



FTR 2010 Transportation Conference

September 14-16, 2010

CONFERENCE OVERVIEW

The FTR Transportation Conference is focused on freight transportation in North America over the next 5 years. The transportation industry is starting to turn the corner and is now shifting from survival mode to a growth mode. This unique conference brings all parties to the table and connects the dots between the economy, freight demand by mode, fleet & shipper behavior, and equipment demand. Hear from over 40 speaker and panelists provide valuable insight on all modes of freight transportation. In this critical point of the cycle this is an event you cannot afford to miss.

SESSIONS OVERVIEW

Economic Outlook

The economy is starting to emerge from the "great recession." How solid is the recovery and how far and fast will the economy rebound? How will today's situation differ from the previous deep recession of the early 80's? How big a threat to recovery is continuing high unemployment or the financial crisis in Europe? Hear from one of the nation's top economists and help get some clarity on the major issues impacting the economy.

Truck Freight Outlook

Truck freight demand remains substantially below the peak levels it experienced in 2006, but freight is beginning to grow. How much growth can be expected and what will be the effect on rates? How much capacity has come out of the industry and have things changed for good? Are motor carriers going to replace shippers in "the driver's seat"? With unemployment hovering near 10% is it possible that we could be staring at a severe driver shortage looming this year? Hear trucking industry veterans from the Truckload and Less-Than-truckload sectors, along with FTR's analysts, give you their thoughts on these important issues. Also, you will be provided with valuable insight on how fast freight will grow in the future and what sectors will be impacted.

Water Freight Outlook

Water transport has been hit especially hard by the Great Recession. An unprecedented downturn in international containerized cargo collided head-on with the carriers' aggressive expansion plans to produce losses of never-before-seen magnitude. Meanwhile, profound weakness in bulk commodities created rapids on the river for barge operators. What have the carriers learned from these hard-hitting events? We have already seen some shortages in certain markets, but how fast will capacity return to the picture? Will the industry be able to break the age-old boom-and-bust cycle? Carrier executives, Wall Street analysts, industry experts and FTR provide guidance on where they see the industry going over the next few years.

Transportation Overview

Now that the freight market has hit a bottom and appears to be accelerating, how is the transportation industry reacting to this development? Will the modes hardest hit during the downturn post the strongest rebound? What about changes in regulation and infrastructure funding? One of the top Wall Street industry analysts will give an overview of the transportation environment for highway, rail, water and air and how each mode will fare as freight demand accelerates.

Rail Freight Outlook

It seems the ground rules for the rails changed during the Great Recession. Although rail carloads fell, rail carload rates did not follow suit. Intermodal loadings fell, but not as fast as truck, resulting in increases in share. Meanwhile, rail shippers saw some of the best service in history. What will happen now that volume is beginning to return to the rails? Will the rails be able to keep up with growing demand and maintain their service? Will the carriers push rates higher and what constraint might be offered by pending rail regulation legislation? Are there new opportunities for moving freight from the highway to the rail? Experts from Class I railroads, short-line railroads, Wall Street, and FTR provide guidance on where they see the industry going over the next few years. You may be surprised by what you hear!

Air Freight Outlook

More so than perhaps any other mode, the air freight industry has seen the ground rules change in fundamental ways. Now tonnage seems to be rebounding but will things ever get "back to normal"? What are the prospects for air freight in an age of "slow steaming", high fuel prices and ever-rising security concerns? Who will be left standing after the carnage of the downturn and who will be a casualty? Join our panel of experts from across the air freight spectrum for a stimulating discussion of this fast-changing situation.

SESSIONS OVERVIEW (con't)

Transportation Legislative Update

Today transportation is on the government's radar scope in an unprecedented way. Action is occurring on multiple fronts, including trucking safety, STB reauthorization, Positive Train Control, infrastructure funding and carbon cap and trade, just to name some of the actions that could each have a profound effect on the transportation picture. Helping make sense of it all will be a government representatives and experts in the field. Don't miss this important panel. You can't have input into the process if you're not informed!

Commercial Vehicle Equipment Outlook

Has the industry turned a corner? Quote activity is up, used trucks are selling, aftermarket activity is increasing and truckers are starting to make money...what does this all mean? At what point will the huge surplus of trucks and trailers be exhausted. When will carriers begin to replace their aged fleets? Optimism is in the air, but is it warranted? How has the 2010 EPA engine mandate really impacted the industry? If you are a truck or trailer manufacturer, supplier, banker or analyst you need to hear what these groups of experts have to say. Expect to hear conflicting views of the situation from industry veterans. Also, hear from the truckers who buy this equipment as we will again have a fleet panel of carriers who will give you their insight on how they are buying equipment and what they plan on doing in the future. If you think that the industry is on a free and clear path to recovery you may want to listen closely before you lock in your forecast.

Shipper Environment

A silver lining for shippers during the Great Recession has been a parade of carriers, desperate for freight, knocking on the door with ever-lower rates. Now the situation is likely changing. How challenging will the new environment be? Will rates rise and how fast? Beyond rates, will shippers be able to locate the transport capacity they need? Will there be large-scale changes in the supply chain? Our panel of shippers provides various perspectives from users of every major mode.

Commercial Vehicle Equipment: Special Session

For those attendees wanting more information on commercial vehicles, this special session will certainly be welcome. Among the topics covered will be the Medium Duty market, the health and outlook for the CV Aftermarket, a report on fleet survey results and more detail on the trailer situation. Commercial vehicles in depth!

Railcar Equipment Outlook

The carload count is growing and the railroads are beginning to put idle capacity back in motion. The number of idle cars is dropping. When will the improvement translate into new car construction and what car types will lead the charge? Who will be doing the buying? We will have two panels covering these topics, covering all aspects of the equation from both the buyer side and the manufacturing side.



FTR 2010 **Transportation** **Conference**

CONFERENCE AGENDA

**“Turning The Corner:
Shifting From Survival To Growth”**
September 14-16, 2010 -
Indianapolis, IN

Register on-line at www.ftrassociates.com

Over 40 Speakers and Panelists Scheduled

Tuesday, September 14, 2010

Registration & Hospitality Suite: New York Central Room

12:00 p.m. Golf Scramble (All Levels Welcome!)

6:30 p.m. Reception in the Old Union Station Grand Hall Bar

Wednesday, September 15, 2010 *(two tracks of meetings for part of the day)*

Breakfast

Full Session

Economic Outlook

Transportation Overview

Track 1

Truck Freight Outlook

- Lunch

Rail Freight Outlook

Full Session

Transportation Legislative Update

Reception

Track 2

Water Freight Outlook

- Lunch

Air Freight Outlook

Thursday, September 16, 2010 *(two tracks for meetings)*

Breakfast

Track 1

Shipper Environment

- Lunch

Commercial Vehicle Equipment Outlook

Track 2

Commercial Vehicle Equipment

Special Session

- Lunch

Railcar Equipment Outlook

* Thursday's sessions will be completed by 3:30 p.m. Both the CV Equipment and Railcar Equipment sessions will begin mid-morning and will break in the middle for lunch.



FTR 2010 Transportation Conference

CONFERENCE REGISTRATION

**“Turning The Corner:
Shifting From Survival To Growth”**
September 14-16, 2010 -
Indianapolis, IN

To make sure that you are able to participate in the event please register today. The conference will be filled on a first come first serve basis. If you are not a current customer of FTR, we have a limited number of spaces available.

Mr. Ms. Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-Mail: _____

- Current FTR subscriber—\$595 (Early Registration before June 30th, after July 1st \$695)
- Prepaid for the seminar with my subscription order
- I am not a current FTR subscriber—\$795 (Early Registration before June 30th, after July 1st \$895)

Spouses are welcome to attend for free, but we request that they be registered:

My spouse will attend Spouse's Name: _____

PAYMENT: Visa/MC American Express Discover Check – Make out to “FTR Associates” Speaker/Prepaid Subscriber

Card Number: _____ Expiration Date _____

Name on Card: _____ Signature: _____

Cancellations will be accepted in writing prior to August 20th and will have a \$50 cancellation fee.
After this date, there is a “No Cancellation Policy” - Please send a Substitute.

Please check all of the events that you plan to attend:

- | Tuesday, September 14 | Wednesday, September 15 | Thursday, September 16 |
|---|------------------------------------|------------------------------------|
| <input type="checkbox"/> Golf \$75 | <input type="checkbox"/> Breakfast | <input type="checkbox"/> Breakfast |
| <input type="checkbox"/> Golf Club Rental \$15
__LH __RH | <input type="checkbox"/> Lunch | <input type="checkbox"/> Lunch |
| <input type="checkbox"/> Reception | <input type="checkbox"/> Reception | |
| <input type="checkbox"/> Check here for special dietary needs and we will contact you for more information. | | |

Conference Location & Hotel

Crowne Plaza Hotel Downtown at Union Station
123 West Louisiana Street, PO Box 2186
Indianapolis, IN 46225
Phone: 317.631.2221 • Fax: 317.236.7474
www.crownplaza.com/ind-downtown

Office Address

FTR Associates
2881 Grandma Barnes Road
Nashville, IN 47448
Phone: 888.988.1699 • Fax: 877.222.9060
www.ftrassociates.com

Make room reservations directly with the hotel. Please make sure to mention the Group Reservation Code to get the group rate.

Group Reservation Code: **TRA** • Reservation's Phone: 317.631.2221

On-line reservation at www.crownplaza.com/ind-downtown

Fax Form to 877.222.9060 • Mail to FTR Office • Register On-line at www.ftrassociates.com



FTR 2010 **Transportation** **Conference**

CONFERENCE HOTEL

**“Turning The Corner:
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September 14-16, 2010 -
Indianapolis, IN

Hotel Reservations

Crowne Plaza Hotel Downtown at Union Station
123 West Louisiana Street, PO Box 2186
Indianapolis, IN 46225
Phone: 317.631.2221 • Fax: 317.236.7474
www.crownplaza.com/ind-downtown

Make room reservations directly with the hotel or on-line.

Reservation's Phone: 317.631.2221

On-line reservation at www.crownplaza.com/ind-downtown

Group Reservation Code to get the group rate **TRA**

Conference Rate Deadline by Sunday, August 15, 2010

Make reservations early to request a Train Car Room. They are beautiful!

\$139.00 USD 1 KING BED NONSMOKING

\$149.00 USD 2 BEDS TRAIN CAR NONSMOKING

\$149.00 USD 1 KING BED TRAIN CAR NONSMOKING

Located in beautiful downtown Indianapolis – there are many restaurants within walking distance of the Crowne Plaza.

Points of Interest: Downtown Indianapolis Monument Circle and White River State Park which includes the Zoo, NCAA Hall of Champions, White River Canal Walk, the Eiteljorg Museum, IMAX Theater, Indiana State Museum, Children's Museum, Indianapolis Motor Speedway and Museum. Sports-Indianapolis Colts, Indiana Pacers, Indianapolis Indians and more...

"What's New in Indy" Go To: www.indianapolis.org



FTR 2010 Transportation Conference

PAST PARTICIPATING COMPANIES

**“Turning The Corner:
Shifting From Survival To Growth”**
September 14-16, 2010 -
Indianapolis, IN

●Accuride Corporation ● Aearo Technologies, a 3M Company ● Alcoa ● Alcan ● All Transtek, LLC ● Allison Transmission ● American Gypsum Company ● AMETEK VIS ● Amsted Rail Group ● Arvin Meritor ● Avondale Partners ● Axia Limited ● BACK Aviation Solutions ● Bandag, Inc. ● BB&T Capital Markets ● Bear Stearns ● Bendix ● BNSF Railway ● Bridgestone Firestone North American Tire ● BTMU Capital Corporation ● Center for Econometric Model Research ● Centerbridge Partners L.P. ● CH Robinson ● Chevron Phillips Chemical Company LLC ● Celadon ● Chevron Phillips Chemical ● Citadel Investment Group ● Chicago Freight Car Leasing ● CIT Rail Resources ● Citadel Investment Group ● CK Marketing & Communications ● Clearwater Paper Corporation ● CN ● Con-way Inc. ● Corning Incorporated ● Crane Composites ● CSX Transportation ● CTLC - Cooper Consolidated ● Cummins Inc. ● Dahlman Rose & Co., LLC ● Daimler Trucks North America, LLC ● Dana ● Dart Transit ● DENSO Sales of California, Inc. ● Deutsche Bank ● Donaldson Co., Inc. ● DSM Capital ● DTE Rail Services Incorporated ● DVB Transport (US) LLC ● Eaton Corporation ● Estes Express Lines ● Exel Transportation Services ● Everest Railcar Services ● Federal Reserve Bank of Chicago ● FedEx Express ● FedEx Service ● Fidelity Investments ● First Union Rail ● Fleischmann's Vinegar ● FreightCar America, Inc. ● Freightquote ● General Bearing Corporation ● GE Equipment Services Rail Services ● GE Transportation ● General Electric ● General Mills ● General Motors Corporation ● George Weiss Associates ● Georgia Pacific LLC ● Getloaded.com, LLC ● GenNx360 Partners ● Gilder, Gagnon Howe & Co ● Goldman Sachs ● Greatwide Logistics Services ● Greif Protective Packaging ● Gross Transportation Consulting ● Grote Industries ● GROWMARK, Inc. ● Gully/ICX ● Hadley ● Haldex ● Havco Wood Products ● Hayes Lemmerz International ● Heil Trailer International ● Helm Financial Corporation ● Hendrickson Trailer Suspension Systems ● Highline Capital Management ● Horton, Inc. ● Hyundai Translead ● IANA ● IMMI ● Impala Asset Management ● Indiana University ● Informa Economics, Inc. ● International Paper ● International Truck and Engine ● Jacobs Vehicle Systems ● J.B. Hunt Transport, Inc. ● JHT Holdings, Inc. ● JJ Keller & Associates, Inc. ● John A. Gentle & Associates ● JOST International ● Keller Logistics Group ● KeyBanc Capital Markets, Inc. ● Lafarge North America ● Landstar Global Logistics ● LaSalle Bank NA ● Legg Mason Wood Walker, Inc. ● Logistic Management Services ● Logistick, Inc. ● Longbow Securities ● LXP ● MacKay & Company ● Macquarie Capital ● Mack trucks Inc. ● MacKay & Company ● Mack Trucks Inc. ● Magnum Logistics, Inc. ● Masco Corporation ● Matson Integrated Logistics ● Merge Global Inc ● MIAT ● Miller Transporters Inc. ● Mitsui Rail Capital ● Miura Global Management ● Morgan Keegan ● National Steel Car N.A., Inc. ● Navistar ● Nestle USA ● New York Air Brake ● Norfolk Southern Corporation ● North American Transport Solutions ● North American Wholesale Lumber Assoc. ● Nussbaum Transportation Services, Inc. ● OMCO ● OmniSource Corp ● Owens Corning ● Pacer Stacktrain ● Penske Truck Leasing ● Peterson Manufacturing ● Plastics Logistics Group, LLC ● Ports of Indiana ● Procter & Gamble Distributing LLC ● Professional Logistics Group, Inc. ● ProLogis ● Prudential Equity Group ● Quebecor World Logistics ● Raider Trucking, Inc. ● Railroad Industries Incorporated ● RBC Capital Markets ● Robert W. Baird ● Remy Inc. ● Reyco Grainning Suspensions ● Rockland Flooring ● Rohm and Haas ● Roquette America ● Saint-Gobain Containers ● Sankaty Advisors ● Schneider National Inc. ● ShipXpress, Inc. ● Silver Eagle Manufacturing ● SKF ● SMC3 ● Stephens ● Stifel, Nicolaus & Company, Inc. ● Temple Inland Corp ● The Carlyle Group ● The Dow Chemical Company ● The Greenbrier Companies ● The Indiana Rail Road Company ● The Timken Corporation ● The Proctor & Gamble Company ● The Transplace ● Tom Joy & Son Inc. ● Tractor Supply Company ● Transport America ● Transport Canada ● TransSafe Consulting, LLC ● Transplace ● Trinity Rail ● Triple Crown Services ● Truck-Lite Co ● True Value Company ● TTX Company ● Tucker Company, Inc. ● U.S. Department of Transportation ● U.S. DOT/FHWA ● Union Pacific Railroad ● University of Minnesota, Morris ● University of Memphis ● USA Truck Inc. ● USDA ● US Xpress Enterprises, Inc. ● Vanguard Services, Inc. ● Ventura Transfer Company ● Volvo Trucks North America ● Wabash National Corp ● Wachovia Securities ● Wall Street Access ● Wal-Mart Stores Inc ● Webb Wheel Products, Inc. ● Weiss Multi-Strategy ● Wells Fargo Equipment Finance, Inc. ● Werner Enterprises ● WESTAC ● Yellow Transportation

Packages

	Platinum	Gold	Silver
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of sponsors	1	2	3
Number of complimentary registrations	3	2	1
Verbal recognition at conference sessions	✓		
Company name/logo in conference ads and correspondence	✓	✓	✓
Company name/logo on signs at the conference at registration	✓	✓	
BANNER at Registration indicating Platinum Sponsor	✓		
Company name/logo on Conference program	✓		
Company logo with hot link on FTR conference website	✓	✓	✓
Cost	\$7,500	\$5,000	\$2,500

À la carte

Individual Sponsorship Opportunities

(Logo to be displayed at location of event and included in sponsor listing with the program)

Hospitality:

1a. Hospitality Room (Open for Day 1 registration, Day 1 evening, Day 2 evening)	\$500	<input type="checkbox"/>
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Golf:

2a. Golf Package: Closest to the Pin and Longest Drive	\$250	<input type="checkbox"/>
2b. Golf Refreshment Cart	\$250	<input type="checkbox"/>

Meals & Receptions:

3a. Day 1 Reception	\$500	<input type="checkbox"/>
3b. Day 2 Breakfast	\$750	<input type="checkbox"/>
3c. Day 2 Lunch	\$750	<input type="checkbox"/>
3d. Day 2 Reception	\$750	<input type="checkbox"/>
3e. Day 3 Breakfast	\$750	<input type="checkbox"/>
3f. Day 3 Lunch	\$500	<input type="checkbox"/>

Breaks/Refreshments:

4a. Day 2 morning	\$250	<input type="checkbox"/>
4b. Day 2 afternoon	\$250	<input type="checkbox"/>
4c. Day 3 morning	\$250	<input type="checkbox"/>
4d. Day 3 afternoon	\$250	<input type="checkbox"/>

Sessions:

5a. Economic Outlook	\$250	<input type="checkbox"/>
5b. Transportation Overview	\$250	<input type="checkbox"/>
5c. Trucking Freight Outlook	\$250	<input type="checkbox"/>
5d. Rail Freight Outlook	\$250	<input type="checkbox"/>
5e. Air Freight Outlook	\$250	<input type="checkbox"/>
5f. Water Freight Outlook	\$250	<input type="checkbox"/>
5g. Legislative Update	\$250	<input type="checkbox"/>
5h. Shipper Environment	\$250	<input type="checkbox"/>
5i. Rail Equipment Outlook	\$250	<input type="checkbox"/>
5j. Commercial Vehicle Equipment Outlook	\$250	<input type="checkbox"/>

Other Items:

6a. Lanyards -- 350 "Bulldog Clip" style lanyards to be supplied by Sponsor	\$300	<input type="checkbox"/>
6b. USB Flash Drive -- Logo on one side of the Flash Drive. Flash Drive will include a copy of all the conference presentations.	\$1,000	<input type="checkbox"/>

Sponsorships Order Form



www.frassociates.com

Packages: Platinum \$7,500 Gold \$5,000 Silver \$2,500

or

À la carte

Hospitality:

1a. \$500

Golf:

2a. \$250

2b. \$250

Meals & Receptions:

3a. \$500

3b. \$750

3c. \$750

3d. \$750

3e. \$750

3f. \$500

Breaks/Refreshments:

4a. \$250

4b. \$250

4c. \$250

4d. \$250

Sessions:

5a. \$250

5b. \$250

5c. \$250

5d. \$250

5e. \$250

5f. \$250

5g. \$250

5h. \$250

5i. \$250

5j. \$250

Other Items:

6a. \$300

6b. \$1,000

Name: _____ Title: _____

Company: _____

Street Address: _____

City/State/Zip: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email Address: _____

Website: _____

Signature: _____

Payment Information:

Please Bill Me

Mastercard

Visa

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Discover

Card Number: _____ Exp Date: _____

Cardholder's Name: _____

Signature: _____

Please Fax or Email Completed form to:

sponsor@frassociates.com

Fax: 877-222-9060

Questions:

888-988-1699 ext. 77

sponsor@frassociates.com