



2023 Mid-America Trucking Show

Event Schedule

Last Updated: 03/27/2023

Thursday - March 30

VIP Hours 10:00 AM - 1:00 PM | Show Hours 1:00 PM - 6:00 PM

8:00 AM - 10:00 AM	VIP EXECUTIVE BREAKFAST (Requires Pre-Registration) Presented By: Bosch, Schneider National, Tenstreet, and Amazon Web Services	South Wing Meeting Room B103
10:00 AM - 6:00 PM	PKY Truck Beauty Championship	Lot J Behind West Wing
12:00 PM - 1:00 PM	FMCSA Updates Presented By: Federal Motor Carrier Safety Administration	B104 - ProTalks Theater
12:15 PM - 12:45 PM	Implementing Technology to Reduce Distracted Driving and Maintain Privacy Presented By: Safe Fleet / RVS	East Hall - ProTalks Stage
1:00 PM - 1:45 PM	(EV) Planning for the Future of Fleets Presented By: Autel Energy	East Hall - ProTalks Stage
1:15 PM - 1:45 PM	Leveraging Data to Build a Safer, More Profitable Fleet Presented By: Central Analysis Bureau	B104 - ProTalks Theater
2:00 PM - 2:30 PM	Choose Your Destination With Amazon Presented By: Amazon	B104 - ProTalks Theater
2:00 PM - 2:45 PM	Three Truck Drivers Achieving 10+ MPG Presented By: NACFE	East Hall - ProTalks Stage
2:45 PM - 3:45 PM	How to Negotiate With a Broker Presented By: Truckstop	B104 - ProTalks Theater
3:00 PM - 3:45 PM	Getting to 100 Trucks: How I did it and You Can Too Presented By: Toro TMS	East Hall - ProTalks Stage
4:00 PM - 4:45 PM	If Your Fleet is Without the Convenience to Convert to EV, How Do You Thrive With Your Current Diesel Equipment Today & Into the Future? Presented By: Global Energy Research & Development Inc	B104 - ProTalks Theater
4:00 PM - 4:45 PM	How To Leverage Your ELD System to Reduce Driver Turnover Presented By: Integrated Communications	East Hall - ProTalks Stage
4:00 PM - 10:00 PM	Truck Parking Community Presented By: TravelCenters of America & Caterpillar	Off-Site Truck Parking
5:00 PM - 6:00 PM	Moving Beyond Crisis Recruiting Presented By: Randall Reilly	B104 - ProTalks Theater
5:00 PM - 6:00 PM	How to Eliminate Hidden Process Costs in Your Fleet Operations Presented By: BeyondTrucks	East Hall - ProTalks Stage
6:00 PM - 7:30 PM	Opening Reception Presented By: OOIDA & Triumph	South Lobby A
8:00 PM - 9:30 PM	PKY Light Show	Lot J Behind West Wing

EXHIBIT MANAGEMENT ASSOCIATES, INC.

1404 Browns Lane, Suite E ■ Louisville, Kentucky 40207 ■ 502.899.3892 ■ 800.626.2370 ■ Fax: 502.899.3952



Friday - March 31

Show Hours 10:00 AM - 6:00 PM

10:00 AM - 11:00 AM	FMCSA Broker Listening Session Presented By: Federal Motor Carrier Safety Administration	B104 - ProTalks Theater
10:00 AM - 10:30 AM	Solving Factoring: How Blockchain Settlement Can Save up to \$30K in Net Revenue Per Truck, Per Year Presented By: TruckCoinSwap (TCS)	East Hall - ProTalks Stage
10:00 AM - 6:00 PM	PKY Truck Beauty Championship	Lot J Behind West Wing
10:45 AM - 11:30 AM	Using Technology to Increase Profitability (and Save Hours During the Work Week) Presented By: Loadsmart	East Hall - ProTalks Stage
11:15 AM - 12:15 AM	Task Force Movement Government Panel Discussion Presented By: FASTPORT	B104 - ProTalks Theater
11:45 AM - 12:15 PM	Truckload Market Update Presented By: DAT Freight & Analytics	East Hall - ProTalks Stage
12:30 PM - 1:30 PM	How Synthetic Oils & Other Lubricants Help Improve Fuel Economy and Reduce Costs Presented By: Shell Rotella	B104 - ProTalks Theater
12:30 PM - 1:30 PM	Getting Better Rates With Brokers Presented By: RPM Masters	East Hall - ProTalks Stage
1:45 PM - 2:45 PM	Partners in Business: Owner-operator Business Performance Benchmarking and Q&A with Overdrive and ATBS Presented By: Randall Reilly	B104 - ProTalks Theater
1:45 PM - 2:30 PM	Leveraging Broker Relationships to Get Higher Rates Presented By: DAT Freight & Analytics	East Hall - ProTalks Stage
2:45 PM - 3:45 PM	Getting Paid in 2023 Presented By: Triumph	East Hall - ProTalks Stage
3:00 PM - 4:00 PM	How to Organize Your Business for More Profit Presented By: Truckstop	B104 - ProTalks Theater
4:00 PM - 4:45 PM	The Rise of Collaborative Trucking Presented By: Rose Rocket	East Hall - ProTalks Stage
4:00 PM - 10:00 PM	Truck Parking Community Presented By: TravelCenters of America & Caterpillar	Off-Site Truck Parking
4:15 PM - 4:45 PM	FREE Ways to Retain Your Drivers Presented By: St. Christopher Truckers Fund	B104 - ProTalks Theater
5:00 PM - 6:00 PM	One-Stop Solution for Truck Energy Storage System Presented By: Huizhou RoyPow Technology Co., Ltd.	B104 - ProTalks Theater
5:00 PM - 6:00 PM	Learn and Apply, Learn and Adjust Presented By: Trucking Solutions Group	East Hall - ProTalks Stage
7:30 PM - 9:30 PM	MATS Concert Presented By: DAT Freight & Analytics	Freedom Hall - Kentucky Expo Center

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Saturday - April 1

Show Hours 9:00 AM - 4:00 PM

9:00 AM - 9:45 AM	Learn How YOU Can Take Control of Your Obesity, Diabetes, and Depression Presented By: CDL Drivers Unlimited, Inc.	B104 - ProTalks Theater
9:00 AM - 9:30 AM	Fitness on the Go: 4 Simple Ways to Improve Your Health Living Over The Road Without Complicated Exercises Presented By: Mother Trucker Yoga	East Hall - ProTalks Stage
9:00 AM - 4:00 PM	PKY Truck Beauty Championship	Lot J Behind West Wing
9:45 AM - 10:45 AM	Dealing with Brokers Presented By: OOIDA	East Hall - ProTalks Stage
10:00 AM - 10:45 AM	Weathering The Storm: Navigating Thru The Ups and Downs As An Owner/Operator Presented By: Innovative Logistics Group	B104 - ProTalks Theater
10:00 AM - 12:00 PM	PKY Awards Ceremony	South Wing Conference Room B102
11:00 AM - 11:30 AM	The Power of Reviews Presented By: CarrierSource	B104 - ProTalks Theater
11:00 AM - 11:45 AM	The Flow of Money In Trucking Presented By: Truck N Hustle	East Hall - ProTalks Stage
11:45 AM - 12:15 PM	How To Protect Your Business From Hackers Presented By: The Secure Trucker	B104 - ProTalks Theater
12:00 PM - 12:45 PM	Social Media Class On Helping Trucking Company's Boost Their Reach On Social Media For Free Presented By: Mutha Trucker / Big Rig Tees	East Hall - ProTalks Stage
12:30 PM - 1:30 PM	You Just Need It Presented By: Innovation Tire	B104 - ProTalks Theater
1:00 PM - 1:30 PM	Let's Get Digital: How Drivers Use New Mobile Apps to Save Time and Money Presented By: Relay Payments	East Hall - ProTalks Stage
1:15 PM - 2:00 PM	Digital Load Execution Presented By: Konexial	B104 - ProTalks Theater
1:45 PM - 2:15 PM	Inspiration and the Trucking Family Presented By: Trucker Down LLC	East Hall - ProTalks Stage
2:15 PM - 3:00 PM	Pothole Pitfalls; Rising Above the Challenges Presented By: Women Road Warriors	B104 - ProTalks Theater
3:15 PM - 4:00 PM	Human Trafficking 101 Presented By: Truckers Against Trafficking	B104 - ProTalks Theater
3:30 PM - 4:00 PM	Fighting Back Against Double Brokers Presented By: Trucking 101	East Hall - ProTalks Stage
4:00 PM - 10:00 PM	Truck Parking Community Presented By: TravelCenters of America & Caterpillar	Off-Site Truck Parking
5:00 PM - 8:00 PM	MAC Trailer Winter Nationals Championship Pulling Event Presented By: Mid-America Trucking Show & MAC Trailers	Freedom Hall, Kentucky Expo Center

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