Learn from Ryder Systems how to create a successful business case for your telematics implementation

- An expert guide to evaluating the costs and accurately forecasting the benefits of your wireless implementation - get a specific update from both an internal and external business perspective
- Hear valuable guidelines for establishing metrics by which your wireless investment can be measured - what can you learn from Ryder's experience?

John Glasner Director Special Projects Ryder System

CASE STUDY

Take your wireless investment the XTRA mile - Hear an exclusive guide to implementing a wireless solution across a 125,000 strong fleet

- Hear the ups and downs of a 2 year, company-wide wireless roll-out - what lessons can both small and large fleets learn from Xtra Lease's experiences?
- Learn how this technology helps reduce paperwork and transaction costs while improving driver productivity and asset management.

Steven Zaborowski Senior VP Xtra Lease

Chris Scheele Director, Business Systems Group Xtra Lease

Find out how to dramatically minimize your costs to stay competitive

PANEL SESSION

How to get board approval: Top tips that will guarantee you a winning business case for your next wireless investment

- Hear proven strategies about what does and will guarantee you a winning business case - how to get board approval: Top tips that will guarantee you a winning business case
- Discover the secrets to minimizing airtime costs and licensing fees. Are subscription based services right for you?
- Compare the new, cheaper mobile computing solutions. Are they the right choice for your operations?
- Discover the secrets to minimizing airtime costs: Make sure you choose the right wireless network and technology.
- Top advice for combining the Web with mobile devices to improve service and utility while cutting costs
- Find out why open standards for wireless services and hardware devices are vital to keep the availability of mobile applications high and the costs low
- Buy it or build it? Hear the arguments for and against in-house solutions and acquired systems

Carlton Rose Transport Manager McKee Foods

Kevin Bott VP Technology Services Ryder System

Moderator: Mark Licht C J Driscoll Associates

Moderator: Mark Licht C J Driscoll Associates
ATTEND WITH 4 COLLEAGUES FOR MAXIMUM VALUE AND ONLY PAY FOR THREE PASSES

TRACK 1
6 INTERACTIVE ROUNDTABLE SESSIONS ON RED-HOT TOPICS

eyefortransport are proud to bring you our unique interactive roundtable discussions which guarantee you won’t leave Miami without discussing the most relevant issues with your industry peers.

What are Roundtables? Roundtables are designed to provide interactive informal sessions to stimulate discussion. Each roundtable will last for approximately one hour and will be led by up to 3 industry experts. Each session will be repeated ensuring you don’t miss out on the discussions important to you.

What will I learn? These sessions are designed to examine current issues through active discussion. You will have the opportunity to question industry colleagues and receive specific answers to your questions. Roundtables are an extremely effective and popular method for thrashing out ideas with your fellow delegates. Places are limited so register your place at the conference today. Don’t miss out on the red-hot topics you want to discuss.

1. Hours of Service Regulations: Learn how wireless technology can help dramatically reduce the time and cost associated with HOS logging. Coordinated by Sam Richardson VP Operations ADM Trucking
2. High Fuel Prices: With oil currently at over $100 a barrel, learn how route optimization and real-time visibility can help you control consumption and save a small fortune. Coordinated by Alex Walker CEO Cube Route
3. RFID Mandates: Can you afford to ignore them? Learn how to react to the mandates to stay competitive and make them work for you. Coordinated by Christina Steinman Director of Aviation and Transport Services Deloitte & Touche
4. Mobile Imaging: How can you successfully use wireless technology for proof of delivery & mobile imaging?
5. Security: Discover how to reduce theft, shrinkage and damage by looking at what is ahead in smart container and smart trailer technologies
6. Handhelds vs. On-board computers: Let the debate continue! Coordinated by Mark Robinson CIO and VP of IT SCS Transportation

TRACK 2
UNIQUE ONE-TO-ONE MEETINGS WITH OVER 30 LEADING WIRELESS TECHNOLOGY PROVIDERS

• Are you looking for new wireless solutions for your fleet?
• Are you looking to upgrade existing solutions?
• Do you want to benchmark your current wireless technology providers in terms of costs, scope and performance? If so, then you will have a unique opportunity to discuss your requirements with the leading wireless innovators.

BOOK NOW to choose up to 12 vendors to meet one-to-one in a 2-hour special networking session – Plus you will have plenty of other networking opportunities throughout the conference.

SOLUTION PROVIDERS – TAKE ADVANTAGE OF THIS UNIQUE OPPORTUNITY

If you would like to be one of the 30 solution providers picked to participate in these unique one-to-one sessions – enabling you to meet face-to-face with executives actively looking to purchase wireless solutions for their fleet - then follow these simple steps:
1) Purchase your conference ticket now by using the attached registration form or by visiting www.eyefortransport.com/wirelesstruck06
2) Contact Dave Thomas on dthomas@eyefortransport.com or call on 1 800 814 3459 ext 361 to reserve your meeting slot

These 30 meeting slots will be allocated on a first-come first-served basis - so don’t delay, book today!
Discover how to reduce your fuel bills, overtime and vehicle maintenance costs by exploiting real-time data to transform route planning, real-time routing and scheduling.

Learn how to get a commitment from your vendor to actively participate in the integration of data into your existing systems.

Take home an insight into how your operations department wants to integrate the data into your existing system - Learn how automating your data capture and data request processes will provide savings across the board.

**Panel Session**

**How to ensure fast, pain-free integration with your existing wireless systems and back office technology**

In a recent eyefortransport survey 48% of fleets cited ‘integration with existing and back office systems’ as the biggest obstacle to achieving a successful wireless roll-out. In this panel session you will learn from a variety of fleets discussing real integration horror stories and successful implementations.

- Learn best practices that will show you how to ensure a quick and painless integration process. Discover ways to ensure backwards compatibility with your legacy systems and back office applications.
- Make sure you can understand and act upon the early warning signs that your integration process is in trouble.
- Learn how to make your systems more interconnected and efficient by using open standard information technology to improve flexibility and integration. Take away real life lessons for using Web services combined with XML to help communication between dissimilar systems.
- Uncover simple techniques to integrate vehicle location data and driver communications into your dispatch process.
- Take home top tips for integrating your satellite, cellular and Wi-Fi communications for greater efficiency and lower costs.

**Kris Peterinelli** National Private Fleet Manager  
**Cardinal Health**

**Debra Blanchard** Director of IT  
**Con-Way**

**John Glasner** Director Special Projects  
**Ryder System**

**Panel Session**

**How to make the most of all the latest developments in trailer tracking technology**

- Find out about the rising popularity of RFID and GPS hybrid systems. Could this be an affordable solution for your fleet?
- Hear expert advice on the range of sensors available today, including fuel tank, weight, temperature and door sensors and how to use them in different applications as part of your strategic vision.
- Make sure your assets are completely managed and protected by real-time security tracking to combat the rise in cargo theft and to help spot potential terrorist activities; geofencing and other technologies explored.
- Top tips to guarantee that the benefits of trailer tracking are felt by your customers.

**Paul Erb** Director of Quality  
**Ward Trucking**

**Chuck Odom** VP Supply Chain Solutions  
**Averitt Express**

**Larry Monaghan** Director Fleet and Outbound Transport  
**Toys‘R’Us**

**Panel Session**

**A future without wires: Find out which emerging wireless applications will become an indispensable tool for your fleet operations**

This session will show you how to position your business and operations to take advantage of the rapid and relentless evolution of new technology. Learn how to separate the reality from the promises.

- Take advantage of expert insights into who is doing what, how much it costs and how their experiences can help you evaluate the benefit to your fleet.
- Find out which emerging technologies are becoming an affordable reality and discover the time frames for long and short ROI.
- Learn about the 3G and 4G migration of cellular technology and the potential this offers to your fleet. Do you know how to take full advantage of falling technology costs and rapidly increasing speeds?
- Satellite vs. terrestrial. Can the GPRS and CDMA networks eliminate the need for satellite coverage in motor freight? Discover the real benefits of integrated hybrid networks.

**Chris Willard** National Manager Fleet Operations  
**HBC Logistics**

**Val Noel** President  
**Pacer Cartage**

**Chris Scheele** Dir Business Technology  
**Xtra Lease**

Moderator: **Michael Wolfe** Principal  
**North River Consulting Group**

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**Panel Session**

**Hear proven strategies that will dramatically improve turn-around time, utilize your human resources and reduce miss-loading in your yard and dock operations**

Your yard and dock are prime breeding grounds for operational inefficiencies. In this instructive panel session you will hear how wireless technologies can combat such problems as line shutdowns, theft, late deliveries, high demurrage costs, trailer shortages and spoiled cargo.

- Learn how re-examining data collection methods and removing manual processes can eliminate data entry errors, yard congestion, higher equipment expense, reduced equipment utilization, and higher labor expenses.
- Uncover the techniques for integrating Cross Docking with your TMS, WMS & YMS to cut inventory costs, material handling and personnel time.
- Discover the secrets to a successful integration of your trailer and tractor based wireless systems with your warehouse, yard and dock technologies such as RFID and Wi-Fi.
- Identify how to leverage both WAN and WLAN technologies in your yard management to improve efficiency and communication across operations.

**Moderator:** **Jim Mele** Editor  
**Fleet Owner**

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**Panel Session**

**Less than truckload:** Find out how to stay competitive and keep a close eye on your technology costs.

**Truckload:** Discuss the key wireless issues including satellite coverage, driver communications and customer services.

**Private:** When your fleet is considered a ‘cost center’ every investment needs to be justified - Discover the specific challenges that private fleet managers face when implementing wireless technology.

**Small-to-mid-size:** Discuss why and how smaller fleets are leveraging wireless technologies as industry standards are set - which wireless technologies are essential for your fleet and which are mere luxuries?

**Refrigerated:** The majority of reefer fleets have still to fully utilize wireless technology outside of GPS tracking. Weigh up your options for successful tracking, alarm notification, operational status reporting, wireless trip data recording and 2-way remote control of reefers.

**HazMat:** With roughly three billion tons of regulated hazmat materials shipped a year, wireless technology is becoming increasingly essential for your operations. Gain all the vital knowledge to improve security, meet regulations and improve efficiency.

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**PLACES ARE LIMITED! REGISTER NOW FOR THE BEST PRICE**
4th Annual Wireless & Mobile Technology for Trucking and Delivery Fleets Conference

SHERATON MIAMI MART HOTEL, MIAMI, USA  FEBRUARY 7-8, 2006

The real world guide to how wireless technologies can take your fleet to the next level of productivity, customer service and security

YOU ASKED - WE LISTENED!
We've spent 4 months talking to people across the industry to ensure that this event addresses the most critical current and future issues which are important to you and your clients. The whole agenda is scheduled to benefit YOU. But don't just take our word for it...

"Excellent. I really felt that the money spent was well worth it. The topics were timely and relevant"  
Carlton Rose, Transport Manager, McKee Foods

"It was like going from zero to go in four seconds"  
Thomas Strah, Editor, Transport Topics

"The event was a great opportunity to see others in the industry and discuss the successes and failures"  
Greg Confer, Director of Process Analysis, Ward Trucking

"Presentations were excellent, the addition of roundtables was the best"  
Kathy Ouellette, VP Logistics, Border Gateways

"Excellent. I want to come back next year"  
Kevin Crothers, Transportation Business Development, Object FX

"Excellent event. Really appreciated hearing from industry leaders in the various panel discussions"  
Jeff Simpson, DaimlerChrysler

"A great opportunity for networking"  
Sue Baier, VP IT, Marten Transport

"It was overall very excellent. Great networking event"  
Chris Schelle, Director Ops Technology, Xtra Lease

"Very good event. I enjoyed meeting others in the same capacity as myself and discussing their approaches"  
Michael Bogenshutz, Manager DC support, Shell Lubricant

Why should you reserve your place today?

Choosing the right system
Eliminate the costs of implementing the wrong technology by taking away expert guidelines for choosing and integrating your wireless investment – Hear top tips for training your drivers.

Over 12 Hours of Dedicated Networking
Engage with your peers and make vital new contacts through our unrivalled networking opportunities - All the movers and shakers in the industry under one roof.

Benchmark
Compare your wireless investments and operations against your competitors and evaluate your next steps - Hear the industry averages on ROI.

Exhibition
In addition to the free exhibition you will have the opportunity to meet over 30 top solution providers Evaluate your requirements, benchmark your operations and make the right investment decisions.

5 In-Depth Case Studies
7 Executive Panel Sessions, 12 interactive Roundtables Discover the real life issues which can spell the difference between the success and failure of your wireless investments.

Outstanding Value for Money
Book today and you will benefit from all the conference opportunities at substantial savings. Special Group Discount Register 3 colleagues and receive a free pass.

No Sales Pitches
All eyefortransport events are independent – We are here to ensure you receive a balanced, innovative and informative briefing to enable you to make the right decisions.

VISIT www.eyefortransport.com/wirelesstruck06 TODAY
TO REGISTER OR FOR FURTHER INFORMATION CALL US NOW AT 1800 814 3459

HOW TO SAVE!

EARLY BIRD DISCOUNT: SAVE $200 + FREE CONFERENCE CD WORTH $250 - Don’t miss out on this special discount as it expires on December 31, 2005

GROUP DISCOUNT: Book four colleagues to maximize the conference value and ONLY PAY FOR THREE PASSES!

HOTEL DISCOUNT: Book your place now and receive a special room discount at the Sheraton Miami Mart Hotel

CANCELLATIONS: Cancellations received by email on/before December 31st are refundable. For cancellations received after this date you will receive a 100% credit to be used at another eyefortransport conference. If you do not cancel and do not attend the conference you are still responsible for payment. You may substitute the name of a colleague at any time.

TERMS & CONDITIONS: Please visit www.eyefortransport.com/wirelesstruck06 for a full list of terms & conditions

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The event is always improving – ensure you are up-to-date on the latest speaker, agenda and attendee information by visiting www.eyefortransport.com/wirelesstruck06

Download last year’s presentations from www.eyefortransport.com/wirelesstruck06

SOLUTION PROVIDERS STOP

Does your company provide wireless technology solutions to the trucking and delivery industry?

SPONSORSHIP, EXHIBITING & ADVERTISING OPPORTUNITIES

This event is a unique opportunity for you to specifically target the senior-level executives responsible for implementing new wireless technology and strategies for fleets! These are the decision-makers from across the industry together in one room! Over 180 executive decision-makers from various fleets attended in 2005. Can you afford to miss out?

Whether you’re looking for tangible business leads, to maintain relationships with existing clients and business partners, or to raise awareness of your company’s solutions, we have a range of marketing packages tailored to meet your goals and requirements:

• Tailored Sponsorship packages
• Superb networking opportunities
• Focussed and relaxed exhibition run alongside the conference
• Over 50% of the exhibition space has already been sold
• There are already 4 eminent sponsors for this event. Don’t miss out! Call Dave Thomas on 1800 814 3459 ext 361 today

4 EASY WAYS TO RESERVE YOUR PLACE!

THE EARLIER YOU REGISTER - THE LESS YOU PAY!

CALL: 1 800 814 3459 or +44 (0)20 7375 7575
FAX: 1 800 814 3460 or +44 (0)20 7375 7576
ONLINE: www.eyefortransport.com/wirelesstruck06
EMAIL: register@eyefortransport.com

Offers in red are before December 31

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Please register me for

☐ PLATINUM  ☐ GOLD  ☐ 4 Person Group

Discount

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PAYMENT MUST BE RECEIVED IN FULL BEFORE ATTENDEE CAN ACCESS THE EVENT. IF PAYMENT HAS NOT BEEN RECEIVED PRIOR TO THE EVENT, A CREDIT CARD GUARANTEE WILL BE TAKEN AT REGISTRATION

FAX THIS FORM TO 1800 814 3460