

# your new REALITY

STARTS ON 01.25.10

**INTERNATIONAL** LIMOUSINE, CHARTER & TOUR SHOW

january 25-27, 2010

venetian & palazzo resort hotel casinos

las vegas

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LIMOUSINE & LIVERY VEHICLES



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THE BEST RIDES WORLDWIDE

**FULL SHOW SCHEDULE AND MORE INSIDE** ▶

**REGISTER TODAY!**

Visit [www.LCTSHOW.com](http://www.LCTSHOW.com) or call  
(800) 576-8788 for more information.



# GET REAL, TAKE ACTION,

INTERNATIONAL  
**LCT**  
SHOW 2010

Effort only fully releases  
its reward after a  
person refuses to quit.

—NAPOLEON HILL, AUTHOR, *"THINK AND GROW RICH"*



# COMMIT TO WINNING.



To Limousine, Charter & Tour Operators,

If you're reading this note, congratulations. You've survived the worst economic crisis in the history of this industry!

Now? Let's get back to the business of making money. The International Limousine, Charter & Tour Show is coming up and you must attend and hear firsthand how to make 2010 a successful year.

This year, no excuses allowed. You're not off the hook because of the size of your fleet, or because you can't figure out how your phones will be answered while you're away. The LCT Show may require an upfront investment in time and money, but when all is said and done, that is all it is – an investment. The operational time you will save from learning how to run more efficiently will replace your show investment within the first month back to your office. I guarantee it. You just have to ask any of our 3,000+ show attendees why they come to Las Vegas. They will tell you how the increase in sales through referral work (only available at the LCT Shows) increased their profits from 10-50 percent.

There's a great quote by French author Francois De La Rochefoucauld that goes, "Nothing is impossible; there are ways that lead to everything, and if we had sufficient will we should always have sufficient means. It is often merely for an excuse that we say things are impossible."

The International Show had more than 600 first-time operators in attendance in 2009 in addition to attracting virtually every seasoned pro in the marketplace worldwide.

You absolutely WILL NOT regret coming to the International LCT Show in January. In tough economic times it comes down to survival of the fittest. This event is critical to your lifeline.

The 2010 International LCT Show will show you the new reality, give you the tools to navigate through it, and as always help you get more business.

Sincerely,  
Sara Eastwood-McLean  
LCT Publisher & Show Chair

or call (800) 576-8788 for the latest information.

# SURVIVE IS TO STAY ALIVE.

## HOW YOUR LCT SHOW INVESTMENT PAYS:



### You will generate SALES LEADS!

#### **NEW** Affiliate Speed Meets – FREE TO FULL SHOW REGISTRANTS!

##### **International Affiliate Speed Meet**

Tuesday, January 26 · 2:00pm - 4:00pm

*The Speed Meet will be a quick-fire introduction between networks and operators from around the globe.*

##### **U.S. Affiliate Speed Meet**

Wednesday, January 27 · 11:00am - 1:00pm

*All network hosts will be U.S.-based companies.*

Sponsored by 

**LIMOS.COM**

THE BEST RIDES WORLDWIDE

Get the full details at [www.LCTSHOW.com/speed](http://www.LCTSHOW.com/speed)



### Two Keynote Presentations!

#### **Joe Theismann**

*Former Washington Redskins  
Quarterback Presents  
"Challenge of Change"*

Monday, January 25  
3:30pm - 4:30pm

#### **Mike Jensen**

*Emmy Award-winning Economic  
Correspondent Presents  
"What Lies Ahead in a  
Turbulent  
Economic Era"*

Wednesday, January 27  
9:00am - 10:00am

### You will hear first-hand information on where to find the best available business opportunities this year!

#### **Exclusive State of the Industry & Market Trend Report**

Monday, January 25 · 3:00pm - 3:30pm

As one of the most anticipated traditions at the Int'l LCT Show, the State of the Industry brings operators up to date on the latest stats and market figures for the limousine, charter & tour industries.

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THE BEST RIDES WORLDWIDE

**REGISTER NOW**  
**WWW.LCTSHOW.COM**

Defeat never comes to any man until he admits it.

-JOSEPHUS DANIELS, FORMER SECRETARY OF THE NAVY





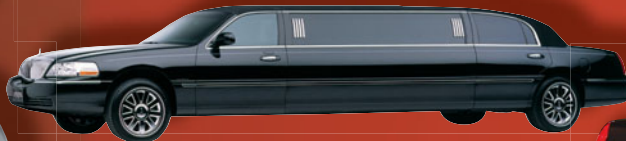
# The World's Largest Combined Limousine and Bus Show!

Save time by evaluating virtually every product and service in the market in the same location. If you think you know all the vendors you need to know, think again. There's a new world of companies offering products and services you CANNOT AFFORD TO MISS!

If you are new to the LCT Show, this one-stop shop with competing suppliers just a few feet away from each other lets you leverage the show floor to get the best deals on everything you need now and in the future. It's a buyers market, so cash in!

- Free product demonstrations – learn how new technology works!
- Free vehicle evaluations – see every make and model inside and out!
- Get face time with vendors and get your questions answered immediately!

Full exhibitor list available online at [www.LCTSHOW.com](http://www.LCTSHOW.com)



## Travel Information

### Venetian & Palazzo Resort Hotel Casinos (LCT Headquarters Hotel)

In the heart of the world famous LAS VEGAS STRIP!

### Book Your Room Early!

The Int'l LCT Show has secured a special discounted rate of \$209 per night, available only until January 2, 2010. Please call (877) 283-6423 or book online at [www.LCTSHOW.com](http://www.LCTSHOW.com).

Reference: International LCT Show



Visit the new and improved [www.LCTSHOW.com](http://www.LCTSHOW.com)

# Show Schedule Snapshot

## SUNDAY, JANUARY 24

1:00pm - 5:00pm **Early Arrival Registration - Avoid the Lines!**

## MONDAY, JANUARY 25

7:30am - 8:00pm **Registration**

### PRE-SHOW ACTIVITIES

9:00am - 11:30am **Customer Service Boot Camp**

**Part I:** Truly Distinctive Customer Service: How to Devise Your Own One-of-Kind Program

**Part II:** Making it Happen! A Departmental Game Plan for Implementing Customer Service

9:00am - 10:15am **NLA International Operators Welcome Reception**

10:00am - 11:20am **5th Annual NLA Women Entrepreneurs' Forum**

11:30am - 12:15pm **First Timers' Orientation**

1:15pm - 2:30pm **NLA Membership Meeting**

### OFFICIAL START OF THE INTERNATIONAL LCT SHOW

3:00pm - 3:30pm **State of the Industry, Market Trend Report**

3:30pm - 4:30pm **Keynote Presentation by Joe Theismann "Challenge of Change"**

4:45pm - 7:30pm **Exhibits Open**

9:00pm - 12:00am **Exhibitor Sponsored Opening Bash**  
**Survivor: Outlaugh, Outplay, Outdance**

## TUESDAY, JANUARY 26

7:00am - 6:00pm **Registration**

8:00am - 10:00am **Coffee Break**

9:00am - 10:20am **Workshops, Set I**

**Financial - Basic:** How to Write a Bulletproof Business Plan (Plus a Budget You Can't Shoot Holes Through)  
*Presented by Tom Miller, Regency Global Transportation*

**Financial - Advanced:** Mergers, Acquisitions, Sales: How to Get and Make the Deal You Crave  
*Presented by William J. Stieren, Allied Business Intermediary International*

**All Yours for the Asking!** An Open Forum with Three LCT Operators of the Year (I)  
*Moderator: Scott Solombrino, Dav El Chauffeured Transportation Network*  
*Panelists: Neil Goodman, Aventura Worldwide Transportation Service; Deena Papagni, A Touch of Class and Chris Quinn, Corporate Transportation Solutions*

10:30am - 11:50am **Workshops, Set II**

**Sales & Marketing - Basic:** Sell More! Lessons from Acclaimed Dale Carnegie Pro John Rodgers  
*Presented by John Rodgers, Dale Carnegie Training*

**Sales & Marketing - Advanced:** Forget the Box! It's Out-of-the-Box Growth Strategies That Count Now  
*Presented by Sara Eastwood-McLean, LCT Magazine*

**All: Yours for the Asking!** An Open Forum with Three LCT Operators of the Year (II)  
*Moderator: George Jacobs, Windy City Limousine*  
*Panelists: Eric Devlin, Premier Transportation Service of Dallas; Susie Martin, Stardust Cruises Limousine Service and Michael Solomon, USA Transportation*

12:00pm - 1:00pm

**Lunch on the Show Floor**

12:00pm - 5:00pm

**Exhibits Open**

2:00pm - 4:00pm

**International Affiliate Speed Meet**

6:00pm - 6:30pm

**Industry Awards First Timers' Only Pre-Reception**

6:30pm - 9:00pm

**Industry Awards Gala "Dancing with the Stars"**

## WEDNESDAY, JANUARY 27

7:00am - 3:00pm **Registration**

8:00am - 10:00am **Coffee Break**

9:00am - 10:00am

**Keynote Presentation by Mike Jensen "What Lies Ahead in a Turbulent Economic Era"**

10:00am - 11:00am

**Brunch on the Show Floor**

10:00am - 2:00pm

**Exhibits Open**

11:00am - 1:00pm

**U.S. Affiliate Speed Meet**

2:10pm - 3:30pm

**Workshops, Set III**

**Financial - Basic:** How to Simultaneously Maximize Profits, Reduce Expenses and Deliver Top-Notch Customer Service

**Financial - Advanced:** Financial Best Practices: Benchmarks for Sizing Up Your Operation  
*Presented by Charles Miraglia, Dav El Chauffeured Transportation Network and Stuart Rothstein, Smart Cars Worldwide*

**All: Emily Post Business Etiquette:** Handling Difficult Situations by Using a Five-Step Problem Solving Process  
*Presented by Peter Post, The Emily Post Institute*

3:40pm - 5:00pm

**Workshops, Set IV**

**Take Them Out to the Ball Game!** How to Attract and Acquire Sports Team Customers  
*Presented by George Jacobs, Windy City Limousine and Ron Sorci, Aventura World wide Transportation*

**How to Grow Your Business Profitably Online**  
*Presented by Doug Anderson, Limos.com*

**How to Partner with a Charter Company and Reap the Awards**  
*Presented by Darren Berg, MTR/Western*

This is just  
a snapshot of  
3 PACKED  
DAYS!



or call (800) 576-8788 for the latest information.

# GET INSPIRED.

Limousine, Charter & Tour Magazine  
Proudly presents an evening of

## *Dancing with the Stars*

Tuesday, January 26

6:00pm - 6:30pm  
Private Reception for First Timers

6:30pm - 9:00pm  
Gala and Awards  
(Private party at LAVO Nightclub immediately following.)

The staff of LCT requests your presence at our annual awards gala honoring the Operator of the Year and Association of the Year recipients.

Join us for a night of camaraderie, libations, dinner, and live entertainment - complete with big band sounds and professional dancers from a myriad of genres.

This evening includes a private after-hour party at LAVO Nightclub, the Palazzo's newest nightclub.

Separate fee required. See show registration for pricing. Cocktail attire suggested.

The best vision  
is INSIGHT.

-MALCOMB FORBES



3520 Challenger Street  
Torrance, CA 90503

**#1**  
Trade Show  
in the  
Limousine,  
Charter  
& Tour  
Industry