



Hyster Dealer Warehouse Summit 2011 ***Register by March 11.....***

All Hyster Dealer Management and Sales Staff Members are
Invited to the Hyster Dealer Warehouse Summit in Chicago, IL.

Date: Wednesday March 23. 8:00 AM – 3:15 PM

"The Hyster Warehouse Summit is an extension of last October's 'Strong Partners' dealer meeting. During this Summit event participants will be presented with pertinent product sales, marketing, and business information that will help them to develop a successful implementation of a Warehouse-focused marketing strategy for their dealership."

Jonathan Dawley, Vice-President of Marketing.



Summit Registration:

Participants **must** register for this seminar by **March 11, 2011.**

For cancellation or registration change requests, please contact Nancy Dunker at nancy.dunker@nmhg.com

Significant Topics

Morning Sessions 8:30 AM to 12:00 PM

- Defining the Hyster Warehouse Marketing Strategy.
- Why Should We Focus on the Warehouse Market?
- Hyster Electric Powered Product Offerings.
- A Freezer Application Customer Reviews His Materials Handling Needs / Concerns *(video interview)*
- Introduction to the New Heavy Duty Walkie / Rider Class III Line.
- What's happening with Hyster Reach Trucks?
- Why the New Hyster 3 Wheel Stand and 3-4 Wheel Sit-down Electric Riders compliment the Hyster Warehouse Strategy.
- What's new on the W40Z?

Sign Up Now

Lunch / Product Walk-around 12:00 PM to 1:00 PM

- A lunch buffet will be provided for all participants.
- Participants will also have the opportunity to walk-around all of the products presented during the morning session.

Afternoon Sessions 1:00 PM to 3:15 PM

- How a Successful Hyster Dealer Calls on Legacy Warehouse Customers *(video interview)*
- What is the Hyster Warehouse WIN Profile?
- What is Your Dealership's WIN Profile?
- How Your Dealership Can Apply Successful Marketing Segmentation Techniques to Your Market.
- The Hyster Warehouse Marketing Tools.
- Meet LTW, our new AS/RS Partners.
- Trans Systems (Warehouse Consultants) View of Current Warehouse Materials Handling Trends.
- The Hyster Brand Launch Materials that are Available to Your Dealership.

Topics are subject to change at this time.

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Hyster Dealer Warehouse Summit 2011

Sales Strategies and Tactics: All presentations and activities will focus on the growth potential of the warehouse market segments for Hyster dealers and Hyster sales people. During the summit participants will learn how to fine tune their growth plans with warehouse customers from presenters who will review and discuss pertinent product, sales, marketing and business information.

Summit Location:

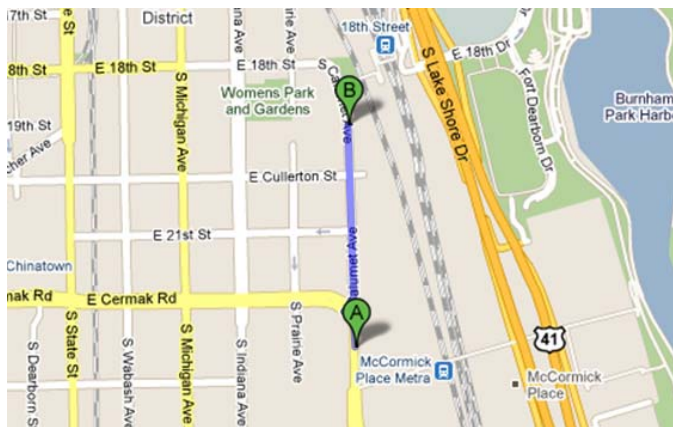
Army National Guard

Donnelly Armory Co A 2-20 Special Forces Group Airborne

1910 South Calumet Avenue

Chicago, IL 60616

(312) 808-8800



Directions from McCormick Place to the Donnelly Armory:

1. From McCormick Place **A**, head north on S. Martin Luther King Dr. toward S. Calumet Ave.
2. Take first right turn onto S. Calumet Ave.
3. Armory **B** located at 1910 South Calumet Ave.
4. We recommend the use of taxis as parking is severely limited.

- **Target Audience:** All Hyster Dealer Management and Sales Staff members are invited to attend.
- **Summit Purpose:** The Summit will set the tone for the exciting business opportunities that await the Hyster Dealer organization in the warehouse industries.
- **Location:** Donnelly Armory, 1910 South Calumet Ave., Chicago, IL
- **Summit Times:** Registration: 8:00 to 8:30 AM. Summit: 8:30 AM – 3:15 PM.
- **Dealer Costs:** Transportation to and from Chicago and all hotel accommodation expenses.
 - **Provided:** Food and drink will be provided during the Summit.
- **Dress:** Business Casual.
- **How to Register:** Dealer personnel should register for the meeting on-line then contact hotels directly to book accommodations.
- **Questions:** Contact Jay Costello @ 252-931-5521 / jay.costello@nmhg.com