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ARE BUILT

EARLY BIRD SAVINGS!
SAVE \$ — REGISTER
BY JULY 12!

36th Annual National Trailer Dealers Association Convention

OCT. 14-16, 2026

SAWGRASS MARRIOTT GOLF RESORT & SPA
1000 TOURNAMENT PLAYERS CLUB BLVD.
PONTE VEDRA BEACH, FL 32082

REGISTER ONLINE: [HTTPS://NTDA.SITE-YM.COM/PAGE/REGISTER](https://ntda.site-ym.com/page/register)

HOUSING: COMPLETE ONLINE REGISTRATION TO RECEIVE HOUSING LINK

QUESTIONS? CALL (810) 229-5960 | EMAIL REGISTRATION@NTDA.ORG

NETWORK & LEARN



The National Trailer Dealers Association (NTDA) will host its 36th Annual Convention Oct. 14–16, 2026 at the Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach, Florida. The resort is a short distance from Jacksonville International Airport.

The resort showcases TPC Sawgrass, home of the PGA TOUR's THE PLAYERS Championship. Other highlights include nearby pickleball courts, sparkling pools, and pampering treatments at the Sawgrass Spa. The resort recently updated its ballrooms and rebuilt its oceanfront Cabana Beach Club, offering access to miles of pristine beach, watersports, and oceanside dining.

NETWORKING

Join colleagues and new friends for this three-day learning and networking event. Share ideas with top dealers about how to grow your business. Reconnect with your business contacts and build your network of trailer dealers, leading OEMs, component manufacturers, and industry services providers.

REGISTRATION & HOUSING

Register online at <https://www.ntda.site-ym.com/page/Register> for the much-anticipated in-person Convention, dedicated to bringing together the best of the best in the semi-trailer industry. **A link to housing reservations will appear on your Convention Registration Confirmation.** The event is more than a convention — it's where partnerships are built, ideas are shared, and the future of the trailer industry takes shape.

EDUCATIONAL SESSIONS

The Association welcomes Colonel Nicole Malachowski (USAF, Retired) as this year's dynamic keynote presenter on Thursday, Oct. 15, 2026. Colonel Malachowski is a retired U.S. Air Force fighter pilot, combat veteran, and trailblazer.

The General Session on Thursday, Oct. 15, 2026, which

serves as the Association's Annual Meeting, will kick off with a presentation by NTDA Chairperson of the Board Heather Wilson. The session will also feature "Build a Dealership People Never Want to Leave," presented by Allen Phibbs, Director of Education at KEA Advisors. In addition, attendees will gain insights from an economic overview presented by Michael Zimm, Senior Industry Analyst at BMO. Also hear from a Fleet Panel Discussion focused on the trailer industry outlook for 2027, challenges facing the industry, and more.

The Convention will also feature concurrent sessions, including "Winning the Talent War: How to Attract and Keep the Best Talent in the Up-and-Coming Generation," presented by Jeff Butler. Allen Phibbs will follow up his General Session presentation with a concurrent session titled "Most Critical Attributes to Maximizing Personnel Performance and Operating Results."

The popular "Dealer Big Ideas" session, first introduced in 2023, will return to help dealers improve productivity, efficiency, and profitability. **Dealers interested in delivering a five-minute presentation should contact NTDA President Gwen Brown at (810) 229-5960 or email gwen@ntda.org.**

EXHIBITION

The annual Exhibition and Luncheon on Thursday, Oct. 15, will feature 80 displays showcasing new products and innovations, finance options, and more.

GOLF TOURNAMENT

As always, the annual Golf Tournament draws a sizable attendance. This year's tournament will take place Friday, Oct. 16, 2026, at TPC Sawgrass, the stunning home of the PGA TOUR. TPC Sawgrass features two renowned 18-hole championship courses designed by Pete Dye: THE PLAYERS Stadium Course (home to THE PLAYERS Championship) and Dye's Valley Course. Both courses are open to the public and offer a premier PGA TOUR experience with challenging, scenic layouts. The Tournament serves as a fundraiser for the National Trailer Dealers Foundation, a 501(c)(3) nonprofit organization.



Ponte Vedra Area Activities & Dining

Ponte Vedra Beach, Florida offers a blend of luxury and coastal nature, featuring world-class golf at TPC Sawgrass, pristine beaches like Mickler's Landing for shark-teeth hunting, and nature exploration at the Guana Tolomato Matanzas Reserve. Enjoy upscale shopping at Sawgrass Village; spa days at the Sawgrass Spa; and nearby historical sites in St. Augustine. Also check out the Sawgrass Marriott's Cabana Beach Club. The hotel provides a free shuttle to/from the Club where you can enjoy oceanside dining. Visit <https://ntda.site-ym.com/page/SawgrassAreaActivities> for more information.

Dining in and around Ponte Vedra Beach features a mix of upscale, oceanfront, and relaxed waterfront options, with a strong focus on fresh, local seafood and Southern specialties. There are many fantastic dining experiences in the area. Visit <https://ntda.site-ym.com/page/SawgrassAreaDining> for more information.

CONFERENCE AGENDA



DAY 1 — WEDNESDAY, OCTOBER 14, 2026

1:00PM–5:00PM	Registration Open
1:00PM–6:00PM	Exhibitor Set Up (Freeman set up begins at 6:00 a.m.; Exhibitor set up begins at 1:00 p.m.)
4:00PM–5:00PM	National Trailer Dealers Foundation & NTDA Commercial Semi-Trailer Advocacy PAC Donor Thank You Reception (Invitation Only)
5:00PM–6:00PM	VIP Reception (Invitation Only)
6:00PM–10:00PM	WELCOME RECEPTION: Let's Get Zesty! (Open to Registered Attendees and Registered Spouses/Guests)

DAY 2 — THURSDAY, OCTOBER 15, 2026

6:45AM–12:00PM	Registration Open
6:45AM–8:00AM	Networking Breakfast
6:45AM–10:00AM	Exhibitor Set Up
8:00AM–12:05PM	GENERAL SESSION & KEYNOTE
8:00AM–10:00AM	Optional Activity: Morning Wellness
11:00AM–4:00PM	Optional Activity: St. Johns Town Center Shopping Shuttle
12:00PM–5:00PM	Optional Activity: Pool Activity for Registered Spouses & Guests
12:05PM–2:30PM	EXHIBITION & STROLLING LUNCHEON
1:00PM–3:30PM	Sponsor & Exhibitor 2027 Sign-Up (Invitation Only)
2:30PM–3:15PM	Concurrent Session: Dealer "Big Ideas" for Improving Productivity, Efficiency and Profitability
2:30PM–3:15PM	Concurrent Session: Most Critical Attributes to Maximizing Personnel Performance and Operating Results
2:30PM–3:15PM	Concurrent Session: Winning the Talent War: How to Attract and Keep the Best Talent in the Up-and-Coming Generation
3:30PM–5:00PM	Optional Activity: Pool Activity for Registered Attendees
4:00PM–5:00PM	National Trailer Dealers Foundation Duck Derby

DAY 3 — FRIDAY, OCTOBER 16, 2026

6:30AM–3:30PM	Shuttle to/from TPC Sawgrass Golf Club for Tournament
7:00AM–9:00AM	Golf Tournament Continental Breakfast
7:00AM–11:00AM	Optional Activity: Morning Spa
9:30AM–3:30PM	Golf Tournament: TPC PLAYERS Stadium Course & TPC Sawgrass Dye's Valley Course
11:00AM–4:00PM	Optional Activity: St. Augustine Shopping Shuttle
6:00PM–7:00PM	Networking Cocktail Reception
7:00PM–9:00PM	NTDA Awards & Recognition Dinner

PRESENTERS



**COLONEL NICOLE
MALACHOWSKI
(USAF, RETIRED)**

The Association welcomes Colonel Nicole Malachowski (USAF, Retired) as this year's dynamic keynote presenter on Thursday, Oct. 15, 2026. Colonel Malachowski is a retired U.S. Air Force fighter pilot, combat veteran, and trailblazer. A Command Pilot with more than 2,300 flight hours in six aircraft, she flew 188 combat hours in Operations Deliberate Forge and Iraqi Freedom and commanded the 333rd Fighter Squadron at Seymour Johnson Air Force Base.

In 2005, she made history as the first woman to fly with the USAF Thunderbirds. She later served as a White House Fellow and held senior leadership roles in the Department of Defense and the Secretary of the Air Force's Office of International Affairs, ultimately serving as Executive Director of the White House's "Joining Forces" initiative, advising on issues impacting military families and veterans.

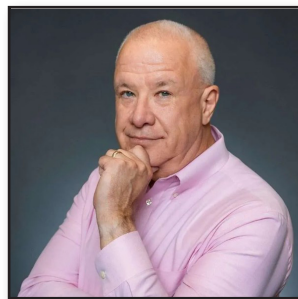
Medically retired due to a severe neurological tick-borne illness, Malachowski turned adversity into advocacy. She mentors wounded service members through the Air Force Wounded Warrior Program and helped drive the creation of a Task Force on Support to Airmen with Complex Medical Conditions. Nationally recognized for her work, she serves in advisory roles in research and policy. She is a highly sought-after speaker who inspires others to overcome obstacles and lead with resilience.



JEFF BUTLER

Jeff Butler is an internationally recognized speaker and consultant who helps companies bridge generational gaps to better attract, engage, and retain Millennial talent. A third-generation Silicon Valley entrepreneur, he founded three companies by age 27 after studying computer science at UC Berkeley.

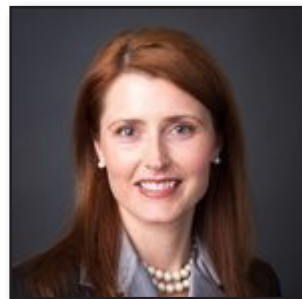
He has spoken at TEDx events and worked with major companies like Google, Amazon, and LinkedIn. After early experience in fast-growing tech startups, he launched his consulting firm in 2016 and is the author of [The Authentic Workplace](#) and [The Key to the New You](#).



ALLEN PHIBBS

Allen Phibbs is a senior leadership executive with over 40 years of experience in financial management, business strategy, and education. A CPA and Maxwell Leadership Certified Speaker, Trainer, and Coach, he has a strong track record of driving operational excellence and leading transformational initiatives.

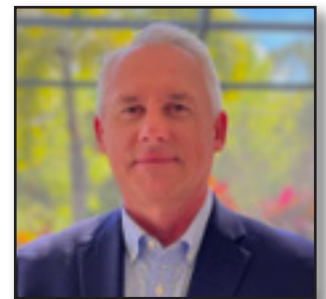
As Director of Education at KEA Advisors, Allen leads the design and delivery of programs that support performance improvement and strategic growth for commercial dealership leaders.



HEATHER WILSON

Heather Wilson is the 2025–2026 Chairperson of the NTDA Board and Chief Commercial Officer for BMO's Transportation & Vendor Finance groups. She leads strategy, client and employee experience, product management, sales, analytics, marketing, and communications, and is known as an innovative, results-driven leader.

Heather previously held leadership roles at GE Capital, including strategic marketing for Transportation Finance, and built broad experience across multiple business functions. She is a certified Scrum Product Owner and Six Sigma Black Belt.



MICHAEL ZIMM

Michael Zimm is a Senior Industry Research Analyst covering the trucking industry for BMO Transportation Finance. Michael has been working with BMO Transportation Finance since 2012 and has 30 years of professional research and corporate finance experience, most of which following various industries as a Wall Street Equity Analyst. Michael holds the Chartered Financial Analyst (CFA) designation, has an MBA in Finance from Fordham University and a BA in Management from Boston University.

36th ANNUAL NTDA CONVENTION SPONSORS

Oct. 14-16, 2026 | SAWGRASS MARRIOTT GOLF RESORT & SPA | PONTE VEDRA, FL

ELITE Level Sponsor



Executive Level OEM Sponsor



Executive Level Supplier Sponsor



Presenting Level Sponsors



Diamond Level Sponsors



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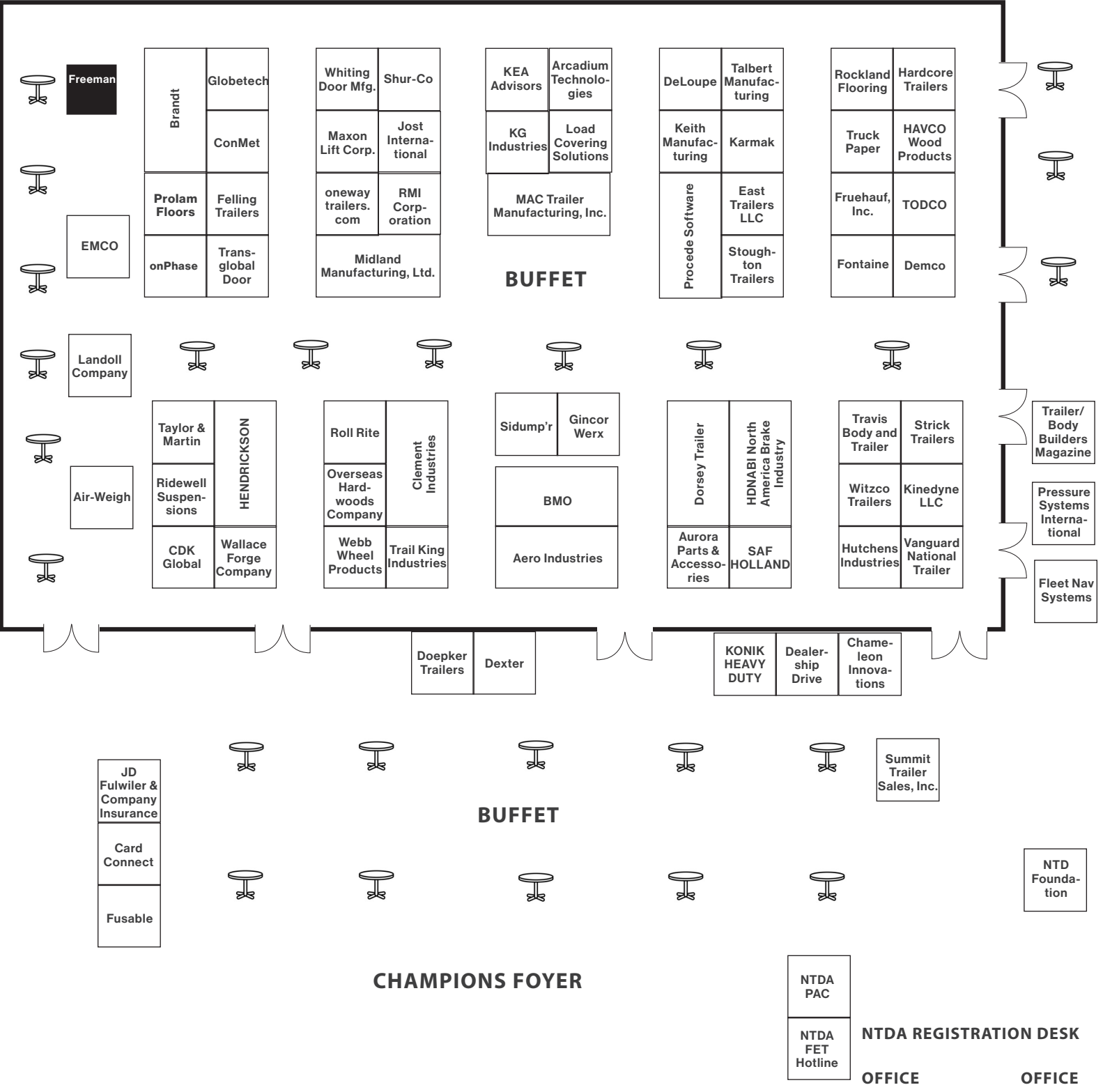


SPONSORS AS OF
04/27/2026



Exhibitor Floor Plan

36th ANNUAL NTDA CONVENTION EXHIBITION
Thursday, Oct. 15, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa







36th ANNUAL NTDA CONVENTION
Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

EVENT OVERVIEW

**Gathering the Semi-trailer
Industry's Best of the Best**

WEDNESDAY, OCT. 14, 2026

Registration Open

1:00PM–5:00PM

Champions Registration Desk

Print your badge and private event/optional activity tickets (if applicable) and pick up drink tickets, conference materials, and give aways.

Exhibitor Set Up

1:00PM–6:00PM

Champions Ballroom & Foyer

Registered exhibitor personnel may access the Champions Ballroom & Foyer to begin booth set up at 1:00 p.m. on Wednesday, Oct. 14, 2026. (Freeman setup begins at 6:00 a.m. on Oct. 14.) **Set up must be completed before 10:00 a.m. on Thursday, Oct. 15, 2026.**

WELCOME RECEPTION: Let's Get Zesty!

6:00PM–10:00PM

TPC Sawgrass Club House

Welcome to sun-soaked Florida and the legendary TPC Sawgrass — home of the PGA TOUR and the world-famous PLAYERS Championship! Step inside the spectacular 77,000-square-foot Mediterranean-style clubhouse, the majestic heart of the club, where timeless architecture meets the rich history of the game. Wander its grand halls as engaging storytellers bring the venue to life with behind-the-scenes tales and fascinating tours of this iconic landmark. Along the way, savor the flavors of Florida at a vibrant citrus-grove-inspired reception — featuring refreshing craft brews, exceptional cuisine, and a curated selection of local favorites. It's the perfect blend of championship golf nostalgia, unforgettable stories, and the very best of Florida hospitality. **Shuttles will be available to/from the TPC Clubhouse.**





36th ANNUAL NTDA CONVENTION
Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

EVENT OVERVIEW

THURSDAY, OCT. 15, 2026

Registration Open

6:45AM–12:00PM

Champions Registration Desk

Print your badge and private event/optional activity tickets (if applicable) and pick up drink tickets, conference materials, and give aways.

Networking Breakfast

6:45AM–8:00AM

Lower Lobby, Alise and Peets, & Cascades Deck and Lawn

Fuel up with breakfast and mingle with fellow attendees as you prepare your day. **Registered attendees and registered spouses/guests are welcome.**

Exhibitor Set Up

6:45AM–10:00AM

Champions Ballroom & Foyer

Booth setup must be completed before 10:00AM on Thursday, Oct. 15, 2026. Please do not interrupt General Session presentations on Thursday, Oct. 15, 2026 by leaving to set up your display. Be courteous, plan ahead!



EVENT OVERVIEW



GENERAL SESSION & KEYNOTE

8:00AM–12:05PM

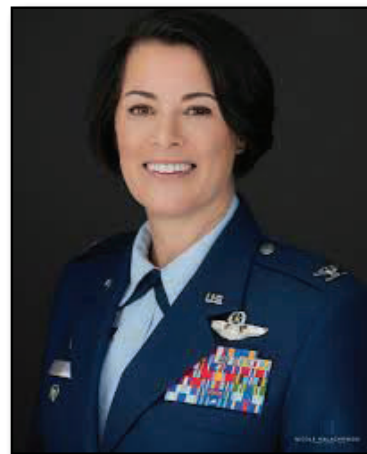
Masters Ballroom

Engage in world-class educational offerings. These incredible events allow for candid networking and the open exchange of ideas, information, and strategies when facing challenges unique to the trailer industry.

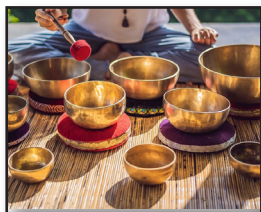
The Association welcomes **Colonel Nicole Malachowski (USAF, Retired)** as this year's dynamic keynote presenter on Thursday, Oct. 15, 2026. The General Session will also feature **"Build a Dealership People Never Want to Leave,"** presented by **Allen Phibbs, Director of Education at KEA Advisors**. In addition, you will gain insights from an economic overview, presented by **Michael H. Zimm, Senior Industry Analyst at BMO**. Also hear from a panel of **fleet executives** focused on the trailer industry outlook for 2027, challenges facing the industry, and more.

Top-level sponsors will provide brief product presentations:

- Brandt, 8:20AM–8:25AM
- Clement Industries, 8:25AM–8:30AM
- MAC Trailer, 8:30AM–8:35AM
- Procede Software, 9:30AM–9:35AM
- Dorsey Trailer, 9:35AM–9:40AM
- Hendrickson, 9:40AM–9:45AM
- Aero Industries, 10:40AM–10:45AM
- Midland Manufacturing, 10:45AM–10:50AM
- HDNABI North American Brake Industry, 10:50AM–10:55AM
- Karmak, 10:55AM–11:00AM
- BMO, 11:00AM–11:05AM



Colonel Nicole Malachowski
(USAF, Retired)



Optional Activity: Morning Wellness

8:00AM–10:00AM

Cascade Lawn Area

In a world of constant noise and nonstop stimulation, true calm is hard to find. A sound bath offers a powerful reset — soothing live instruments wash over you as you relax, helping quiet the mind, ease tension, and restore your energy. Registered spouses and guests are also welcome to focus on wellness with morning yoga, healthy snacks, and a juice bar. **Additional fee applies. Pre-registration required by Sept. 14, 2026.**



St. Johns Town Center Shopping Shuttle

11:00AM–4:00PM

Shuttles Depart From Conference Center Entrance

Hop aboard for a relaxing shuttle ride to St. Johns Town Center, Jacksonville's premier open-air shopping destination in the heart of southeast Jacksonville. Just a few minutes from the Sawgrass Marriott, St. Johns Town Center offers more than 175 upscale retailers and restaurants, this vibrant shopping district offers something for everyone. Browse luxury favorites like **Louis Vuitton**,

Tiffany & Co., and **Nordstrom**, explore stylish boutiques, and discover the latest trends along beautiful palm-lined streets. When it's time to unwind, indulge in a memorable meal at standout restaurants such as **The Capital Grille**, **Cantina Laredo**, **J. Alexander's**, **Maggiano's Little Italy**, and many more delicious dining spots. Whether you're shopping, dining, or simply enjoying the lively atmosphere, St. Johns Town Center promises a fun and unforgettable outing. **Additional fee applies. Pre-registration required by Sept. 14, 2026.**



36th ANNUAL NTDA CONVENTION

Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

EVENT OVERVIEW

THURSDAY, OCT. 15, 2026

Optional Activity: Pool Activity for Registered Spouses & Guests

12:00PM–5:00PM

Main Resort Pools

Registered spouses and guests will make waves on Thursday, Oct. 15 from 12:00PM–5:00PM. Activity opens to registered attendees after the concurrent sessions conclude. Soak up the sunshine and slip into a day of effortless luxury at the Sawgrass Marriott Golf Resort & Spa's Main Resort Pool. This vibrant gathering blends resort-style relaxation with upbeat energy. Lounge poolside with a refreshing cocktail in hand and take a dip in the pool as our DJ sets the mood for an unforgettable afternoon. Guests can enjoy curated bites, tropical drinks, chair massages, and lively networking...or just chill out on a lounge chair. **There is no fee to participate, but pre-registration is required by Sept. 14, 2026 to help NTDA staff manage food and beverage.**



EXHIBITION & STROLLING LUNCHEON

12:05PM–2:30PM

Champions Ballroom & Foyer

Check out the latest products and services from trailer OEMs, component manufacturers, and affiliated industry service providers.

Sponsor & Exhibitor 2027 Sign-Up (Invitation Only)

1:00PM–3:30PM

Patron's Room

Information will be provided prior to the Convention regarding Sponsor and Exhibitor sign up for 2027. We appreciate your support! Please note that new rules apply for 2027 contracts and deposits. Space in 2027 is limited.

EVENT OVERVIEW



Concurrent Sessions:

Dealer "Big Ideas" for Improving Productivity, Efficiency and Profitability

2:30PM–3:15PM

Masters E

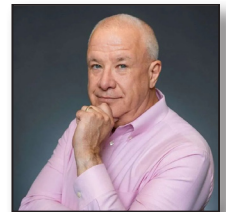
Hear from leading dealers as they share innovative ideas implemented in their dealerships. Attendees will vote for the best idea, with the winner receiving special recognition. *Dealers interested in delivering a five-minute presentation, please contact NTDA President Gwen Brown at (810) 229-5960 or email gwen@ntda.org.*

Most Critical Attributes to Maximizing Personnel Performance and Operating Results

2:30PM–3:15PM

Master D

Following up on "Build a Dealership People Never Want to Leave," General Session presentation, **Allen Phibbs with KEA Advisors** will dive into additional attributes of a healthy business culture such as Teamwork and Collaboration; Being Seen and Heard; Continuous Learning and Development; Celebration and Appreciation; and creating a Fun and Positive Environment.



Allen Phibbs

Winning the Talent War: How to Attract and Keep the Best Talent in the Up-and-Coming Generation

2:30PM–3:15PM

Masters ABC

Have you ever struggled to recruit the right person for your team? And if you were able to find them, was it even more difficult to keep them? More than ever before, talent is in peak demand and companies are having to completely change the way they view human capital in order to stay competitive. In this concurrent session, you will hear up-to-the-minute data and case studies presented by author **Jeff Butler** on how organizations are winning the war for talent.



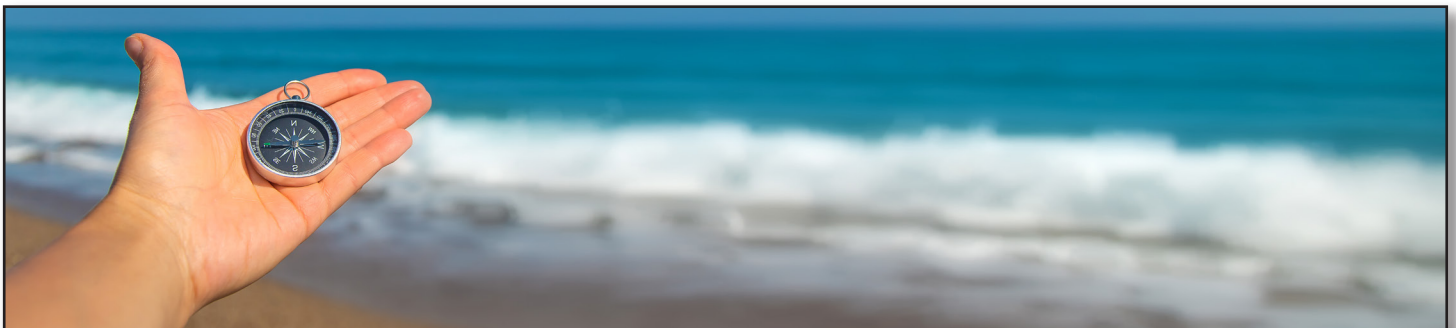
Jeff Butler

Optional Activity: Pool Activity for Registered Attendees

3:30PM–5:00PM

Main Resort Pools

The pool event continues from 3:30PM–5:00PM for all registered attendees and registered spouses and guests. ***There is no additional fee to participate, but pre-registration required by Sept. 14, 2026 to help NTDA staff manage food and beverage.***





36th ANNUAL NTDA CONVENTION
Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

EVENT OVERVIEW

Friday, Oct. 16, 2026

National Trailer Dealers Foundation Golf Tournament & Fundraiser

Shuttle to/from TPC Sawgrass Golf Club for Tournament

6:30AM–3:30PM

Shuttle Departs From Conference Center Entrance

This year's tournament will take place Friday, Oct. 16, 2026, at TPC Sawgrass, the stunning home of the PGA TOUR. Shuttle service will begin at 6:30AM from the resort to the TPC Club House. The Tournament serves as a fundraiser for the National Trailer Dealers Foundation to provide scholarships to children of NTDA member employees, trailer industry professionals, and others seeking to further develop their technical skills by attending training programs, trade schools, colleges, or universities. Pre-purchase a **Swing for a Cause Golf Super Ticket** for a minimum donation of \$60 that gives you access to all optional golf contests during the Oct. 16 Tournament on the TPC PLAYERS Stadium Course or on the Valley Course. (Golf contests and locations by hole will be provided to golfers prior to the Tournament). See "Optional Items" in the online registration process.

National Trailer Dealers Foundation Golf Tournament Continental Breakfast (For Tournament Players)

7:00AM–9:00AM

TPC Sawgrass Club House

Golf Tournament: TPC PLAYERS Stadium Course

9:30AM–3:30PM

TPC Stadium Course

Shotgun start at 9:30AM at THE PLAYERS Stadium Course (home to THE PLAYERS Championship) that features the signature island green on the par-3, 17th hole, one of the most recognized in golf and the course is consistently named among the best in the world. Tournament play at TPC requires a forecaddie. (Forecaddie fee included with tournament fee. However, minimum \$40 tip per player to forecaddie payable on Tournament day). **Additional fee applies. Pre-register by Sept. 14, 2026.**

Golf Tournament: TPC Sawgrass Dye's Valley Course

9:30AM–3:30PM

TPC Sawgrass Valley Course

Shotgun start at 9:30AM at TPC Sawgrass Dye's Valley Course. The Dye course opened in 1987, designed by Pete Dye, Bobby Weed, and Jerry Pate, and has hosted several Korn Ferry Tour events. (Forecaddie fee included with tournament fee. However, minimum \$40 tip per player to forecaddie payable on Tournament day). **Additional fee applies. Pre-register by Sept. 14, 2026.**



TPC Sawgrass, located in Ponte Vedra Beach, Florida, is one of the most iconic golf courses in the world and the permanent home of The Players Championship, often referred to as golf's "fifth major." Designed by renowned golf course architect Pete Dye and opened in 1980, the course was built with a unique philosophy: to challenge the best professional golfers while still being visually engaging and accessible for spectators. Unlike many traditional courses carved through natural landscapes, TPC Sawgrass was intentionally sculpted to create strategic angles, dramatic sightlines, and an immersive fan experience.

The course is best known for its Stadium Course design, a concept that emphasizes viewing areas for spectators by incorporating mounds, amphitheater-like settings, and carefully planned vantage points around key holes. This approach revolutionized golf course architecture by prioritizing the audience experience as much as the players'. Over the years, the course has undergone several renovations to keep it competitive with modern professional standards, but it has remained true to Dye's original vision of risk-reward play and strategic shot-making.

Perhaps the most famous hole at TPC Sawgrass is the par-3 17th, widely known as the "Island Green." Measuring just over 130 yards, it appears deceptively simple, but its small, island-style putting surface is surrounded entirely by water, making it one of the most nerve-wracking shots in golf. Even the world's top players have fallen victim

to its psychological pressure, and the hole has produced countless memorable moments during The Players Championship. It stands as a symbol of how precision and composure are just as important as power in the game.

Beyond the 17th, the entire course is filled with strategic challenges, including narrow fairways, deep bunkers, and water hazards that come into play on nearly every hole. Pete Dye designed the layout to reward thoughtful play rather than sheer distance, forcing golfers to carefully consider club selection and positioning.



"There are no bailouts at Sawgrass. You have to play every shot with a purpose."
— Jack Nicklaus

TPC Sawgrass is also significant because it serves as the flagship course of the PGA Tour's TPC (Tournament Players Club) network. The idea behind the TPC system was to create high-quality venues owned or operated by the PGA Tour, ensuring consistent conditions for professional tournaments while also allowing public access. As such, TPC Sawgrass is not only a professional tournament venue but also a course that amateur golfers can play, making it a bucket-list destination for golf enthusiasts worldwide.

Today, TPC Sawgrass continues to hold a central place in the golfing world, blending tradition with innovation. It represents a shift in how golf courses are designed, played, and experienced, emphasizing both competition and entertainment. With its rich history, unforgettable holes, and role in shaping modern tournament golf, TPC Sawgrass remains a defining landmark in the sport.



36th ANNUAL NTDA CONVENTION

Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

EVENT OVERVIEW

Important Golf Tournament Information:

Both tournaments begin with a **shotgun start at 9:30AM at TPC Sawgrass PLAYERS Stadium Course. Tournament play requires a forecaddie.** Tournament fee does not include a minimum \$40 tip per player to forecaddie to be paid by each player on day of the Tournament (credit card, Venmo, or cash accepted).

Pre-registration required by Sept. 14, 2026. No on-site registrations will be accepted for the golf tournament. Additional fee applies. Golf fee includes transportation to/from TPC, greens fee, tournament fee, bag transfer fee, required forecaddie, cart, breakfast, lunch, drink tickets, swag bag.

Bag Handling: When you check into Sawgrass Marriott Golf Resort & Spa, you may choose to check your well-tagged golf bag with the bellman. If you are participating in the Friday, Oct. 16 National Trailer Dealers Foundation Golf Tournament & Fundraiser, your bag will be pulled the morning of the Tournament and transferred to the TPC Clubhouse. If you prefer, you may bring your clubs with you directly to the Clubhouse. If you are renting golf clubs, your rental clubs will be placed on your cart the morning of the Tournament.

Rental Clubs: Please note that rental club set availability is limited.

Golf Dress Code: Men must wear a collared shirt and Bermuda-length shorts or pants. Ladies must have a collar on their top. Shorts or skirts of appropriate length are allowed. NOT allowed on the course: denim, tank tops, t-shirts, cut-offs, athletic shorts and metal spikes.



EVENT OVERVIEW



Friday, Oct. 16, 2026



Optional Activity: Morning Spa

7:00AM–11:00AM

Sawgrass Spa

Start your final day at the NTDA Convention with a spa morning! Begin the day by flowing through a yoga session. Then, keep the rejuvenation going: create your own take-home salt scrub or aroma therapy, and enjoy refreshments. Enjoy a mini spa treatment, relax by the spa pool, and enjoy a healthy lunch at the spa. Center yourself with a sound bath session. **Space for this event is very limited! Register early. Pre-registration by Sept. 14, 2026 and an additional fee applies.**



Optional Activity: St. Augustine Shopping Shuttle

11:00AM–4:00PM

Shuttle Departs From Conference Center Entrance

Discover the charm of St. Augustine, the oldest city in the United States, where rich history meets coastal beauty. Spend your time exploring historic landmarks, browsing unique shops, or simply relaxing by the coast. Transportation is provided, with a scenic 45-minute shuttle ride to/from the Sawgrass Marriott Golf Resort & Spa. Waters and sodas will be available on the shuttle. **Additional fee applies. Pre-registration required by Sept. 14, 2026.**

Networking Cocktail Reception

6:00PM–7:00PM

Champions Ballroom & Foyer

Wrap up another world-class convention with networking and cocktails prior to the NTDA Awards & Recognition Dinner.

NTDA Awards & Recognition Dinner

7:00PM–9:00PM

Champions Ballroom

Welcome to Havana Nights! Enjoy your final evening of the convention with a delicious dinner, wine pairings, and entertainment. The NTDA will recognize outstanding membership ambassadors, sponsors, Board of Directors, and other notable industry participants. Plus, *Truck Parts and Service Magazine* will announce its "Trailblazer Award" on-stage recognizing North America's most successful and impressive trailer dealers for their unending commitment to their customers, employees, and the trucking industry at large. Dinner attire is business/resort casual. Don't miss our incredible prize drawings! (Must be present to win.)



Make the Most of the NTDA OPTIONAL ACTIVITIES DESIGNED TO CONNECT & INSPIRE

National Trailer Dealers Foundation Silent Auction

The National Trailer Dealers Foundation (NTDF) is bringing the excitement to the 36th Annual NTDA Convention with a Silent Auction — all in support of a meaningful cause. Every bid helps fund scholarships for the children of NTDA member employees, as well as employees pursuing their own continued education. Discover unique items, enjoy the thrill of friendly competition, and make a lasting impact with every purchase. As a 501(c)(3) organization, contributions are tax-deductible for any amount paid above the item's Fair Market Value. **Enter your bid between October 14–16, 2026** at the NTDA Convention. Look for more details coming soon. **Ready to donate an item?** Contact Gwendolyn Brown at (810) 844-3124 or foundation@ntda.org.



National Trailer Dealers Foundation Duck Derby

Thursday, Oct. 15, 2026 | 4:00PM

Sawgrass Marriott Golf Resort & Spa Main Pool

The National Trailer Dealers Foundation proudly presents the (Flamingo) Duck Derby! **Pre-purchase your ducks through the online registration system** or purchase your ducks at the Foundation display near the registration desk on Wednesday, Oct. 14 or Thursday, Oct. 15 (before noon) for a chance to win amazing prizes, and help fund scholarships for the children and employees of NTDA member companies. Race for prizes. Support education. Make a difference. Must be present to win!

Duck Derby Bundle Options

Get in on the fun early! **Pre-purchase your ducks** for the National Trailer Dealers Foundation Duck Derby — happening Thursday, Oct. 15, 2026 at 4:00PM at the Sawgrass Marriott Golf Resort & Spa Main Pool — and boost your chances to win:

- \$100 — 15 ducks (onsite price is \$10 per duck)
- \$200 — 30 ducks (onsite price is \$10 per duck)
- \$300 — 40 ducks (onsite price is \$10 per duck)
- \$400 — 50 ducks (onsite price is \$10 per duck)
- \$500 — 60 ducks (onsite price is \$10 per duck)
- \$600 — 70 ducks (onsite price is \$10 per duck)
- \$700 — 80 ducks (onsite price is \$10 per duck)
- \$800 — 90 ducks (onsite price is \$10 per duck)
- \$900 — 100 ducks (onsite price is \$10 per duck)
- \$1,000 — 120 ducks (onsite price is \$10 per duck)

Make a donation to the Foundation online at <https://nationaltrailed.securepayments.cardpointe.com/pay>. Learn more about the Foundation at <https://trailerdealersfoundation.org/>.

Foundation 50/50 Raffle Tickets

Pre-purchase Foundation 50/50 tickets through the Convention registration website and receive extra chances to win. Tickets are \$10 each if purchased on-site.

Swing for a Cause Golf Super Ticket

Attention: National Trailer Dealers Foundation Golf Tournament Participants...this fabulous option is for you! If you are playing in the Foundation Golf Tournament & Fundraiser, save time and pre-purchase a **Swing for a Cause Golf Super Ticket** that gives you access to all optional golf contests during the Oct. 16 Tournament on the TPC PLAYERS Stadium Course or on the Valley Course. (Golf contests and locations by hole will be provided to golfers prior to the Tournament). **Your \$60 minimum donation** is tax-deductible and 100% of the proceeds benefit the National Trailer Dealers Foundation. Donations of more than \$60 are greatly appreciated!



SPECIAL RECOGNITION

National Trailer Dealers Foundation and NTDA Commercial Semi-Trailer Advocacy PAC Donor Thank You Reception (Invitation Only)

Wednesday, Oct. 14, 2026 | 4:00PM

Invitation-only Reception for National Trailer Dealers Foundation and NTDA Commercial Semi-Trailer Advocacy PAC donors. This reception is designed to thank industry leaders while enjoying cocktails, conversation, and connection at our vibrant Salt & Sea themed reception, where coastal charm meets meaningful networking.

VIP Reception (Invitation Only)

Wednesday, Oct. 14, 2026 | 5:00PM

Celebrate during this invitation-only reception that combines camaraderie with refreshing cocktails, lively networking, and engaging conversation. Connect with VIP sponsors, first-time attendees, the NTDA Board of Directors, and staff. Thank YOU for your continued support of the NTDA!





36th ANNUAL NTDA CONVENTION

Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

HOUSING

A reservation link will be provided once your Convention registration is complete.

IMPORTANT — BOOK YOUR ROOM INSIDE THE NTDA ROOM BLOCK USING THE LINK PROVIDED ON YOUR REGISTRATION CONFIRMATION. HERE'S WHY...

Booking your rooms inside the official NTDA room block allows you to still receive your Marriott awards points, and it also helps keep your registration rate as low as possible. The NTDA negotiates rates for you, but it comes with financial penalties if we do not have enough rooms within the block to fulfill our commitment. If we fail to meet that commitment, it could result in higher registration fees and room rates in the future. The hotel is unable to move any rooms booked outside the block into our block due to the configuration of their registration system. So, please book your room(s) inside the NTDA room block!

Room reservations require the attendee's first and last name as well as a valid credit card. **Reservations without a specific individual's name will only be held until July 12, 2026.** Any arrival or departure changes, or cancellations on these reservations after July 12, 2026 may be subject to a change or cancellation fee. Registrants are responsible for making, modifying, or canceling their own hotel reservations.

- **Group Rate:** Rooms start at \$265 per night (single/double) plus taxes and fees.
- **Resort Fee:** \$15 per night (see Convention app for items included with fee)
- **State & Local Taxes:** Currently 11.5%

ADDITIONAL DETAILS

- **Reservation Deadline:** Sept. 10, 2026 (rooms may sell out earlier).
- **Overnight Parking:** \$20 self-parking/\$28 valet
- **Check-in:** After 4:00PM | **Check-out:** Before 11:00AM
- **Hotel Cancellations:** Hotel cancellations must be made 7 days prior to arrival to avoid a cancellation fee.
- **Early Departures:** Early departure fees may apply.
- **Hotel Payment:** Major credit card required to hold any reservations. (Provide a valid driver's license and credit card upon check-in.)
- **Sponsorship and Rooms:** Sponsorship does not include a hotel reservation and does not guarantee a specific room type at the Sawgrass Marriott Golf Resort & Spa. All registrants are responsible for making, modifying, or canceling their own hotel accommodations.
- **Hotel Questions:** The NTDA is a trade association hosting its event at the Sawgrass Marriott. The Association operates independently and is not affiliated with Marriott or the management of its properties. As such, the NTDA is unable to guarantee room decor, amenities, food quality, or service provided by hotel staff. For any questions related to accommodations, please contact the Sawgrass Marriott Golf Resort & Spa directly.





36th ANNUAL NTDA CONVENTION

Wednesday, Oct. 14–Friday, Oct. 16, 2026
Champions Ballroom & Foyer, Sawgrass Marriott Golf Resort & Spa

TRAVEL

Closest Airport: Jacksonville International Airport (JAX).

GROUND TRANSPORTATION

Driving from Jacksonville International Airport (JAX) to Sawgrass Marriott Golf Resort & Spa (approx. 30–35 miles) usually takes 35–45 minutes depending on traffic. Visit <https://ntda.site-ym.com/page/HousingTravel> for driving directions or ground transportation options.

IMPORTANT — TRANSPORTATION TO/FROM JAX

It is easy to get an Uber or Lyft to from the airport to Sawgrass Marriott, but return trips to the airport can be less convenient. We recommend booking a shuttle if you are not renting a car. Visit <https://ntda.site-ym.com/page/HousingTravel> to book a shuttle online.

MORE INFO

DRESS CODE

The NTDA Convention dress code is business/resort casual. Slacks or knee-length shorts, polo shirts, button down shirts, and nice shoes are appropriate for men. No ties or sports coats are required for meetings/events. Pants/slacks, Capri pants, skirts, and dresses are appropriate for ladies. Wear comfortable shoes. The Welcome Reception will be held indoor and outdoors (weather permitting). The Awards Dinner will be held indoors.

BEWARE OF HOUSING SCAMS!

As we approach the Convention, we want to ensure all attendees are aware of potential housing scams targeting conference participants. Scammers often pose as official housing providers or claim to offer exclusive hotel deals. Protect yourself by following these important tips:

Only book accommodations through the official Convention website or directly with the hotel(s) listed in our recommended housing options. We do not partner with third-party housing agencies. If you are contacted by anyone claiming to offer rooms on behalf of the Convention, treat it as suspicious.

Red Flags — Be Cautious of:

- Calls or emails pressuring you to book immediately due to "limited availability."
- Requests for full pre-payment, wire transfers or gift cards.
- Offers that sound "too good to be true" with unusually low rates.
- Unofficial links or booking sites not listed on the Convention website. (The only staff who would contact you if you have a question about housing are Gwen Brown or Shelley Reynolds. Patty Kealy with Conference Direct also helps with housing.)
- Generic greetings (e.g., "Dear Delegate" instead of your name).



THE PLAYERS

POLICIES

REGISTRATION

Registrations are accepted on a first-come, first-served basis. The NTDA may correct registration submissions for accuracy. If an incorrect registration type or information is submitted, the NTDA staff will notify you and will adjust charges or issue refunds accordingly. Badges are required to attend all Convention functions.

MEMBERSHIP TYPES

You are responsible for registering under the correct category. If you are unsure of your membership type, contact the NTDA at (810) 844-3124, or email registration@ntda.org.

PAYMENT POLICY

PRE-PAYMENT VIA CREDIT CARD REQUIRED. NO EXCEPTIONS. NO PAYMENT = NO BADGE. The NTDA no longer issues invoices for Convention registrations.

CANCELLATION POLICY

Substitutions are allowed. All cancellations (including golf or optional activities) must be made in writing (email registration@ntda.org) or modify/cancel via your registration confirmation notice.

- **By July 10, 2026: 100% refund**
- **July 11–Sept. 13, 2026: 50% refund**
- **Sept. 14, 2026 and after: No refunds**

Refunds are issued to the original credit card and may take 3–7 business days to process.

EVENT CANCELLATION, ATTENDEE HOLD HARMLESS & INDEMNIFICATION

If the Sawgrass Marriott Golf Resort & Spa determines the Convention cannot proceed due to uncontrollable circumstances, the NTDA will refund registration fees. The NTDA is not responsible for travel, hotel, or rebooking costs. By registering, attendees agree to assume risks associated with participation, including travel, and to indemnify and hold harmless NTDA, its staff, Board, contractors, and affiliates from claims or damages related to the event. Attendees are responsible for their own medical care and expenses. The NTDA does not provide health

insurance coverage. If the Convention is canceled, the NTDA may retain a \$50 administrative fee per person.

PHOTOGRAPHY/VIDEO POLICY

By registering, you consent to the use of photos or videos taken during the event in NTDA marketing materials and social media.

NTDA BYLAWS & ANTITRUST POLICY

Visit ntda.site-ym.com/page/Policies to review the NTDA Bylaws and Antitrust Policy. **The NTDA is aware of concerns regarding incidents in which competitors or fellow members may have been pressured or discouraged from attending NTDA events. Such conduct may be considered a restraint of trade and is inconsistent with NTDA policies. Any incidents of this nature should be reported to the NTDA Board of Directors.**

PROFESSIONALISM & RESPECT

All Convention participants must treat NTDA staff, volunteers, attendees, and associated personnel with respect, courtesy, and professionalism at all times. Discrimination, harassment, abuse, derogatory language, or aggressive behavior is strictly prohibited. Attendees should remain mindful of their conduct and resolve issues in accordance with established policies and guidelines.

Our staff works hard for you and we appreciate your attendance! We want everyone to have an enjoyable and safe experience. If a situation requires immediate attention, notify an appropriate authority such as hotel staff or security. All attendees should act in ways that minimize risk, protect reputations, and promote a respectful environment.

Attendees are expected to communicate respectfully and constructively. Disruptive behavior — including yelling, profanity, or personal attacks — is not permitted. Participants must comply with reasonable instructions from NTDA staff, volunteers, and venue or service providers to ensure a safe and smooth event.

The NTDA maintains a zero-tolerance

policy for harassment, including sexual harassment, bullying, and physical intimidation, which will result in immediate removal.

Violations may result in disciplinary action, including warnings, removal without refund, or a ban from future events. Serious misconduct may be referred to law enforcement.

NO SOLICITATION

The NTDA has a no-solicitation policy covering all Conventions, meetings, webinars, and other events. To provide a distraction-free environment for our exhibitors, sponsors, attendees, employees, and volunteers, we do not allow solicitation at our events by attendees or unauthorized parties. This policy includes, but is not limited to, the following activities:

- Unauthorized receptions and parties (including off-site events; exhibits, mobile exhibits and hospitality suites; membership recruitment activities; promotion of non-NTDA events; employment recruiting; and fundraising for non-NTDA or non-National Trailer Dealers Foundation charities.
- Unwelcome advances toward event participants or the NTDA staff.
- Unauthorized on-site distribution of printed or electronic materials including literature, signs, flyers, invitations, tickets, forms, etc.
- Non-exhibitors or non-sponsors found to be violating this policy agree to pay the NTDA the equivalent fee stated in the event's published rate schedule for exhibit space and/or sponsorships and will be expelled from the event. No refunds.
- Egregious and/or multiple violations of this policy may result in disqualification from future events at the discretion of the NTDA.

SPECIAL MEAL REQUESTS & ADA ACCOMMODATIONS

For ADA assistance, visit the resort concierge. If you have dietary restrictions or food allergies, notify the NTDA during registration and inform your server during meals.

QUESTIONS?

National Trailer Dealers Association
9864 E. Grand River Ave., Ste. 110-290
Brighton, MI 48116
Toll-free Phone (U.S.): 1-800-800-4552
Direct Dial: (810) 229-5960
E-mail: registration@ntda.org
Web: <https://www.ntda.org>



36th ANNUAL NTDA CONVENTION

Registration & Optional Activity Fees

Fees Per Person:	SAVE \$! Early Bird Rate 5/11/26– 7/10/26	Regular Rate 7/11/26– 9/13/26	On-site Rate 9/14/26– 10/14/26
Individual Dealer Registrant	\$1,199	\$1,439	\$1,559
Dealer Spouse/Guest	\$499	\$598	\$648
Individual Allied Registrant	\$1,599	\$1,918	\$2,079
Allied Spouse/Guest	\$499	\$598	\$648
Child 10 or Under	\$0.00	\$0.00	\$0.00
Non-member Registrant	\$3,798	\$4,558	\$4,937
Non-member Spouse/Guest	\$998	\$1,148	\$1,248
Optional Activities:			
10/15/26 Optional Activity: Morning Wellness	\$49	\$59	\$64
10/15/26 Optional Activity: St. Johns Town Center Shopping Shuttle	\$35	\$42	\$46
10/15/26 Registered <u>Spouse/Guest</u> Pool Party (12:00AM–5:00PM)	\$0.00	\$0.00	N/A — Register by 9/14/26
10/15/26 <u>Registered Attendee</u> Pool Party (3:30PM–5:00PM)	\$0.00	\$0.00	N/A — Register by 9/14/26
10/16/26 Optional Activity: Morning Spa (7:00AM–11:00AM)	\$149	\$179	\$194
10/16/26 Golf Tournament Breakfast (Included with Golf Tournament Registration)	\$0.00	\$0.00	N/A — Register by 9/14/26
10/16/26 Golf Tournament (9:30AM–3:30PM) TPC Sawgrass PLAYERS Stadium Course	\$499	\$598	\$648
10/16/26 Golf Tournament (9:30AM–3:30PM) TPC Sawgrass Dye's Valley Course	\$399	\$478	\$518
10/16/26 Golf Tournament Lunch (Included with Golf Tournament Registration — Delivered to Your Cart)	\$0.00	\$0.00	N/A — Register by 9/14/26
10/16/26 Men's and Womens' Rental Golf Clubs	\$85	\$102	\$110
10/16/26 Optional Activity: St. Augustine Shopping Shuttle — 11:00AM–4:00PM	\$70	\$84	\$91

Check out the following additional optional items online: **Swing for a Cause Golf Super Ticket**; **National Trailer Dealers Foundation (NTDF) Duck Derby** (pre-purchase your ducks!) **NTDF 50/50 Raffle Tickets**; and **NTDF Silent Auction**.

REGISTER: NTDA CONVENTION REGISTRATIONS WILL BE ACCEPTED ONLINE AT [HTTPS://NTDA.SITE-YM.COM/PAGE/REGISTER](https://ntda.site-ym.com/page/register).
YOU DO NOT NEED TO LOG INTO YOUR ACCOUNT TO REGISTER.

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- Sept. 14, 2026 and after: **No refunds**