



# SUPPLIERS & DISTRIBUTORS!

BOOK YOUR SPACE NOW FOR THE SIXTH ANNUAL CVSN/GENNEXT TRAINING EXPO!



This program is designed for suppliers interested in training 200 distributor outside sales, parts managers, and branch managers coast-to-coast from the U.S. and Canada from all industry affiliations and groups. This saves each supplier a considerable amount of time and money in travel, housing and other expenses!

This is a great opportunity to train your distributor customers at one place at one time at a significant cost savings for your company. The cost of this event is comparable to other industry events but gives suppliers more face to face time with the people who actually sell their products everyday. This is your opportunity to give them the tools to sell your product more effectively.

**HYATT REGENCY**

**JULY 7-9, 2023**

**ATLANTA, GEORGIA**

## **SUPPLIER COST:**

**\$20K GOLD SPONSOR FOR CVSN SUPPLIERS \$12K SILVER SPONSOR FOR CVSN SUPPLIERS \$8k BRONZE SPONSOR FOR CVSN SUPPLIERS \$450 FOR EACH ADDITIONAL SUPPLIER REP**

- Must be a member of CVSN or GenNext to attend DTE.
- Previous Year Suppliers have first right of refusal on sponsorship until March 31<sup>st</sup>. Sponsorship will be awarded on a "first to sign up" basis. Supplier companies are encouraged to register asap and new supplier spots will be confirmed after March 31<sup>st</sup>.

## **SPONSORSHIP INCLUDES:**

- Classroom and booth training area space so you can network, discuss and train 200 of the front line sellers of your product in the aftermarket
- All meals and networking receptions
- 10x10 or 10x20 individual training area booths
- The Bronze level of sponsorship only includes a booth on the show floor. No classroom time will be included

## **DISTRIBUTOR COST:**

- Distributor costs for CVSN Members is \$450 & \$600 for associate members. This includes hotel, meals, classroom time, trade show and hotel transfers.
- Up to 8 distributor guests per company. Additional may be accommodated at a later date.
- Recommended attendees: Outside sales, Parts Counter Sales, Sales Managers, Branch Managers, Purchasing
- This deeply discounted cost is offset by the supplier sponsorship
- \$500 travel credit available for flights which will be booked by MTI
- Must be a member of CVSN or GenNext to attend DTE.



Commercial Vehicle Solutions Network

[www.cvsn.org](http://www.cvsn.org)



[www.gennexthd.com](http://www.gennexthd.com)

**1**

**HOW IS THIS EVENT DIFFERENT FROM HDAW OR A BUYING GROUP SHOW?**

The CVSN/GenNext Distributor Training Expo is not comparable to a buying group show or HDAW. This is a training event that caters to the salesperson. Any supplier company that has a focus on training heavy duty aftermarket inside/outside salespeople and counter people will benefit from this show.

**2**

**HOW MUCH TRAINING TIME WILL I GET WITH THE ATTENDEES?**

All distributors will stop at each of the booth to give time to ask product questions. They will have 4-6 hours on the show floor with 20-30 individual training areas to visit. Additionally, Gold level sponsors will have four-40 minute classroom training sessions. The Silver level sponsors will have two 40 minute classroom sessions.

**3**

**HOW MANY DISTRIBUTOR COMPANIES WILL BE THERE?**

The distributors can send up to 8 people per company and we estimate that 55-60 companies and 200 salespeople will represent the distributor attendees.

**4**

**THE DEPOSIT AMOUNT NEEDED TO HOLD A SPACE?**

Full payment is due at the time of registration by either company check or credit card. Invoices can be sent directly after registration has been submitted.

**5**

**IS THIS EVENT MEANT FOR YOUNGER EMPLOYEES AND YOUNG LEADERS IN THE INDUSTRY?**

The expo is for all age groups and experience levels.

**BOOK  
TODAY!!**

*Limited supplier spots are on a first-come first-serve basis.  
We have 8 Gold Level Sponsor slots at \$20,000 and 23 Silver Level Sponsor slots at \$12,000.*

**Suppliers, BOOK NOW AT [www.miregistration.net/gncvnsupl](http://www.miregistration.net/gncvnsupl)  
Distributors, BOOK NOW AT [www.miregistration.net/gncvnsdist](http://www.miregistration.net/gncvnsdist)**