



2010 International BIG R Show - www.BigRShow.com

Helping You Unlock Your Profits

October 30 - November 1, 2010 - The Las Vegas Hilton - Las Vegas, Nevada

Exhibit Dates: Sunday and Monday, October 31 & November 1, 2010

Convention Dates: Saturday, October 30 through Monday, November 1, 2010

Saturday, October 30, 2010:

- 8:00 AM - 5:00 PM** Registration Open
- 8:00 AM - 5:00 PM** Exhibitor Move-In
- 8:45 AM - 4:30 PM** Survive & Thrive Electrical Clinic (Ticketed Event)
- *How Rebuilders Should Treat Their Heavy Duty Customers with Better Service and Diagnostics:* Bruce Purkey, Purkey's Fleet Electric
 - *Improved Clutch Pulley Technology:* Daniel Wolff, Schaeffler Automotive Group
 - *Tactics To Price Your Product and Still Retain Customers and Profit:* Shawn Bray, Romaine Electric
 - *Rebuilding Techniques for the Newer Alternators and Starters for Hands-On Rebuilders:* Mohammad Samii, Sammy's Auto Electric
 - A Roundtable discussion will be held at the conclusion
- 9:30 AM - 10:30 AM** "Diesel Engines: Common Failures and Repair Strategies" - ENGINE BUILDER Seminar
- 10:45 AM - 11:45 AM** "Extending Rebuilt Diesel Engine Life Through Proper Cooling Maintenance and Analysis" - ENGINE BUILDER Seminar
- 1:15 PM - 2:15 PM** "The Future of Diesel Motorsports Panel Discussion/Roundtable" - ENGINE BUILDER Seminar
- 1:30 PM - 4:00 PM** "Calculating the True Cost of Cleaning" - RIT Seminar (Ticketed Event)
- 2:30 PM - 3:30 PM** "Detecting and Preventing Early Engine Failure Through Proper Oil and Filter Analysis" - ENGINE BUILDER Seminar
- 3:45 PM - 4:45 PM** "Rebuilding and Machining Cat Diesels to Compete with OEM Dealers" - ENGINE BUILDER Seminar
- 4:30 PM - 5:30 PM** Electrical Division Roundtable Meeting (immediately following Electrical Clinic)
- 4:30 PM - 5:15 PM** Manufacturer-Supplier Div. Roundtable Meeting
- 6:00 PM - 7:30 PM** "Welcome to Las Vegas" Industry Reception (Open to everyone)

Sunday, October 31, 2010:

- 7:00 AM - 5:00 PM** Registration Open
- 7:00 AM - 7:45 AM** POWER Breakfast (Ticketed Event) Featuring the popular "Idea Breakfast" moderated by Paul Schuck and Dan Smith
- 8:20 AM - 9:55 AM** Opening General Session: "Great News About Remanufacturing's CO2 Footprint" Prof. Dr. Rolf Steinhilper of the University of Bayreuth

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10:00 AM - 5:00 PM EXHIBIT HALL OPEN
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- 11:00 AM - 12:00 PM** Seminar - tba
- Noon - 1:00 PM** "Export Seminar" - Eduard Roytberg, Team Leader, U.S. & Foreign Commercial Service Automotive Team
- 1:00 PM - 2:00 PM** "Green Marketing: Make It Your Business"
- 2:00 PM - 3:15 PM** "Opportunities for Remanufacturers" - RIT Seminar (Ticketed Event)
- 3:30 PM - 4:45 PM** "Reducing Energy Consumption" - RIT Seminar (Ticketed Event)
- 4:30 PM - 5:15 PM** "How to Transform a Truck Diesel Engine into a LPG - Powered Engine" - Ronny Fritsche, Univ. of Bayreuth & Clemens Orgies, BU Drive
- 5:00 PM - 5:45 PM** Heavy Duty Brake Division Roundtable Meeting
- 5:00 PM - 5:45 PM** Core Supplier Division Roundtable Meeting VTRG & HD Transmission Div. Roundtable Mtg
- 5:00 PM - 5:45 PM** Clutch Div. Roundtable Meeting
- 6:00 PM - 7:30 PM** Board of Directors & Past Chairmen's Reception (Open to everyone - cash bar)

Monday, November 1, 2010:

- 7:30 AM - 2:00 PM** Registration Open
- 7:30 AM - 8:55 AM** "No Trouble Found" Warranty Breakfast (Ticketed Event) Moderated by Joe Stillson, Precision Rebuilders

9:00 AM - 2:00 PM EXHIBIT HALL OPEN
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- 9:05 AM - 10:05 AM** Seminar - tba
- 9:30 AM - 10:45 AM** "Economic Downturn Improvement Priorities" - RIT Seminar (Ticketed Event)
- 10:45 AM - 11:15 AM** HD Remanufacturing Group Roundtable Meeting
- 11:15 AM - 12:15 PM** Seminar - tba
- 11:30 AM - 12:30 PM** "Retail Internet Trends in Automotive Parts in 2010" - Famous Rhodes, Director of eBay Motors
- 1:30 PM - 4:30 PM** APRA Air Conditioning Clinic (Ticketed Event)
- 2:00 PM - 4:30 PM** APRA Electronics & Mechatronics Clinic (Ticketed Event)
- "Regenerative Braking" - Craig Van Batenberg, ACDC
 - "Getting More Access to OE Specifications To Ease the Remanufacturing Quagmire" - Omar Cueto, DieselLogic.com
- 2:01 PM - 9:00 PM** Exhibitor Move-Out

Tuesday, November 2 - Friday, November 5, 2010 - The AAPEX 2010 and the SEMA Show will be held immediately following the BIG R Show at the Las Vegas Convention Center and the Sands Convention Center.