



PTDA INDUSTRY IMMERSION CONFERENCE



Strong Relationships = Stronger Business. Are You Ready?

No matter your role—sales, marketing, customer service or management—your success in the power transmission/motion control (PT/MC) industry depends on the relationships you build.

The **2026 Industry Immersion Conference** is your one-day fast track to mastering them.



Created by industry pros, this intensive program is designed to give those who are new to the industry the confidence, skills and insights they need to thrive. You'll:

- Level up your networking and communication skills through interactive scenarios led by seasoned PT/MC veterans.
- Gain insider strategies for building productive partnerships with customers, colleagues and channel partners.
- Step into your role as a trusted, solutions-oriented partner in today's competitive marketplace.
- Walk away with real tools you can use immediately to strengthen connections and accelerate your career.

If you're ready to stop just meeting people and start building the kind of lasting relationships that move business and your career forward, this is your moment.

PTDA 2026 INDUSTRY IMMERSION CONFERENCE

Wednesday, March 25, 2026

DoubleTree by Hilton Hotel Nashville Downtown
Nashville, Tenn.

Register online at ptda.org/IndustryImmersion



SCHEDULE OF EVENTS

Tuesday, March 24

6:00 - 7:30 PM

Optional Networking Dinner *(with PTDA volunteers)**

Our committee, board and council volunteers will be at this dinner as they'll either have completed their meetings that day or be preparing for their Wednesday meetings. This is your chance to talk with industry veterans who have volunteered to lead PTDA.

Wednesday, March 25

8:00 - 8:30 AM

Networking Breakfast *(with PTDA volunteers)*

Enjoy this additional opportunity to mingle and speak with volunteers and conference attendees.

8:30 - 9:00 AM

Meet and Greet

Kick off your conference experience with a casual opportunity to meet fellow attendees. You'll also be introduced to JP Bouchard, General Bearing Service Inc., moderator of the Industry Immersion Conference.

9:00 AM - 10:30 AM

Driving Sales & Building Trust in PT/MC: Strategies for Lasting Connections

In the competitive world of PT/MC, sales success hinges on more than just technical know-how—it's about trust, timing and the ability to forge strong, lasting relationships.

This dynamic panel discussion will deliver actionable insights on:

- Earning trust in a technical sales environment
- Creating value-driven conversations that resonate with customers
- Leveraging networks to open doors and close deals
- Building long-term relationships that go beyond the sale

PANELISTS:

- Scott Eiss, NTN Bearing Corp. of America
- Tom Holtry, Motion
- John Newman, BDI
- Kevin Shrout, PEER Chain

10:30 - 11:00 AM

Networking Break *(with PTDA volunteers)*

11:00 AM - 12:00 PM

Industry Mad Libs

Mad Libs aren't just for laughs—they're a creative way to sharpen how we talk about our work and our value. By swapping in industry-specific terms, you'll build stories, pitches and messages that stick with your audience. It's an interactive (and slightly unpredictable!) exercise to help you practice turning everyday business language into compelling communication you can use with customers, colleagues and partners.

12:00 - 1:30 PM

Networking Lunch *(with PTDA volunteers)*

Expand upon conversations and insights from the morning sessions as you refuel.

1:30 - 3:00 PM

Speed Networking with Role Play

Have you heard of PTDA's signature networking event—the Manufacturer-Distributor Idea Exchange (MD-IDEX) at our annual Industry Summit? It's the premier opportunity to connect with your PT/MC industry peers and channel partners. MD-IDEX delivers outstanding value for those eager to explore new opportunities, strengthen relationships, address challenges and uncover fresh ways to grow revenue.

Experience a mock MD-IDEX to help you:

- Refine how you introduce yourself and clearly communicate your value in under a minute.
- Gain experience starting conversations and connecting with new people quickly.
- Learn to identify key opportunities by actively listening and asking smart questions.
- Make meaningful connections in just minutes.





3:00 - 3:30 PM Networking Break

3:30 - 4:30 PM Elevating You: Personal Branding Strategies for PT/MC Professionals

Your personal brand can be just as powerful as the products you represent. Whether you're in sales, engineering, leadership or marketing, how you present yourself—online and offline—can open doors, build trust and accelerate your career.

This panel session explores how PT/MC professionals can develop and amplify their personal brand to stand out in a competitive market. Learn how to position yourself as a trusted expert, connect more authentically with customers and peers and grow your influence within and beyond your company.

During this panel discussion you'll learn how to stand out by:

- Defining and refining your personal brand in a technical field
- Using LinkedIn, digital platforms, industry groups and associations to boost visibility and credibility
- Balancing authenticity with professionalism
- Creating content and conversations that reflect your expertise
- Aligning your personal brand with your company's mission—without losing your voice

PANELISTS:

- Loretta Dell, Bearing Service Inc.
- Dent Lambert, Consolidated Bearings Company
- John McAleer, RBI Bearing Inc
- Jenna Swedin, QA1 Precision Products Inc.

6:00 - 8:30 PM Optional Networking Dinner*

Staying in town another night? Take advantage of this opportunity to continue conversations over a final gathering of colleagues, leaders and volunteers.

**To register for the optional events, check the box on the registration form and include the fee in your total payment.*

Hotel and Travel Information

The headquarters hotel of the
2026 Industry Immersion Conference

**DoubleTree by Hilton Hotel
Nashville Downtown**
315 4th Avenue North
Nashville, Tenn. 37219 | +1.615.244.8200

As the headquarters for the conference, you're just a five-minute stroll from Broadway's legendary honky-tonks and neon-lit bars. Iconic landmarks like the Ryman Auditorium, Bridgestone Arena and the Country Music Hall of Fame are all within half a mile of your front door.

A block of rooms has been set aside for Industry Immersion Conference participants at a rate of US\$249 single/double standard room plus taxes per room per night. Reservations will be taken on a first-come, first-served basis when **reserved by February 17** or until the block is filled (which usually comes first). After February 17, the hotel will release any unsold rooms in the PTDA block and reservations will be taken on a space-available basis.

Book your room online at:
ptda.org/IndustryImmersionHotel or call
+1 800-222-8733. Be sure to mention that you are
with PTDA and provide the booking code "91L".
Please only use the link provided above as our hotel
contract secures preferred rates.

Registration and Cancellation Policies

ADVANCE REGISTRATION DEADLINES

To receive the early discounted registration fee, and to ensure inclusion in the advance PTDA registration list, your registration form and payment must be received **no later than January 19**.

REFUND POLICIES

Delegate and Spouse/Companion Registration:

Written cancellations received by March 9 will be refunded and processed in full by April 10. Due to PTDA's contractual obligations with its vendors, no refunds can be issued for cancellations received on or after March 9.

Visit the ptda.org/IndustryImmersionRegistration for the Event Code of Conduct, Publicity Photo and Video Acknowledgement, Attire and Entertainment Policies.

PTDA 2026 INDUSTRY IMMERSION CONFERENCE REGISTRATION FORM

FULLY COMPLETE THIS FORM AND RETURN WITH PAYMENT OR REGISTER ONLINE AT:

ptda.org/IndustryImmersionRegistration. Except for spouses and companions, each individual attending must register separately. To register additional individuals from your firm, please copy this page or select Register Someone Else from the online registration page.

Full Name _____

Name for Badge, if different _____

Title _____

Company _____

Address _____

City _____ Province/State _____

Postal Code/ZIP _____ Country _____

Cell Phone _____

Email _____

Linkedin URL _____

Special Dietary Needs _____

Emergency Contact Name _____

Emergency Contact Phone _____

REGISTRATION FEES

DELEGATE REGISTRATION

	BY JANUARY 19	AFTER JANUARY 19	SUBTOTAL
PTDA Member	US\$495	US\$595	_____

If you are not a member of PTDA but are interested in attending, please contact us.

Optional Events:*

March 24 Reception & Dinner US\$115 _____

March 25 Reception & Dinner US\$115 _____

DELEGATE TOTAL _____

Are you Next Gen (40 years of age or younger)? Yes No

SPOUSE/COMPANION REGISTRATION

Spouse/Companion Name _____

Special Dietary Needs _____

March 24 Reception & Dinner US\$115 _____

March 25 Reception & Dinner US\$115 _____

SPOUSE/COMPANION TOTAL _____

*Cost covers dinner only; drinks are not included.

Before December 31, mail to:

PTDA

230 W Monroe St. Ste 1410
Chicago, IL USA 60606-4703

Fax: +1.312.516.2101 | ptda@ptda.org

After January 1, 2026 mail to:

PTDA

134 N LaSalle Street, Suite 840
Chicago, IL 60602



PAYMENT OPTIONS (Please note, registration not final until paid in full.)

I have enclosed a check for US\$ _____

Charge my credit card US\$ _____

I have submitted an ACH payment for US\$ _____

To pay by wire or ACH, please visit ptda.org/ACH or contact PTDA at ptda@ptda.org or +1.312.516.2100.

Credit Card Number _____

Exp. Date _____ Security Code _____

Cardholder Name _____

Cardholder Address _____

Cardholder Signature _____