

Fleet & Asset Management USA 2011

November 16-17, 2011, Hotel Meliá, Atlanta, GA, USA

Fleet ICT is Now a Necessity: Create a Blueprint to Deliver Integrated Solutions for Enhancing Fleet Efficiency

- ▶ **GAIN A FASCINATING INSIGHT INTO COCA-COLA'S FMS STRATEGY:**
Hear directly from an end-user on how to align your fleet management systems with their needs. See which solutions such as feedback display systems are lowering fuel expenditure
- ▶ **CREATE A SYNERGY BETWEEN THE INSURANCE AND FLEET INDUSTRIES:** Understand how insurers are approaching commercial auto customers. Factor in driver behavior trends to develop services for each vehicle segment, from light duty to Class 8 trucks
- ▶ **DECODE FLEET INVESTMENT STRATEGIES:** Asses how private equity firms and MRM (mobile resource management) suppliers are continuing to build subscriber and technology market-share through strategic corporate acquisitions
- ▶ **THE ELECTRIFICATION OF FLEETS:** Get an inside view on the EV (electric vehicle) business case. Challenge perceptions such as battery life and range anxiety to see why companies are moving forward with green fleets
- ▶ **FMCSA SHEDS LIGHT ON EOBR MANDATE AND CSA INITIATIVE:**
Discuss the impact of EOBR (electronic on-board recorder) and CSA rules on the trucking sector and align your solutions in order to comply and avoid technological redundancy
- ▶ And many more sessions on fleet telematics topics such as **WIRELESS NETWORKS, SUPPLY CHAIN LOGISTICS, DATA MODELS, INTELLECTUAL PROPERTY, EMERGING MARKETS...**

Expert Speakers Include:

VOLVO



JOHN DEERE



Trimble



FP
FRANCISCO PARTNERS



GMAC
Insurance

TOWERS WATSON



DyKEMA

Coca-Cola Refreshments

FACT!

- ✓ 200+ Executive Delegates
- ✓ 25+ Expert Industry Speakers
- ✓ 15+ Business Focused Sessions
- ✓ 20+ Hours of Exclusive Networking
- ✓ In-depth Industry Case Studies
- ✓ Dynamic Panel Discussions

“ The event was extremely valuable - both inside during the presentation and with the external networking opportunities to make contacts. ”



GOLD SPONSOR:



USB KEY SPONSOR:



LANYARD SPONSOR:



CO SPONSORS:



GARMIN



Scan me for latest speaker additions and new sessions



Open Now to view the full conference programme, speaker line-up and registration info.
Visit www.telematicsupdate.com/fleet for all the latest announcements

Welcome to Fleet & Asset Management USA 2011

FLEET & ASSET MANAGEMENT TELEMATICS COMES OF AGE

Build a winning game plan to reap the rewards of the maturing commercial telematics market!

International shipments of commercial telematics equipment are set to rise from 1.94 million in 2011 to 6.43 million in 2016, with the North American market leading this surge. Driven by wider economic pressures, escalating fuel costs and strategic acquisitions, **the maturing US fleet telematics industry has reached a key tipping point.**

In this delicately balanced marketplace, standing still is not an option. Fleet & Asset Management USA 2011 is the essential forum for forming the key partnerships that will equip your business to capitalize on this potentially lucrative period in the market's evolution. **Don't get left behind.**

Fleet & Asset Management USA 2011 will cover **cutting edge topics** such as:

- ▶ Key acquisitions and investment in the fleet telematics market
- ▶ The vital role of telematics in the future of fleet and asset insurance

- ▶ Harnessing the power of fleet managers need for fuel management solutions
- ▶ Get the facts on developments in the US wireless network
- ▶ Ensure you understand complex IP and patent issues
- ▶ How government legislation is set to shape the industry
- ▶ Developing cost effective green fleet solutions

Plus many more incisive industry debates and exclusive presentations. **Open the brochure now to take a look!**

We have conducted **extensive and independent research** to ensure we have handpicked the speakers with the most insightful market analysis, innovative business models and game changing solutions. We have secured speakers from **Volvo, John Deere, Coca-Cola, Trimble, Verizon, AT&T, FMCSA** and many more.

The Fleet & Asset Management USA conference in November will be the most **up-to-date and indispensable business intelligence** forum dedicated to the fleet

and asset management telematics community. But of course, don't just take our word for it:

"The event was extremely valuable - both inside during the presentation and with the external networking opportunities to make contacts." **Ford**

"An outstanding opportunity to gain insightful knowledge on the MRM industry." **Garmin**

And **87% of previous attendees would recommend attending** the conference to meet fellow fleet and asset management executives.

Reserve your place amongst the industry elite today! Take full advantage of our early booking discounts via our website www.telematicsupdate.com/fleet or the registration form enclosed in this brochure.

The Fleet & Asset Management team looks forward to meeting you in Atlanta this November.

Kind regards,

Gareth Ragg
Conference Director
Telematics Update




TOP-LEVEL SPEAKERS INCLUDE:



Steve Saltzgeber,
Group Director, North American Business Unit,
Fleet Operations, **Coca-Cola**



Clem Driscoll,
Founder & Managing Partner,
C.J. Driscoll & Associates



Roger Dewey,
Managing Member,
M2MV



Richard Wallace, Director Transportation
Systems Analysis, **Centre for
Automotive Research**



Ash Hassib, VP & GM, Personal Auto,
Insurance Data Solutions,
LexisNexis



Deborah Freund, Senior Transportation
Specialist, **Federal Motor Carrier
Safety Administration
(FMCSA)**



Dave Huber,
Vice President Insurance Telematics,
GMAC Insurance



Andy Fishman,
Vice President,
Vector Capital



Mark Smith,
Vice President - Strategic Consulting,
GE Capital Fleet Services



Taso Zografos,
Program Manager,
SAIC



Scott McCormick,
President, **Connected Vehicle
Trade Association**



Doug Schumann,
Director of Strategic Initiatives, White Stag,
The Hartford



Matt Spetzler,
Principal,
Francisco Partners



Michael Stolarski,
Member - Intellectual Property,
Dykema Gossett



Bryn Fosburgh,
Sector Vice President,
Trimble

Contact the Telematics Update team at fleet@telematicsupdate.com or
(US tf) 1 800 814 3459 x 7585 or **(global) +44 (0) 207 375 7585**

Highlights at a Glance

JOIN THE INDUSTRY'S MOST INFLUENTIAL DECISION MAKERS

After months of independent carefully targeted research we have produced the most relevant and indispensable event in the annual commercial telematics calendar.

- ✓ **CUTTING EDGE INDUSTRY DEBATES:** Ensure that you are up to speed with the most current and relevant debates to influence the commercial telematics space. We have selected the industry's most knowledgeable thought leaders to equip you with the business intelligence to succeed in this extremely competitive market.
- ✓ **EXCLUSIVE CASE STUDIES:** We have secured some of the most influential OEMs and fleet operators in the space to share their blueprints for creating prestigious market leading brands and strategic partnerships. Hear from companies such as Volvo, John Deere and Coca-Cola plus many more in Atlanta.
- ✓ **MORE FLEETS THAN EVER BEFORE:** We have listened to you. This year we have worked hard to ensure that 2011 will see the greatest number of fleet operators in attendance to date. Through carefully selecting the largest and most influential fleets in the US, this year's conference will be the premiere forum for showcasing your business not only to the commercial telematics ecosystem but also directly to the end-users.

Group Discounts

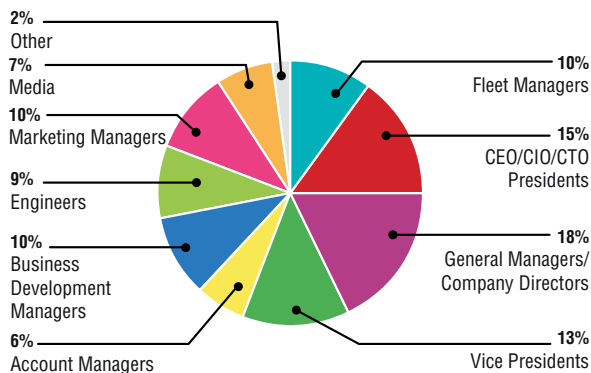
Why not make sure the whole office benefits from the conference's valuable intelligence and returns to work motivated with fresh ideas and a full contacts book.

Qualify for a group discount? Connect with our sales team on (US tf) 1 800 814 3459 x7585 and ask for a quote now!

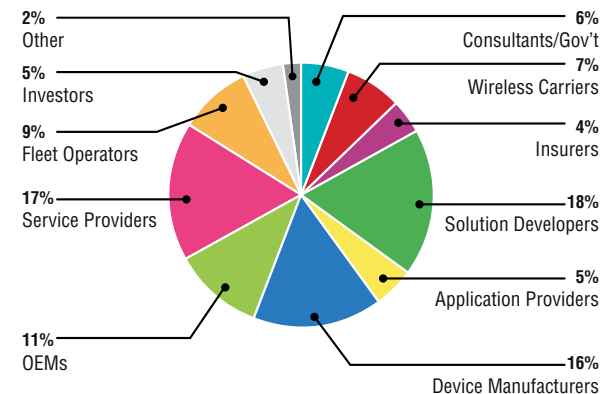
SEE WHO YOU WILL RUB SHOULDERS WITH

Last year's conference attracted over 200 top level industry executives. This year's event is set to be even bigger and better than ever before. Meet, network and do business with the most influential thought leaders and decision makers in the commercial telematics space. Check out our prestigious attendee breakdown below:

ATTENDEES BY JOB TITLE



ATTENDEES BY INDUSTRY SECTOR



OUR GUARANTEE!

WE GUARANTEE THAT YOU'LL MEET SENIOR LEVEL EXECUTIVES WITH REAL DECISION MAKING POWER AND SIGNIFICANT INDUSTRY INFLUENCE

5 REASONS TO ATTEND THIS EVENT

- 1 UNRIVALLED NETWORKING OPPORTUNITIES:** Over the past 9 years the conference has been a forum for meeting, interacting and forging key business partnerships; this year will be no different. Can you afford not to be there?
- 2 SAVE WEEKS OF RESEARCH:** We have painstakingly designed the conference to ensure that in just 2 days you get winning business models that we have uncovered through months of targeted research.
- 3 FIRST CLASS SPEAKER LINE UP:** Over 20 innovators and leaders will share their blueprints for success. Don't miss companies like Volvo, John Deere, Phoenix, Coca-Cola, Verizon, AT&T, Garmin, Trimble all on one stage.
- 4 FILL YOUR CONTACT BOOK:** Frustrated by getting PAs, voicemails or out-of-offices? With over 200 top-level executives all under the one roof, establish those key personal connections that would otherwise take months to forge.
- 5 UNDERSTAND THE COMMERCIAL LANDSCAPE:** Our independently researched agenda is designed to deliver the industry's most renowned experts to provide astute analysis of the crucial trends and drivers in commercial telematics that are set to influence your business.

FLEET & ASSET MANAGEMENT USA WILL BE YOUR MOST VALUABLE INVESTMENT OF 2011

For the full speaker line-up and the most up to date Fleet & Asset Management USA info visit www.telematicsupdate.com/fleet

DAY 1 ➤ **16 Nov 2011**

Keynote Sessions

The Essential Annual Mobile Resource Market (MRM) Update

According to analysts, the industry is experiencing steady compound growth at approx. 12% YOY. Learn how to carve a niche for your company within this evolving industry.

- ▶ Discover the impact of electronic on-board recorder (EOBR) and CSA rules on the trucking sector. Predict the role of new players in the market as driver monitoring continues to act as a catalyst for growth
- ▶ Understand which key drivers such as vehicle 'hot spots' and 'blended solutions' are responsible for the widening performance gap between MRM market leaders and the rest
- ▶ Identify the nuances of emerging global markets. Develop solutions that are specific to BRIC markets' requirements and legal frameworks

Clem Driscoll, *Founder & Managing Partner*, **C.J Driscoll & Associates**

Mark Licht, *President*, **Licht & Associates**

Fuel Management Systems: The Indispensible Investment

The spike in the price of diesel has made telematics a necessity for fleet managers. Fuel management has now become their number one priority. Profit from this development.

- ▶ See how embedded and hand-held technologies can be used to modify driver behavior to provide fleet operators with real fiscal savings
- ▶ Learn how to develop interoperable tools that will allow fleet operators to detect non-performing vehicles and drivers in order to manage operational costs
- ▶ Discuss real-world examples of how fleet managers have utilized telematics to reduce idle-time in order to adhere to stringent Govt. directives

Conal Deedy, *Solution Manager*, **Volvo**

Technology Focus

Joining the Dots: How to Provide End-to-End Solutions

Providing dots on a map is no longer enough. Meet fleet operators' demands for a fully integrated telematics services portfolio and data package.

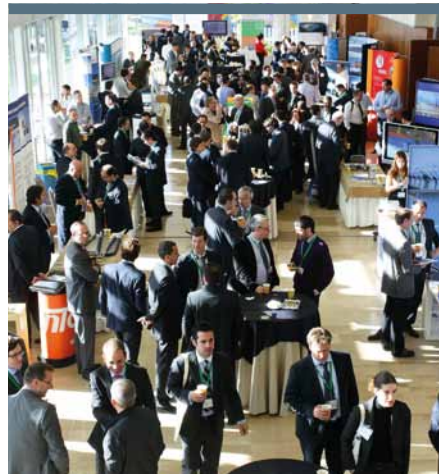
- ▶ Discover how to provide next-gen telematics solutions by deploying breakthrough apps such as two-way API data sharing for the data you are already capturing
- ▶ Understand the pros and cons of emerging collaborative partnerships between different stakeholders to provide a comprehensive value package for the end user
- ▶ Hear how the capacity of mobile data terminals to serve multiple purposes such as navigation, driver logs etc. has made telematics an affordable value proposition

Tom Wiese, *Strategic Opportunity Manager*, *Emerging Solutions Group*, **Sprint**

Dennis Lottero, *Vice President M2M & Wireless Solutions*, **Walsh Vision**

Chad Sallman, *Manager - Business Development*, **Garmin**

Bill Constantine, *Senior Product Manager*, **AT&T**



How to Create a Synergy between the Insurance and Fleet Industries

The blueprint for telematics integration with the commercial insurance industry is far from finalized. Decipher your strategy for profiting from this key growth market.

- ▶ Hear how the insurance industry is integrating telematics data and equipment within the fleet sector to see how you can work with the insurers
- ▶ Examine the latest driver behavioral trends to develop solutions that specifically target risky behavior and promote safety within the ITS segment
- ▶ Understand how insurers are approaching commercial auto customers. Develop telematics services for each vehicle segment, from light duty to Class 8 trucks

Douglas Schumann, *Director of Strategic Initiatives - White Stag*, **The Hartford**

Dave Huber, *Vice President - Insurance Telematics*, **GMAC Towers Watson**, (For further speaker information, visit www.telematicsupdate.com/fleet)

Business Models

Debate Investment Strategies: Consolidate, Collaborate or Compete...

The past two years has experienced three times the number of corporate MRM deals than the previous eight. Formulate your game plan to benefit from the consolidating market.

- ▶ Assess how PE Firms and MRM suppliers are continuing to build subscriber and technology market-share through strategic corporate acquisitions
- ▶ Should you consolidate, collaborate or compete? Decipher your best strategy for a bulletproof business strategy
- ▶ Learn from equity investors on how to maximize capital investment in your business. Requirements include scalability, innovation, consumer understanding etc.

Matt Spetzler, *Principal*, **Francisco Partners**

Andy Fishman, *Vice President*, **Vector Partners**

Expert speakers include

VOLVO



SAIC



GMAC Insurance

Become a Telematics Update VIP and stay bang up-to-date with the industry at www.telematicsupdate.com/fleet

DAY 2 ➤ 17 Nov 2011

Keynote Sessions

Spotlight on Intellectual Property

IP & litigation issues remain a crucial concern in the development of new telematics technologies. Investigate the current IP landscape to ensure you stay legal as you innovate.

- ▶ How to develop OBD2 (on-board diagnostics 2) solutions that fit legal frameworks? Expert analysis on how to address the IP surrounding this controversial technology
- ▶ Evaluate how ongoing litigation cases surrounding driver behaviour and location technology will impact fleet solution developers
- ▶ Articulate the importance of IP to the industry and your business. Discuss why you need to protect your company's innovations and use the laws to your advantage

Michael Stolarski, *Member – Intellectual Property, Dykema Gossert PLLC*

Future Trends

The Electrification of Fleets

In a market increasingly driven by bottom line, gain insight into whether EV fleets will provide a realistic ROI for fleet managers.

- ▶ Learn why major companies including GE (alone purchasing 25,000), AT&T, Coca-Cola, UPS, FedEx and Google are adding EVs to their fleet
- ▶ Get an inside view of an EV business case. Challenge perceptions such as battery life and range anxiety to see why companies are moving forward with green fleets
- ▶ Discover real-world examples of how prestigious fleets have successfully integrated green technology in their businesses to help reduce emissions by over 30%

Mark Smith, *Vice President - Strategic Consulting, G.E Capital Fleet Services*

Case Study: Holistic Asset Management for Reducing Fuel & Carbon Emissions

Gain a fascinating insight into Coca-Cola's strategy for balancing the commercial and environmental concerns of managing a 16,000+ mixed vehicle fleet.

- ▶ Hear directly from an end-user on how to align your solutions with their needs. See which solutions such as feedback display systems are lowering fuel expenditure
- ▶ Understand real-world techniques employed by fleet managers such as reverse logistics and route optimization to reduce carbon emissions
- ▶ Recognize the constraints and pressures on end-users to see how you can present, deploy and integrate technology to win and retain more business

Steve Saltzgiver, *Group Director, North American Business Unit, Fleet Operations, Coca-Cola*

Assess the Impact and Future of EOBR Rules

Get to grips with the latest legislative and regulatory hours-of-service (HOS) recording proposals. Ensure that your solutions are compliant.

- ▶ One year on, what's been the impact of CSA 2010 and how does it continue to influence the fleet management segment?
- ▶ Align your solutions with the game-changing EOBR mandate to strike the right balance between safety and costs
- ▶ Understand the next stage of regulation to see how location-based data can be integrated and used across different types of fleets to future proof your offerings

Deborah M. Freund, *Senior Transportation Specialist,*

Federal Motor Carrier Safety Administration (FMCSA)

Technology Focus

The Next Generation of Wireless Network Infrastructure

The 4G network has arrived but its role in commercial telematics remains uncertain. Hear directly from the carriers to get factual information about networks and their future scope.

- ▶ Understand how to transition and maintain compatibility as next-gen networks are deployed to manage services and applications for the fleet segment
- ▶ Explore the role of the 4G network to debate whether the extra capability will increase the scope of services to ultimately improve the ROI for fleet managers
- ▶ Hear how current wireless frameworks, aggregation software and back-end systems will be utilized for fleet solutions to upgrade for higher bandwidth

Sai Yagnyamurthy, *Manager - Business Solutions, Verizon*

Bill Constantine, *Senior Product Manager, AT&T*

“ This is the premiere event for Telematics, period! ”



Expert speakers include



LexisNexis®

TOWERS WATSON



C.J. Driscoll and Associates



DYKEMA

Coca-Cola Refreshments

Call Telematics Update on (US tf) 1 800 814 3459 x 7585 or +44 (0) 207 375 7585 (global) to speak to a member of the Fleet & Asset Management USA team

Telematics for Efficient and Optimized Freight Management

A cross-value chain panel discusses the power of cutting-edge telematics technologies in creating an efficient international fleet & asset operations infrastructure.

- ▶ Discover how telematics is optimizing the efficient movement of goods. We explore developments in wireless roadside inspection technology amongst others
- ▶ Hear cutting edge analysis on border crossing patterns via GPS and geo-fencing to understand the importance of efficient vehicle activity right up to and across the border
- ▶ Learn how to integrate telematics across all transit points i.e. from warehouse to destination to optimize overall supply chain and logistics management

Taso Zografos, *Program Manager, SAIC*

Mark R. McCord, *Professor Civil and Environmental Engineering & Geodetic Sciences, The Ohio State University*

Richard Wallace, *Director Transportation Systems Analysis, Centre for Automotive Research*

Exclusive Networking Event

With over 200 industry leaders in attendance you'll want a relaxed environment to meet, build relationships and do business – with those professional important to your company. That's why we've organized the networking party as a fruitful conclusion to day 1 of the conference (Nov 16).

Make sure you keep your diary free for this important networking event!



Business Models

Case Study: Making Telematics a Part of Your Business Strategy

John Deere and Phoenix International analyze the nuts and bolts of creating a two-way business strategy that is crucial to developing a telematics services portfolio.

- ▶ Assess how to unlock your client's key business requirements to deliver bespoke solutions such as John Deere Fleet Care, AgLogic™, John Deere FarmSight™
- ▶ Hear how communicating indirect benefits of telematics such as remote software updates is key to getting OEMs to value telematics in the long-term
- ▶ Take a close look at John Deere's telematics enabled services. Harness the potential of your data to develop progressive solutions such as 'Advanced PV&V'

Terry Burchill, *Product Market Analyst,*

John Deere

Phoenix International,

(For further speaker information, visit www.telematicsupdate.com/fleet)

Creating a Blueprint for Open Commercial Telematics Data

Technological innovation has increased the uncertainty around the usage of vehicle generated data. See how to overcome data-related issues and concerns to charge forward.

- ▶ Understand how to leverage vehicle generated data to reduce commercial insurance premiums and increase the value proposition of your fleet telematics package
- ▶ What would developing a standardized data model mean for commercial telematics? Is co-operation between partners mutually beneficial? We give you practical answers
- ▶ Create a synergy between insurers and fleet operators by solving issues surrounding data ownership and access. We explore options such as open data models

Ash Hassib, *VP & GM, Personal Auto, Insurance Data Solutions, LexisNexis*

Future Trends

Structure Your Business to Capitalize on Emerging Verticals & Markets

Assess adaptable business strategies and solutions that will facilitate the penetration of telematics technologies across new verticals and developing global markets.

- ▶ Create an efficient business strategy and tech. platform that allows assimilation with the CRM systems of new vertical markets such as smart grids, health, agriculture etc.
- ▶ Discover how to build a flexible software and hardware architecture that is adaptable to customers' work flow and geographical requirements
- ▶ Get emerging global markets on your radar. Explore which services such as SVR (stolen vehicle recovery) and RFID will boost tech. adoption across BRIC economies

Bryn Fosburgh, *Sector Vice President, Trimble*

Israel Ronn, *General Manager - Cellocator Division, Pointer Telocation*

Top 3 Reasons to Attend

- 1. KNOWLEDGE:** Benefit from key industry intelligence; you will gain more in 2 days than you could from weeks of market research.
- 2. EXPERTISE:** Hand-picked experts will share vision and insight with you. Profit from this knowledge and create powerful new strategies to overcome your business challenges.
- 3. NETWORKING:** Claim your seat at the table with the industry elite to ensure you leave Atlanta with your briefcase full of valuable contacts.

Be sure you tell your industry colleagues about this event as you'll maximize team learning by booking to attend as a team!

GOLD SPONSOR:



USB KEY SPONSOR:



LANYARD SPONSOR:



CO SPONSORS:



Are you **LinkedIn** to the industry pulse?
Join Telematics Update and share expert insight with our community

Fleet & Asset Management USA 2011

November 16 -17, 2011, Hotel Meliá, Atlanta, GA, USA

REGISTER NOW IN 3 EASY STEPS

1. Select Your Registration Package

Pass Features	GOLD PASS	SILVER PASS
▶ Access to post conference audio recordings	✓	
▶ Access to presentation slides post conference (please note, some slides may not be available at the request of the speaker and their company)	✓	✓
▶ Full access to conference, workshops & exhibition	✓	✓
Super Early Bird Price - expires 19 August 2011	\$1395 <input type="checkbox"/>	\$1295 <input type="checkbox"/>
Early Bird Price - expires 16 September 2011	\$1595 <input type="checkbox"/>	\$1495 <input type="checkbox"/>
Last Chance Price - expires 14 October 2011	\$1695 <input type="checkbox"/>	\$1595 <input type="checkbox"/>
Full price	\$1795 <input type="checkbox"/>	\$1695 <input type="checkbox"/>

HOTEL DISCOUNTS!

Telematics Update has secured a preferential hotel rate for your stay. Full details will be sent to you upon registration.



All Passes Include:

- ✓ 15+ Focused Industry Sessions
- ✓ Exclusive Networking Event
- ✓ Full Access to the Exhibition Floor
- ✓ 2 Months Access to TU's Online Networking Suite
- ✓ Networking Coffee and Lunch Breaks
- ✓ Post-Conference Presentation Slides

2. Enter Attendee details

Mr/Mrs/Ms/Dr:	First name:	Last name:	DISCOUNT CODE: This is your unique discount code, use it online or via this form to get an extra \$50 off
Company:	Position/Title:		
Telephone:	Fax:	Email:	
Address:	Zipcode:	Country:	

3. Payment Options

<input type="checkbox"/> I enclose a check/draft for: (Payable to FC Business Intelligence Ltd)	Credit card number:
<input type="checkbox"/> Please invoice my company:	Expiry date: Security number:
<input type="checkbox"/> Purchase Order Number:	Name on card:
Please charge my credit card: Amex <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/>	Signature:

**FAX THIS FORM BACK TO
+44 (0) 207 375 7576**

**MORE
WAYS TO
REGISTER**

CALL CALL (US tf) 1 800 814 3459 x 7585
or (global) +44 (0) 207 375 7585
FAX: +44 (0) 207 375 7576
EMAIL: fleet@telematicsupdate.com
ONLINE: www.telematicsupdate.com/fleet

TERMS & CONDITIONS If you have to cancel: Places are transferable without any charge. Cancellations before 16 September 2011 incur an administrative charge of 25%. If you cancel your registration after 16 September 2011 we will be obliged to charge the full fee. Please note: you must notify Telematics Update in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the program without notice. Method of Payment: In order to guarantee that your check-in process is fast, efficient and all lines are avoided please make sure your payment is received by FC Business Intelligence

Limited in a timely manner. If your payment has not been received before the event a credit card payment will be required at the time of check in. Discounts: Only one discount at a time can be applied. Individuals cannot avail of 2 discount schemes simultaneously as per management guidelines. Super Early Bird and Early Bird Price are discount offers. For example, if you are using a discount code, the discount will be deducted from the standard price of the conference pass i.e. Gold Pass price \$1795, Silver Pass Price \$1695.

Fleet & Asset Management USA 2011

November 16-17, 2011, Hotel Meliá, Atlanta, GA, USA

Fleet ICT is Now a Necessity: Create a Blueprint to Deliver Integrated Solutions for Enhancing Fleet Efficiency

Why You Should Attend the Show:

- 1 200+ TOP LEVEL ATTENDEES:** This event will unite the most respected and influential industry executives from across the fleet & asset management telematics industry. If you are serious about building your business then it is crucial that you join them!
- 2 25+ WORLD CLASS INDUSTRY SPEAKERS:** We have handpicked the key innovators in the fleet & asset telematics space to share their insights into the future of the industry. Your business will SAVE money and see definite results from the first-class intelligence gathered from the conference.
- 3 20+ HOURS OF NETWORKING:** Face-to-Face networking is the key to shaping new industry relationships and collaborations. With the entire Fleet Telematics industry under one roof, create meaningful connections in minutes which would otherwise take months of planning.
- 4 15+ FOCUSED SESSIONS:** Months of focused research have enabled us to develop a conference that is designed to directly give you answers to the key challenges and opportunities that your business is currently tackling.
- 5 MORE FLEETS THAN EVER BEFORE:** We have listened to you. This year we have worked hard to ensure that 2011 will see the greatest number of fleet operators in attendance to date.

Industry Buzz About Fleet & Asset Management USA

“The meeting in itself was fantastic, especially knowing we could meet all the decision makers for key companies, as well as decision makers for new innovative companies.”

 T-Mobile
Your office in your pocket.

“I look forward to this event every year as it is the best avenue to meet with my peers in the MRM space and discuss trends and common practices.”

 GARMIN

“Really enjoyed the show and learning about the latest and greatest within commercial vehicle telematics.”

 DAIMLER

FACT!

- ✓ 200+ Executive Delegates
- ✓ 25+ Expert Industry Speakers
- ✓ 15+ Business Focused Sessions
- ✓ 20+ Hours of Exclusive Networking
- ✓ In-depth Industry Case Studies
- ✓ Dynamic Panel Discussions

5 EASY WAYS TO REGISTER

ONLINE:

Visit www.telematicsupdate.com/fleet

EMAIL:

fleet@telematicsupdate.com

CALL:

(US tf) 1 800 814 3459 x 7585

FAX:

the form overleaf to +44 (0) 207 375 7576

POST:

7-9 Fashion Street, London, E1 6PX, UK

Knowledge Partners:



Scan me for
latest speaker
additions and
new sessions



Open Now to view the full conference programme, speaker line-up and registration info.
Visit www.telematicsupdate.com/fleet for all the latest announcements