

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)	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.
5:30–5:55 p.m.	Ford Pro Press Conference	Booth 2301	
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.
9–9:25 a.m.	Harbinger Press Conference	Booth 413	Electric and hybrid truck company Harbinger will present the world premiere of a new medium-duty vehicle.
9:30–9:55 a.m.	Cummins Inc. Press Conference	Booth 5501	Cummins Inc. will share the latest with the planned launch of its next generation of versatile, medium-duty platforms, while the 2025 6.7L turbo diesel highlights their success and continued RAM partnership.
10–10:25 a.m.	Ram Professional Press Conference	Booth 5101	Discover the future of capability and innovation at the Ram Professional display and attend the reveal of a new offering in our expanding lineup of trucks and vans – come see how Ram is redefining what it means to be Work Ready.
10:30–10:55 a.m.	Adrian Press Conference	Booth 4905	Join Adrian for a major industry announcement revealing our new CEO and vision along with breakthrough product innovations that will help advance vehicle upfitting.
11 a.m.–3:30 p.m.	Work Truck Week Ride & Drive	Outside	Open to all attendees.
11–11:25 a.m.	Fleetio Press Conference	Booth 4043	Fleetio unveils new AI-powered maintenance features that help fleets instantly prioritize issues, validate repair costs, and keep vehicles on the road with greater confidence and cost transparency.
11:30–11:55 a.m.	Stahl Press Conference	Booth 3719	As part of its 80th anniversary, Stahl Truck Equipment Company (a Berkshire Hathaway/Marmon Holdings Company) announces the strongest, most durable evolution of the trusted Challenger Service Body platform, the all-new Challenger Pro line of truck bodies, will debut at Work Truck Week 2026.
12–12:25 p.m.	The Knapheide Manufacturing Company Press Conference	Booth 2001	Knapheide will reveal its exciting new brand position, setting the stage for a transformative shift in how customers understand and use work truck solutions.
1:15–1:40 p.m.	J.B. Poindexter & Co. Inc. Press Conference	Booth 601	JBPCO will unveil the newest addition to its industry-leading family of brands, DBCM Ambulance Division, and share key updates, innovations, and new features across its business units, including Morgan Truck Body, Morgan Olson, Reading Truck, Leer Group, and Masterack.
1:45–2:10 p.m.	VMAC – Vehicle Mounted Air Compressors Press Conference	Booth 743	VMAC's G90 gas-driven air compressor with FlexDrive AMS automatically adapts airflow and pressure to deliver up to 90 CFM at 100 psi continuously and up to 170 psi at reduced CFM for high-pressure needs.
2:15–2:40 p.m.	Clariance Technologies Press Conference	Booth 853	The Clariance Technologies team of companies is proud to provide the work truck industry with the following technologies: Ranger Design's new line of shelving and a major addition to the Trazer line of pickup products, Roll Rite's innovative TORC pivot technology, an upgrade to the revolutionary ECCO Connect system with QuickLink and more.
2:45–3:10 p.m.	Work Truck Solutions Press Conference	Booth 637	Introduction and announcement of a solution that greatly improves the B2B shopping experience by enabling dealerships to efficiently cultivate the commercial vehicle business customer relationship, improve efficiencies, drive sales, increase buyer satisfaction and ultimately create a foundation of efficiency for the entire supply chain.
3:15–3:40 p.m.	Sortimo of North America Press Conference	Booth 1501	Sortimo North America unveils its latest vehicle organization solutions, designed to revolutionize efficiency and productivity for service professionals, at Work Truck Week 2026.
3:45–4:10 p.m.	LEGEND Press Conference	Booth 935	LEGEND will be introducing several new, exciting additions to our lineup of vehicle protection products with new vehicle entry options, interior liner options, and truck accessory options.
4:15–4:40 p.m.	Bergstrom Inc Press Conference	Booth 437	Bergstrom is unveiling its re-branded eCoolPark electrical, no-idle HVAC portfolio, purpose-built to provide Class 3–7 trucks with reliable cab comfort while reducing fuel consumption and emissions.
5–6 p.m.	NTEA Media Appreciation Happy Hour	Room 243	Stop by for casual drinks and appetizers. Media badge required.

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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 Karl Rove and Jim Messina	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.
10–10:25 a.m.	Peterson Manufacturing Co. Press Conference	Booth 4231	Peterson introduces the first fail-safe trailer light aimed at eliminating roadside lighting failures, <u>cutting CVSA violations, minimizing fleet downtime, and delivering consistent, reliable performance.</u>
10:30–10:55 a.m.	Vanair, A Lincoln Electric Company Press Conference	Booth 1443	Vanair continues to develop new products and advancements to our current products, including EPEQ, Velion, and others.
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.