



get tough

LCT EASTERN CONFERENCE

October 7-8, 2009

Mohegan Sun , Uncasville, CT



attendee planning GUIDE

The LCT Eastern Conference has it all - exhibits, intensive breakout sessions, general sessions taught by the experts, networking events and parties all PACKED into two days! All this can be pretty tough to navigate, but don't worry we've got you covered! We know your time is valuable, so we've created this planning guide to help you quickly organize your thoughts . Take a minute to complete this packet and bring it with you to LCT East. Use this guide to ensure you get the most out of your attendance and reach your personal goals.

"The shows are a fantastic return on investment and a must for anyone who is committed to the success of their own company."

-Christopher Quinn, Corporate Transportation Solutions, Sacramento, California

Schedule of EventsCheck which sessions and events you want to attend.

Registration MatrixCompare the matrix to your schedule selections and choose the Registration Option that is right for you.

Goals & ObjectivesMake a list of what you want to achieve at LCT East including "pains" you face in your business, areas you want to improve, and places you want to learn to save money.

People to MeetReview the Attendee Roster and select the ones you want to link up with at the show.

Exhibitors to VisitCheck the exhibitor list and be sure to note all the products and services you want to see in the Exhibit Hall.

TravelCheck off the little details like hotel and flight reservations in this section.

! Need help? If you need help planning your trip, please call us at (310) 533-2576. We would be glad to assist you. If you need somebody to help you onsite, grab any LCT staff or NLA board member.

Share your thoughts. We want to know your goals and what you want to achieve at LCT East. If you would like to share yours to help us understand your needs, please fax a copy of your guide to (310) 533-2511. All information is confidential.

Tough Times Don't Last. Tough People Do.



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SCHEDULE DAY ONE

Need more information? Visit www.LCTEAST.com for event descriptions and speaker information.

WEDNESDAY, OCTOBER 7

START	END	EVENT
7:00am	- 8:00pm	Registration
7:00am	- 9:00am	Coffee Break
7:30am	- 8:45am	<input type="checkbox"/> First Timers' Breakfast - A Must for Newbies! Make sure you are signed up to attend this event, reservations are required. You can RSVP with your LCT East registration or add it to your existing registration by calling (817) 635-0302. <i>Session is limited to 75 attendees. Reservations are required. You must be a first time attendee of the LCT Eastern Conference to attend. Suppliers do not qualify.</i>
		Sponsored by  FLEET LIMOUSINE & LIVERY VEHICLES
9:00am	- 10:00am	Sessions Set 1: KICK-BUTT SALES TRAINING (Choose One) <ul style="list-style-type: none"> <input type="checkbox"/> Fundamental Selling Techniques for the Neophyte Sales Person <input type="checkbox"/> Selling to Major Accounts: A Strategic Approach <input type="checkbox"/> Show me the Money! The Best Growth Markets to Chase Now!
10:10am	- 11:10am	Sessions Set 2: TOOT-YOUR-OWN-HORN-LIKE-NO-OTHER! ADVERTISING STRATEGIES THAT BOOST BUSINESS (Choose One) <ul style="list-style-type: none"> <input type="checkbox"/> Case for Advertising in a Recession: Do not cut here! Inexpensive Ways to Attract New Customers <input type="checkbox"/> Pricing Strategies - Cool Limo Packages That Sell: and Other Ways to Keep Rates Up and Book More Business
11:20am	- 12:20pm	Sessions Set 3: CREATING GREAT BUZZ: CUSTOMER CARE THAT INCREASES LOYALTY (Choose One) <ul style="list-style-type: none"> <input type="checkbox"/> Chauffeur Customers' Care - Dozens of Ideas to Keep in Close Touch with Your Customers (Now More than Ever!) <input type="checkbox"/> Creating The WOW Factor: Differentiate with Enhancements to Your Services That No One Else Knows About

Can't choose? Consider bringing another representative from your company. You can swap information



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SCHEDULE DAY ONE

WEDNESDAY, OCTOBER 7 (CONT'D)

START	END	EVENT
1:00pm	- 4:00pm	<input type="checkbox"/> Affiliate Speed Meet Modeled after the modern speed-dating phenomenon, the Affiliate Speed Meet will be a quick-fire introduction between networks and operators looking for referral business. Meet the perfect match for your business needs! We will be signing interested attendees up for the Affiliate Speed Meet onsite only on a first-come first-served basis. <i>Full Show Passes & One Day Wednesday Passes only. Suppliers, Exhibitors, and Exhibit Hall Only attendees are not permitted.</i> <p style="text-align: right;"><i>Sponsored by</i>  LIMOS.COM <small>THE BEST RIDES WORLDWIDE</small></p>
1:00pm	- 4:00pm	<input type="checkbox"/> Sessions Set 4: ASK THE EXPERTS!
1:30pm	- 5:30pm	<input type="checkbox"/> Defensive Driving & Emergency Medical In and Around the Vehicle (Separate Fee Required) Bring your chauffeurs in for the day! We will discuss the driver's role and responsibilities in the transportation field. And hear how to develop a medical plan and what medical emergencies drivers should be trained to deal with while on the job.
4:15pm	- 5:30pm	<input type="checkbox"/> General Session: NLA Legislative/Regulatory Update: What You Must Know to Protect Your Business
4:15pm	- 5:30pm	<input type="checkbox"/> General Session: What's Up Canada? The First Ever Report on the Industry's Fastest Growing Global Market
5:30pm	- 8:00pm	<input type="checkbox"/> Exhibit Hall Opening & Networking Reception Exhibit hours with flair! Kick-off the show floor at this Ford sponsored reception. They're loosening you up to buy, so grab a drink while you shop the floor. Find out who has the best wheels and the best deals, catch up with your current vendors and see what's new for 2010. <p style="text-align: right;"><i>Sponsored by</i>  FLEET <small>LIMOUSINE & LIVERY VEHICLES</small></p>
9:30pm	- 12:30am	<input type="checkbox"/> Party! Wastin' Away in Margaritaville Let off steam or relax in this brand new tropical-themed bar & restaurant by Jimmy Buffet.
12:30am	- ?	<input type="checkbox"/> After Hours Suite Party Last call is 12:30, but if you're not ready to hit the hay, stop by the only place to get a cocktail after hours.



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SCHEDULE DAY TWO

THURSDAY, OCTOBER 8

START	END	EVENT
8:00am	- 3:00pm	Registration
8:00am	- 9:00am	Limos.com East Coast Road Show
8:00am	- 9:00am	Coffee Break
9:00am	- 10:00am	Sessions Set 5: BUSINESS ENHANCEMENT SKILLS TRAINING (Choose One) <ul style="list-style-type: none"> <input type="checkbox"/> Managing Chaos: Tools to Set Priorities and Make Decisions Under Pressure <input type="checkbox"/> Developing Your Emotional Intelligence <input type="checkbox"/> How to Respond to RFP's Efficiently - and Get the Job
10:10am	- 11:10am	<input type="checkbox"/> General Session: Economics - Doing Business in the New Normal
11:10am	- 12:10pm	<input type="checkbox"/> Keynote Presentation: Presented by Jon L. Luther, Executive Chairman of the Board, Dunkin' Brands <div style="text-align: right; margin-top: 10px;">  Sponsored by <u>LIMOUSINE & LIVERY VEHICLES</u> </div>
12:10pm	- 3:30pm	<input type="checkbox"/> Exhibits
3:30pm	- 4:30pm	Sessions Set 6: SOMETHING FOR EVERYONE! (Choose One) <ul style="list-style-type: none"> <input type="checkbox"/> Bus Management Finesse: A Panoramic View <input type="checkbox"/> Association Presidents' Briefing and Discussion Forum: All Invited! <input type="checkbox"/> Web Optimization: How to Make it Work for Your Company

 **Can't choose?** Consider bringing another representative from your company. You can swap information



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REGISTRATION MATRIX



What type of pass is right for you?

Compare the events you checked off to the matrix below to ensure you have access.

	Full Show Pass BEST VALUE	One Day Pass-Wednesday	One Day Pass-Thursday	Exhibit Hall Only	Supplier	Exhibitor	Exhibitor Hall Only	Chauffeur Training Course
Wednesday, October 7								
First Timers' Breakfast	✓	✓						
Coffee Break	✓	✓			✓	✓		
Sessions Set 1: Kick-Butt Sales Training	✓	✓			✓	✓		
Sessions Set 2: Advertising Strategies That Work	✓	✓			✓	✓		
Sessions Set 3: Customer Care that Increases Loyalty	✓	✓			✓	✓		
Lunch Wednesday	✓	✓		✓	✓	✓	✓	✓
Affiliate Speed Meet	✓	✓						
Sessions Set 4: Ask the Experts!	✓	✓			✓	✓		
Defensive Driving Course								✓
General Session: NLA Legislative/Regulatory Update	✓	✓			✓	✓		
General Session: What's Up Canada	✓	✓			✓	✓		
Exhibit Hall Opening & Networking Reception	✓	✓		✓	✓	✓	✓	✓
Party! Wastin' Away in Margaritaville	✓	✓			✓	✓		
After Hours Suite Party	✓	✓			✓	✓		
Thursday, October 8								
Sessions Set 5: Business Enhancement Skills Training	✓		✓		✓	✓		
General Session: Economics	✓		✓		✓	✓		
Keynote by Jon Luther	✓		✓		✓	✓		
Exhibits	✓		✓	✓	✓	✓	✓	✓
Lunch Thursday	✓		✓	✓	✓	✓	✓	✓
Sessions Set 6: Something for Everyone!	✓		✓		✓	✓		



Need Help? Call LCT East customer service at (310) 533-2576



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GOALS AND OBJECTIVES

Be Proactive. Think of LCT East as an investment. Making a plan will get you the most for your money!

List the main problems (pains) facing your business today.

Look at your balance sheets, where do you overspend? List the top items on which you can cut costs.

Here are some GENERAL goals you can achieve at LCT East

- Increase referral business
- Take advantage of the networking events
- Learn the who's who before you get there
- Call ahead and plan meetings with strategic targets
- Purchase a Full Show Pass and get there early to register for the Affiliate Speed Meet
- Find ways to cut costs on products and services
- Come prepared with current pricing for comparison
- Add your own: _____
- Add your own: _____
- Spend time on exhibitor websites prior to the show
- Break into niche markets
- Get wedding & prom business Ideas
- Learn how to leverage a motorcoach fleet in the charter and tour market
- Get ideas for inexpensive advertising
- Ask other operators how they are dealing with the current economy
- Add your own: _____
- Add your own: _____

In order of importance, list your top three SPECIFIC goals while attending LCT East and how you plan to reach them.

Examples:

Find an affiliate in Boston. Introduce myself to the Affiliate Manager of ABC Company..

Visit insurance providers in the exhibit hall to cut my costs by 10%.

Get the most bang for your buck. Review these at the show and when you get back to check your progress.



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PEOPLE TO MEET

Go to www.LCTEAST.com to view the current attendee roster (available September, 14th). Use the area below to make a note of those you want to meet. When you arrive onsite, ask any LCT staff or NLA board member to facilitate an introduction.

Company: _____
Contact: _____
City: _____ State: _____
Notes: _____

Complete:

Company: _____
Contact: _____
City: _____ State: _____
Notes: _____

Complete:

Company: _____
Contact: _____
City: _____ State: _____
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Company: _____
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City: _____ State: _____
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Complete:

Company: _____
Contact: _____
City: _____ State: _____
Notes: _____

Complete:



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PEOPLE TO MEET

More People to Meet

Company: _____
Contact: _____
City: _____ State: _____
Notes: _____

Complete:

Company: _____
Contact: _____
City: _____ State: _____
Notes: _____

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Contact: _____
City: _____ State: _____
Notes: _____

Complete:

Company: _____
Contact: _____
City: _____ State: _____
Notes: _____

Complete:



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EXHIBITORS TO MEET

Go to www.LCTEAST.com to view the current exhibitor list (starting July 1st). Use the area below to make a note of those you want to meet. Your Official Show Program will tell you exactly where in the Exhibit Hall you can find them.

Check the areas in which you are making purchasing decisions or changes right now.

- | | | |
|---|--|--|
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Stretch Limousine Fleet | <input type="checkbox"/> Website Look and Functionality |
| <input type="checkbox"/> GPS Technology | <input type="checkbox"/> Hybrid Vehicles | <input type="checkbox"/> Marketing Items |
| <input type="checkbox"/> Reservations & Dispatch | <input type="checkbox"/> Other Specialty Vehicles | <input type="checkbox"/> Advertising or Web Optimization |
| <input type="checkbox"/> Complete Limousine Management Software | <input type="checkbox"/> Aftermarket Parts & Accessories | <input type="checkbox"/> Fuel Cards |
| <input type="checkbox"/> Sedan Fleet | <input type="checkbox"/> Credit Card Processing | <input type="checkbox"/> Other: _____ |

Check the areas in which you are making purchasing decisions or changes in the next 12 months.

- | | | |
|---|--|--|
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Stretch Limousine Fleet | <input type="checkbox"/> Website Look and Functionality |
| <input type="checkbox"/> GPS Technology | <input type="checkbox"/> Hybrid Vehicles | <input type="checkbox"/> Marketing Items |
| <input type="checkbox"/> Reservations & Dispatch | <input type="checkbox"/> Other Specialty Vehicles | <input type="checkbox"/> Advertising or Web Optimization |
| <input type="checkbox"/> Complete Limousine Management Software | <input type="checkbox"/> Aftermarket Parts & Accessories | <input type="checkbox"/> Fuel Cards |
| <input type="checkbox"/> Sedan Fleet | <input type="checkbox"/> Credit Card Processing | <input type="checkbox"/> Other: _____ |

Check the areas you are looking to cut costs immediately.

- | | | |
|---|--|--|
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Stretch Limousine Fleet | <input type="checkbox"/> Website Look and Functionality |
| <input type="checkbox"/> GPS Technology | <input type="checkbox"/> Hybrid Vehicles | <input type="checkbox"/> Marketing Items |
| <input type="checkbox"/> Reservations & Dispatch | <input type="checkbox"/> Other Specialty Vehicles | <input type="checkbox"/> Advertising or Web Optimization |
| <input type="checkbox"/> Complete Limousine Management Software | <input type="checkbox"/> Aftermarket Parts & Accessories | <input type="checkbox"/> Fuel Cards |
| <input type="checkbox"/> Sedan Fleet | <input type="checkbox"/> Credit Card Processing | <input type="checkbox"/> Other: _____ |

Don't forget to bring: Current pricing you are looking to beat, existing insurance coverage overviews, and bank statements if you would like to receive funding onsite.

Exhibitors to Visit in the Exhibit Hall

Company: _____
 Contact: _____
 Product: _____
 Price Needed: _____
 Notes: _____

 Complete:

Company: _____
 Contact: _____
 Product: _____
 Price Needed: _____
 Notes: _____

 Complete:

Company: _____
 Contact: _____
 Product: _____
 Price Needed: _____
 Notes: _____

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Company: _____
 Contact: _____
 Product: _____
 Price Needed: _____
 Notes: _____

 Complete:



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EXHIBITORS TO MEET

More Exhibitors to Visit in the Exhibit Hall

Company: _____
Contact: _____
Product: _____
Price Needed: _____
Notes: _____

Complete:

Company: _____
Contact: _____
Product: _____
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Company: _____
Contact: _____
Product: _____
Price Needed: _____
Notes: _____

Complete:



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TO DO LIST & TRAVEL GUIDE

To Do List

- Register to attend. Visit LCTEAST.com. Discounts end **September 14th**.
- Book hotel room at Mohegan Sun by calling (877)664-3426. The discount rate of \$222 per night ends **September 14th**.
- Make travel arrangements. Visit LCTEAST.com for information on surrounding airports and transportation options
- Finish your planning guide!

If you are FLYING in here is when you should plan to arrive and depart.

If You Purchased a:

Plan to Arrive at Mohegan Sun by:

Plan to Depart Mohegan Sun:

Full-Show Pass

Tuesday, October 6th
Great sessions start early Wednesday morning.

Anytime after 5:30 pm on Thursday October 8
Breakout sessions are planned right up until 4:30pm with a reception to follow.

One Day Only Wednesday Pass

Tuesday, October 6th
Great sessions start early Wednesday morning.

Anytime on Thursday October 8
Plan to stay the night, there are some great evening events on the schedule.

One Day Only Thursday Pass

Wednesday, October 7th
Great sessions start early Thursday morning.

Anytime after 5:30 pm on Thursday October 8
Breakout sessions are planned right up until 4:30pm with a reception to follow.

Exhibit Hall Only Pass

Wednesday October 7th by 5:00 pm
The Exhibits kick off at 5:30pm with the Opening Reception. Arrive even earlier to take advantage of lunch at 12:20pm.

Anytime after 3:30 pm on Thursday October 8
Don't leave early, exhibitors will be making the best deals in the final hour.

Exhibitor Badge

Tuesday, October 6th
Move-in starts bright and early on Wednesday at 8:00am. Get started early for a smooth move-in.

Anytime after 4:00 pm on Thursday October 8
You are not permitted to start taking down your booth until 3:30pm, so make your flight reservations accordingly.

If you are DRIVING in here is when you should plan to arrive and depart.

If You Purchased a:

Plan to Arrive at Mohegan Sun by:

Plan to Depart Mohegan Sun:

Full-Show Pass

Wednesday, October 7th by 8:30am
Great sessions start early Wednesday morning. If you are signed up for First Timers' Breakfast, make sure to get there by 7:15am.

Anytime after 5:30 pm on Thursday October 8
Breakout sessions are planned right up until 4:30pm with a reception to follow.

One Day Only Wednesday Pass

Wednesday, October 7th by 8:30am
Great sessions start early Wednesday morning. If you are signed up for First Timers' Breakfast, make sure to get there by 7:15am.

Anytime on Thursday October 8
Plan to stay the night, there are some great evening events on the schedule.

One Day Only Thursday Pass

Thursday, October 8th by 8:30am
Great sessions start early Thursday morning. Arrive early to pick-up your badge before the sessions.

Anytime after 5:30 pm on Thursday October 8
Breakout sessions are planned right up until 4:30pm with a reception to follow.

Exhibit Hall Only Pass

Wednesday October 7th by 5:00 pm
The Exhibits kick off at 5:30pm with the Opening Reception. Arrive even earlier to take advantage of lunch at 12:20pm.

Anytime after 3:30 pm on Thursday October 8
Don't leave early, exhibitors will be making the best deals in the final hour.

Exhibitor Badge

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