

Work Truck Week® 2026 Calendar of Media Events

Date/Time	Event	Location	Notes
Monday, March 9			
1–5 p.m.	Work Truck Week Pressroom (and media registration) open	Room 243	Beverages available. Sponsored by Ford Pro. Editorial media only.
Tuesday, March 10			
7:30 a.m.–6:30 p.m.	Pressroom (and media registration) open	Room 243	Breakfast and lunch served. Sponsored by Ford Pro. Editorial media only.
8:30 a.m.–4:45 p.m.	Green Truck Summit	JW Marriott Indianapolis	Advance registration required.
4:45–6 p.m.	Press Conferences		Media badge or invitation required.
6–8:30 p.m.	Opening Reception	Lucas Oil Stadium	Registration required (included with GTS Conference Package).
Wednesday, March 11			
7:30 a.m.–6 p.m.	Pressroom (and media registration) open	Booth 243	Breakfast and lunch served. Sponsored by Ford Pro. Editorial media only.
7:30 a.m.	New Exhibitor Pavilion early media entry		New Exhibitor Pavilion open until 4 p.m.
8 a.m.	Exhibit hall early media entry		Exhibit hall open until 5 p.m.
8 a.m.–5 p.m.	Press Conferences		
11 a.m.–3:30 p.m.	Work Truck Week Ride & Drive	Outside	Open to all attendees.
5–6 p.m.	NTEA Media Appreciation Happy Hour	Room 243	Stop by for casual drinks and appetizers. Media badge required.
Thursday, March 12			
7:30 a.m.–5 p.m.	Pressroom (and media registration) open	Room 243	Breakfast and lunch served. Sponsored by Ford Pro. Editorial media only.
8–9:30 a.m.	NTEA Annual Meeting with Keynote Speakers	Sagamore Ballroom	Advance registration required. No photography or filming permitted during the event. NTEA will provide photos Thursday afternoon.
7:30 a.m.	New Exhibitor Pavilion early media entry		New Exhibitor Pavilion open until 4 p.m.
8 a.m.	Exhibit hall early media entry		Exhibit hall open until 5 p.m.
9:45 a.m.–2:30 p.m.	Press Conferences		
11 a.m.–3:30 p.m.	Work Truck Week Ride & Drive	Outside	Open to all attendees.
Friday, March 13			
8 a.m.–noon	Pressroom (and media registration) open	Room 243	Breakfast served. Sponsored by Ford Pro. Editorial media only.
8 a.m.	Exhibit hall early media entry		Exhibit hall open until noon.