



by Vanessa Velasquez
members.atra.com

WHY YOU CAN'T MISS THIS YEAR'S EXPO



Sure, every year there's plenty of reasons why you need to be at Powertrain Expo. But this year, we've really rolled out all the stops! Here are 8 reasons why you can't miss this year's show!

Extra Bonus Day - Now 5 days long!

Expo attendees never seem to get enough – of Expo! That's why we decided to take our already jam-packed event one step further: we added a whole extra day of training! Giving our attendees a record-breaking 80+ hours of industry-leading management & technical training you've come to expect at Powertrain Expo!

3 Technical Seminar Rooms!

Well, we couldn't stop at just adding days – so we added rooms too! On Wednesday, Thursday and Friday there will be two technical seminar rooms running simultaneously and on Saturday and Sunday there will be three! Don't worry – if you're having trouble deciding which seminar to attend, all Complete Conference attendees will receive audio recordings of all seminars after the show!

Lowest Room Rates in 10 years!

This year's hotel room rates at Harrah's Hotel & Casino dip as low as \$35 on some nights, and \$125 on others! When's the last time they were even close to being that low?

I can tell you: Back in 2012 at Bally's they were \$89 and \$105 a night. When's the last time they were \$35 a night? Try never. Even the \$179 rate for Friday and Saturday is pretty good considering it's a big holiday weekend!

iPor Primera Vez - Seminarios técnicos en español!

Spanish speaking technicians make up a large part of ATRA Membership, are regulars at Technical Seminars, and also at Powertrain Expo. We are pleased, and so excited to be able to offer Spanish technical sessions at this year's show!

Discount Weekend Passes

We get it: 5 days might be a little too long for some. Or, maybe driving to Las Vegas for a quick weekend trip is more your thing. We've got you covered! This year we're offering 40% off the full 5-day pass – and you'll still have access to all this:

- Friday Trade Show
- Friday Cocktail Reception
- Saturday Technical & Management Seminars
- Saturday Trade Show
- Sunday Technical & Management Seminars

2022 Technical Seminar

Haven't had a chance to attend this year's ATRA Technical Seminar, or is there no seminar scheduled in your area? Kill 2 birds with 1 stone and

catch the presentation while you're at Powertrain Expo! Bonus: it's included with your Expo registration (Complete, Tech package or Weekend Pass) – How's that for value?

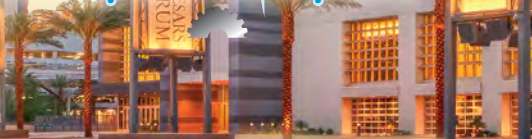
Brand New Venue

Who doesn't like new & shiny things? Or that new car smell? Well, good news because this year's Powertrain Expo is being held at the recently constructed Caesars Forum Convention Center...and it has all of those things! The Forum technically opened in 2020 (and we all know what happened back then), but we were lucky enough to secure a spot in Las Vegas' newest event facility! (And if we catch you taking a whiff of the brand new carpet, we won't blame you!)

Because Your Competition Will Be There

Yep, I said it. Staying at the top of your game shouldn't just be your priority – but it's also your responsibility to the motoring public. And if you're not always striving to be your very best – your town's other shop will. **Make sure that doesn't happen by registering today for Powertrain Expo! Advanced ticket prices are still in effect until July 29th! We'll see you there!**

www.powertrainexpo.com





You're Invited



and



request the pleasure of your company at the
2022 ATRA Powertrain Expo Opening Night Reception!

Ceasar's Forum Conference Center

Friday, September 2, 2022

7:00 - 9:00 p.m.

Join us for an evening of celebration. You'll enjoy good food, drinks, music, and dancing, and meet up with lifelong friends.





Powertrain
expo
2022

***REGISTRATION
NOW OPEN!***



END OF *Summer* SHOW!

*Extra
Bonus Day!*

August 31 - September ~~3~~⁴, 2022
at the
NEW Caesars Forum Convention Center!

CAESARS
FORUM

www.powertrainexpo.com

SCHEDULE AT A

- Technical Seminars
- Management Seminars

WEDNESDAY, AUGUST 31

- 3pm - 6pm: Don't Guess, Test! - *Randall Schroeder*
- 3pm - 6pm: BMW Turbo Powertrain Theory & Management - *Seth Thorson*
- 3pm - 3:30pm: Inspiration Before Information - *Rodger Bland*
- 3:30pm - 5pm: Going Hi Rev - *Dennis Madden*

THURSDAY, SEPTEMBER 1

- 8am - 9:30am: BMW 48-volt Mild Hybrid Drive System - *Seth Thorson*
- 8am - 9:30am: Diagnosing Parasitic Battery Drain - *Dan Marinucci*
- 8am - 9:30am: Sell Your Shop Today - *Tony Kuczynski*
- 9:45am - 11:15am: Introducing the 8F35 - *Bill Brayton*
- 9:45am - 11:15am: Woulda, Shoulda, Coulda...We've All Been Here - *Bob White*
- 9:45am - 12pm: Digital Marketing - *Carl Borsani*
- 1pm - 2:45pm: Becoming a Destination Employer - *Tiffany Scherado*
- 1:30pm - 3pm: Hydraulic Related Failures - *Glenn Troub*
- 1:30pm - 3pm: Before You Pull That Trans (Part I) - *Scott Shotton*
- 3pm - 5pm: The Roadmap to a Work/Life Balance that Works - *Maryann Croce*
- 3:15pm - 4:45pm: 8L90; From Diagnosis to Delivery (Part I) - *Sean Boyle*
- 3:15pm - 4:45pm: CVT Faults, Failures & Fixes! - *Robert Bateman*
- 5pm - 6:30pm: 8L90; From Diagnosis to Delivery (Part 2) - *Sean Boyle*
- 5pm - 6:30pm: Misfire Diagnosis: Check the Engine Before You Blame the Tranny! - *Eric Ziegler*

FRIDAY, SEPTEMBER 2

- 7:30am - 9am: Diagnosing Parasitic Battery Drain - *Dan Marinucci* **ENCORE**
- 7:30am - 9am: Blame it on the Tuner Again! (Part I) - *Pepe Torres*
- 8am - 9:30am: Extreme Communication - *Maylan Newton*
- 9:15am - 10:45am: 8HP Diagnostics - *Francisco Moreno*
- 9:15am - 10:45am: Blame it on the Tuner Again! (Part 2) - *Pepe Torres*
- 9:45am - 12pm: Profitability Medicine from Your Local Pharmacist - *Bruce Kneeland*
- 11am - 12:30pm: Hybrid & Electric Vehicle Powertrain - *John Kelly*
- 11am - 12:30pm: From TechConnect to TechAuthority Service Library - *Alan McAvoy*
- 12pm - 2pm: ATRA Luncheon
- 2pm - 7pm: Trade Show Open
- 7pm - 9pm: Cocktail Reception

Glance...

SATURDAY, SEPTEMBER 3

- 8am - 10am: *Only 1 Thing Matters in the Marketing War* - *Thom Tschetter*
- 8:30am - 10am: *Fixes From the Builder's Bench* - *John Parmenter*
- 8:30am - 10am: *Before You Pull That Trans (Part 2)* - *Scott Shotton*
- 8:30am - 10am: *CVT Fallas y Correcciones* - *Robert Bateman* **SPANISH**
- 10am - 3pm: Trade Show Open
- 3pm - 5pm: *The Great Resignation* - *Fanny Hanono*
- 3pm - 4:30pm: *6L80; Do It Once, Do It Right!* - *Mark Puccinelli*
- 3pm - 4:30pm: *ZF 8spd Problemas y Diagnósticos* - *Francisco Moreno* **SPANISH**
- 3pm - 4:30pm: *6R140/6R80; Control & Internal Changes* - *Bob Warnke*
- 4:30pm - 6pm: *The Latest Tips on BIG 3 OE Programming* - *Eric Ziegler*
- 4:30pm - 6pm: *¿Pero, Dónde Está la Falla?* - *Pepe Torres* **SPANISH**
- 6pm - 7pm: ATRA Member TownHall

SUNDAY, SEPTEMBER 4

- 8:30am - 10am: *ZF 8spd Hybrid* - *Francisco Moreno*
- 8:30am - 4pm: *ATRA 2022 Technical Seminar* - *Keith Clark*
- 9am - 12pm: *Exceeding Customer & Employee Expectations* - *Ted Janusz*
- 10:15am - 11:45am: *ZF 8spd Hybrid* - *Francisco Moreno* **SPANISH**
- 12:45pm - 4pm: *High Voltage Systems & Safety Training* - *John Kelly*
- 1:30pm - 4pm: *Shop Owner Panel/Roundtable* - *Thom Tschetter*

Program subject to change.



Wednesday, **AUGUST 31** Kick-Off!

Don't Guess, Test!

Randall Schroeder

3pm - 6pm

We all know using a vacuum tester can identify wear issues inside a valve body. This hands-on demonstration using vacuum test equipment goes beyond the valve body and shows how to verify the proper operation of various components inside the transmission including check valves, clutch packs and much more!

BMW Turbo Powertrain Theory & Management

Seth Thorson

3pm - 6pm

This class dives into the fundamental operation and management of modern BMW powertrain systems by introducing the principles of operation. You will become familiar with how the engine and transmission work together with the operating systems. From the in-depth look, you will be empowered to better diagnose powertrain related complaints and faults!

Inspiration Before Information - Rodger Bland

3pm - 3:30pm

Let's get inspired for a great weekend of information and conversation!

Learn to unlock your very own inspiration vault!

Inspiration isn't something we get or find- it's something each of us already has!

In this brand-new session, Rodger will tap into our unlimited supply of inspiration awakening us to new possibilities, transcending our ordinary experiences and limitations to the unlimited potential that awaits each one of us!

Going Hi Rev - Dennis Madden

3:30pm - 5pm

Hi-Rev is a frame of mind that delivers better results with greater profits. Part of this presentation dispels common beliefs and practices that get in the way of great customer service and business success. Then, Dennis will introduce you to new ideas and methods of business operation and employee performance that deliver results. Hi-Rev will change the way you do business.



Thursday, **SEPTEMBER 1** **MANAGEMENT**

Sell Your Shop Today - *Tony Kuczynski*

8am - 9:30am

After many years, many challenges and many successes building your business, the day has come when you're finally ready to sell. What it's worth? What are buyers looking for? What kind of buyers want your business? How do you prepare for that big day when the sale closes? Do you want to exit completely, or work part-time for a period without "the burden of ownership".

Come to our Powertrain Expo presentation to hear how people like you successfully approached and planned their exit. Tony will explain how he has helped Independent's like you capture value from the business using something many of you have never considered – a National Franchise that can provide training and support to the new owner of your business after you have "Gone Fishing".

Digital Marketing - *Carl Borsani*

9:45am - 12pm

Are you confused about digital marketing and what it means to your shop? Are you interested in attracting more of the most profitable customer repairs? If you answered "yes" to either of these questions, then you won't want to miss Carl's management session. Digital marketing can mean many things, but the right digital marketing can do wonders for your bottom line. During this session, Carl will teach you how to leverage digital marketing that will get you the most bang for your buck. He will also teach you how to attract the most profitable repair work. Learn important terminology, interesting facts, and how to avoid making common marketing mistakes across several digital platforms.

Becoming a Destination Employer - *Tiffany Scherado*

1pm - 2:45pm

In these times, going through the hiring process feels more like we are the one preparing for the interview! We have to be ready to present our own professional resume to rise above the competition. In essence it's not much different from advertising and recruiting our customers, just a different and much more targeted audience. Many of the same avenues can be used, such as social media and our Google page. People value their time and have become less tolerant of a work environment that doesn't meet their wants and needs. They are investing more time and consideration into their employment decisions, with so many options being available to them. Come learn how to make your perfect employees say yes to your job offers and be their final employment destination!

The Roadmap to a Work/Life Balance that Works - *Maryann Croce*

3pm - 5pm

In this session Maryann will bust work-life balance myths, share her work-life balance lessons learned and six work-life balance tips that when applied will save you years of frustration and guide you to thrive both personally and professionally.

- Learn what real success looks like today
- Discover the biggest thing that holds you back from success
- Be able to turn work-life balance into a competitive advantage

Thursday, **SEPTEMBER 1**

TECHNICAL

BMW 48-Volt Mild Hybrid Drive System - *Seth Thorson*

8am - 9:30am

A comprehensive look into BMW's mild hybrid drive technology provides an overview of how the electric drive, transmission and internal combustion engine (ICE) interact. While the information features BMW theory and technology, the system parallels mild hybrid systems used by most other OE manufacturers as well!

Diagnosing Parasitic Battery Drain - *Dan Marinucci*

8am - 9:30am

Finding out why a vehicle battery dies overnight can be challenging without a plan! Here, we take a bare bones look at causes and how to isolate electrical issues that cause a car battery to be drained when the ignition is off.

Introducing the 8F35 - *Bill Brayton*

9:45am - 11:15am

We take an in depth look at this new transaxle from Ford! We will look at the internal components, subassemblies and real-world issues and solutions to get these units back on the road working correctly!

Woulda, Shoulda, Coulda...We've All Been Here - *Bob White*

9:45am - 11:15am

Here we'll take a look at cooler solutions for Mopar's 8-speed RWD as well as tips on GM's IOL and Ford's IOR units. Also, be a part of the live question and answer session, "Adventures in Transmissions" with the Translab technical department ready to answer your technical problems!

Hydraulic Related Failures - *Glenn Troub*

1:30pm - 3pm

Today's transmissions place heavy demands on hydraulic systems to be responsive and efficient. With time and wear, these systems become compromised creating unique failures. We will take a comprehensive look at these hydraulic control systems, identify the areas of concern and how to solve these failures!

Thursday, **SEPTEMBER 1** **TECHNICAL**

Before You Pull That Trans (Part 1) - Scott Shotton

1:30pm - 3pm

Have you ever pulled apart a transmission on the bench to find absolutely nothing wrong inside? Well, this class is for you! Scott will take us down diagnostic paths that will give us certainty that the problem is either inside the transmission or outside...before we pull it!

8L90; From Diagnosis to Delivery (Part 1) - Sean Boyle

3:15pm - 4:45pm

The 8L90 is showing up at more shops now with problems to solve. We'll take a comprehensive look at this unit, diagnostic procedures and how to solve the issues.

CVT Faults, Failures & Fixes!

Robert Bateman

3:15pm - 4:45pm

With these units logging more miles, there are common faults and fixes to know about. Get the latest pattern failures, faults, fixes and more from a hands-on industry insider!

8L90: From Diagnosis to Delivery (Part 2)

Sean Boyle

5pm - 6:30pm

The 8L90 is showing up at more shops now with problems to solve. We'll take a comprehensive look at this unit, diagnostic procedures and how to solve the issues.

Misfire Diagnosis: Check the Engine Before You Blame the Tranny! - Eric Ziegler

5pm - 6:30pm

Engine misfires can feel like transmission problems; they can also cause transmission problems. Eric takes us down diagnostic paths to isolate engine related concerns that are often mistaken for transmission problems!



Friday, **SEPTEMBER 2**

MANAGEMENT

Extreme Communication

Maylan Newton

8am - 9:30am

In this energetic, fast-paced session, Maylan will discuss having those conversations you dread with employees, partners, vendors and family members. Although these conversations need to take place, most of us avoid them! Gain some new tools to help you deal with these difficult conversations, turn confrontations into conversations that improve your business, lower your stress and make you a better leader.



Profitability Medicine from Your Local Pharmacist

Bruce Kneeland

9:45am - 12pm

Most people think pharmacists take pills from big bottles and put them in little bottles. They assume pharmaceuticals are commodities that should be purchased as cheaply as possible, and all pharmacies are pretty much the same. Do you see a parallel universe for transmission and auto repair shops? Which begs the question, what can a transmission shop learn from a pharmacy? Plenty!!!! In this session, you'll learn some of the best practices that successful independent pharmacies use to gain a competitive advantage and outsmart the big chains. You'll learn how to adapt these new ideas to differentiate yourself from the competition and stake out new claims in your market.



Friday, **SEPTEMBER 2** **TECHNICAL**

Diagnosing Parasitic Battery Drain

Dan Marinucci

7:30am - 9am

Finding out why a vehicle battery dies overnight can be challenging without a plan! Here, we take a bare bones look at causes and how to isolate electrical issues that cause a car battery to be drained when the ignition is off.

Blame it on the Tuner Again! (Part 1)

Pepe Torres

7:30am - 9am

There's so much to cover, we designated a 3-hour time slot for a real-world look at tuners! Pepe will take us through the in's and out's of tuning looking at live examples of good vs. bad tunes. He will also share some tips and tricks to help you deliver a tailored tune to your special customers. Be ready to take notes and ask questions!

8HP Diagnostics

Francisco Moreno

9:15am - 10:45am

The ZF 8HP units are the most popular rear-wheel drive 8-speed units on the market. ZF trainers bring you vital information using scan data and diagnostic strategies to resolve issues and concerns with these units. Be ready to take notes on useful information to bring back to your shop!

Blame it on the Tuner Again! (Part 2)

Pepe Torres

9:15am - 10:45am

There's so much to cover, we designated a 3-hour time slot for a real-world look at tuners! Pepe will take us through the in's and out's of tuning looking at live examples of good vs. bad tunes. He will also share some tips and tricks to help you deliver a tailored tune to your special customers. Be ready to take notes and ask questions!

Hybrid & Electric Vehicle Powertrain

John Kelly

11am - 12:30pm

John gives us a comprehensive dive into the different types of hybrid powertrain drive systems. He also takes you into the components and operation as well as maintenance and servicing. A must for identifying and understanding hybrid vehicle technology!

From TechConnect to TechAuthority Service Library

Alan McAvoy

11am - 12:30p

Since Mopar migrated from TechConnect to the TechAuthority Service Library, there have been numerous changes that come with the new platform. Get the need-to-know facts firsthand from one of Stellantis' best technical trainers! You will also get critical tips on how to navigate the database more proficiently to get information and fixes quickly.

Saturday, **SEPTEMBER 3** **MANAGEMENT**

Only 1 Thing Matters in the Marketing War - *Thom Tschetter*

8am - 10am

Don't spend another dime on advertising without being armed with the ammo you'll get in this session! Forget everything you think you know about marketing, advertising, and promotion. Did you know each of them has a different role? Do you know the 4 essentials for every advertising message, whether it's print, radio, billboards, coupons, or TV? TOMA - TOP OF MIND AWARENESS should be your number one marketing objective. If your business doesn't have TOMA, whenever somebody needs car repairs, it's a crapshoot whether you'll get their call or not. But how do you achieve TOMA? This session will prepare you to mount a sustainable effective marketing campaign that will fit your budget and establish TOMA for your business. Do you have more business than you can handle? Did you know that's a problem? This session can help you understand and solve that too.

The Great Resignation - *Fanny Hanono*

3pm - 5pm

For the past two years, about 4 million workers quit their job each month. This is 20 percent more than before the pandemic and amounts to a record total of 47.4 million people who left their jobs voluntarily just last year. According to Monster.com, 95% of workers are now considering changing jobs, and 92% are willing to switch industries to find a job that better suits them. In-person and lower-paying jobs have seen particular challenges, and automotive has been one of the hardest -hit sectors. Yet, amid this employment chaos, GFX has consistently celebrated 10, 20 and 30 year employee anniversaries and a strong global culture. In this presentation and discussion, GFX President Fanny Hanono will share insights and perspectives on building a culture and organization with the resilience to endure tough times, by focusing on employees who in turn, are motivated to deliver outstanding customer service.

Introducing... **SPANISH TECH SESSIONS!**

CVT Fallas y Correcciones

Robert Bateman

8:30am - 10am

Con estas unidades registrando más millas, hay fallas comunes y soluciones que debe conocer. ¡Obtenga las últimas averías de patrones, fallas, correcciones y más con un experto de la industria!

ZF 8spd Problemas y Diagnósticos

Francisco Moreno

3pm - 4:30pm

Las unidades ZF 8HP son las unidades de 8 velocidades con tracción trasera más populares del mercado. Los entrenadores de ZF le brindan información vital utilizando datos de escaneo y estrategias de diagnóstico para resolver problemas e inquietudes con estas unidades. ¡Prepárese para tomar notas sobre información útil para llevar a su taller!

Saturday, **SEPTEMBER 3** **TECHNICAL**

Fixes From the Builder's Bench

John Parmenter

8:30am - 10am

The latest solutions from one of the industry's most renowned transmission specialists! Take a journey into the complaint, cause and cure process for some of the latest fixes to use in your shop immediately. Be ready to take notes and ask questions!

Before You Pull That Trans (Part 2)

Scott Shotton

8:30am - 10am

With so many makes and models, we needed more time to cover all the material! We will continue this discussion with added examples and information. Make sure you show up for this time saving (and money saving) class!

6R140/6R80; Control & Internal Changes

Bob Warnke

3pm - 4:30pm

As these units mature, engineering makes changes to improve different operational and durability factors that come into play. Here we'll take a comprehensive look at updated parts, hydraulic changes and compatibility inside these units.

6L80; Do It Once, Do It Right!

Mark Pucinelli

3pm - 4:30pm

Get the latest, need-to-know information on one of the most popular units in rebuilding shops today from one of the industry's finest transmission specialists! Mark will take you through this unit from diagnosis to delivery to ensure that you address all the problem areas that can cause a no-go or come back. Even if you haven't had issues with this unit, you will find new areas to be aware of.

The Latest Tips on BIG 3 OE Programming - Eric Ziegler

4:30pm - 6pm

Engine misfires can feel like transmission problems; they can also cause transmission problems. Eric takes us down diagnostic paths to isolate engine related concerns that are often mistaken for transmission problems!

¿Pero, Dónde Está la Falla? - Pepe Torres

4:30pm - 6pm

- Cómo diagnosticar la falla eléctrica o mecánica, antes de desarmar la unidad.
- Diagnóstico en la banca, eléctrico y mecánico.
- Como aproximarse a una falla de unidad en el alto desempeño.
- "Presión mata carita."
- Como reparar bombas y cajas de valvulas eficientemente.

Sunday, **SEPTEMBER 4** **MANAGEMENT**

Exceeding Customer & Employee Expectations - *Ted Janusz*

9am - 10:30am

Whether or not you joined us for part one of our engaging and fast-paced session last year, we welcome you back this year as we continue our lesson. Like last year, you will not just be sitting and listening to a speech, you and your fellow trade show attendees will get involved as we discuss:

- Dealing with difficult behavior
- Off-the-wall brainstorming
- Mind mapping
- Using the four life-management quadrants
- Designing an Absolute YES list
- Could you and your team endure an expedition to the moon?
- Preparing for a difficult conversation

Shop Owner Panel/Roundtable - *Thom Tschetter*

1:30pm - 4pm

Join Thom and a panel of shop owners as they discuss a wide range of topics. From employee recruitment and retention, price models, marketing, training and even exit strategies. Nothing is off-the-table in this free-flowing exchange of ideas with your friends and industry peers.

Bring your own questions and topics of interest too. A great way to wrap up your expo experience!

SPANISH TECH SESSION!

ZF 8spd Hybrid - *Francisco Moreno*

10:15am - 11:45am

Con el número de vehículos híbridos en aumento, esta unidad se está convirtiendo en una opción popular en varias aplicaciones OEM (fabricante de equipo original). ¡Aprende sobre esta unidad del entrenador de la industria!

Sunday, **SEPTEMBER 4** **TECHNICAL**

ZF 8spd Hybrid

Francisco Moreno

8:30am - 10am

With the number of hybrid vehicles on the rise, this unit is becoming a popular choice in several OEM applications. Learn about this unit from the industry trainer!

ATRA 2022 Technical Seminar

Keith Clark

8:30am - 4pm

Back again by popular demand, the annual ATRA seminar is being presented at EXPO in an encore performance! If you were unable to attend this year in your area, here is your last chance to get the LIVE show!

High Voltage Systems & Safety Training - John Kelly

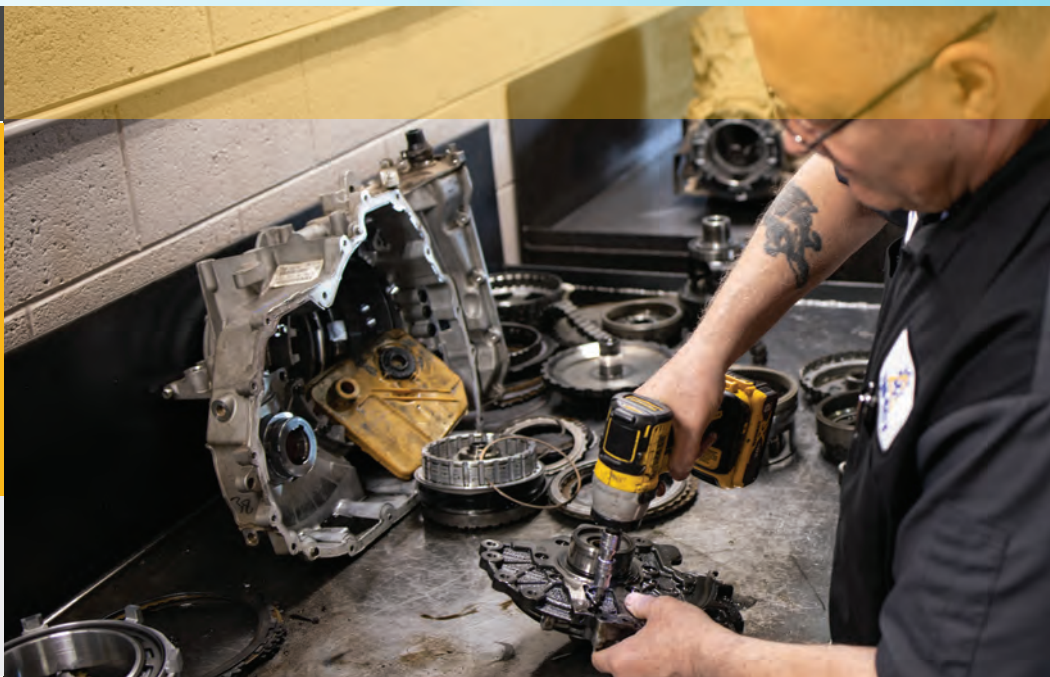
12:45pm - 4pm

Important information on proper handling and safety procedures while working on (or near) hybrid vehicles. You will get information from a certified instructor on the do's and don'ts when working with high voltage systems. If you plan to work on hybrid and EV vehicles, attend this class!



2022 TECHNICAL SEMINAR

**Included with your
conference ticket!**



TRANSMISSIONS COVERED

GENERAL MOTORS

4L60, 6L50/80/90, 9T50, 6T40/70/75/80
VT40 (CVT 250), 8L/4590, 10L80, TR9080

FORD

6R80, 8F35, 10R60/80/140

CHRYSLER

62TE, BW48-11, 948TE, C635 DCT, BW44-46, NV241 GEN II, M40MTA

IMPORTS

A6LF 1/2/3, A6MF 1/2, A6GF
TR 580/690, Subaru

Come for the training...
stay for the holiday weekend!

Powertrain
expo 2022
**WEEKEND
PASS!**

Includes Access to:

FRIDAY

Trade Show
Cocktail Reception

SATURDAY

Technical Seminars*
Management Seminars*
Trade Show

SUNDAY

Technical Seminars*
Management Seminars*

**Plus access to the 2022 ATRA
Technical Seminar and
Saturday & Sunday handouts!*



EXHIBITOR List

AS OF 6/9/2022

1st MILE	PML, Inc.
Adapt-A-Case	Podium
Alto USA	Power Pusher-Div. of Nu-Star, Inc.
Ascension Engineering	Precision European Inc.
ATK and Parts, LLC	Precision International
ATRA BookStore	Precision of New Hampton, Inc.
BAAN Powertrain Corp.	Raybestos Powertrain
Capitol Core, Inc.	Revmax Performance
Dorman Products	Rostra Powertrain Controls, Inc.
Dura-Bond	Seal Aftermarket Products
Easy Pay Finance	Small Biz Advantage
ENEOS USA, Inc.	SMSkits.com
EVT Parts	Snap Finance
Ford Motor Company	Sonnax Transmission Company
GearSpeed	Suncoast Performance
Hayden Automotive	Superior Transmission Parts, Inc.
Hi TecMetal Group	Sussex Auto Parts, LTD
Hot Flush Inc.	Synchrony
KB Cores	TCS Performance Transmission Products
KC Trans Parts	TOPDON USA Inc.
Kuhle, Inc.	TRANSBRITE / Allen Woods & Associates, Inc.
Hydra-Test USA/Cottingham Engineering	TransGo
KYZEN Corporation	Transmission Automated Solutions (TAS)
LUBEGARD®, A Stellar Automotive Group Co.	Transmission Specialties
Miami Powertrain, LLC	Transend by Transtar Industries
Mustang Advance Engineering	UAB Kinergo
NATPRO -National Transmission Products, LLC	West Coast Standards
Nawoo Tech	Whatever It Takes Transmission Parts, Inc.
Omni Manufacturing Parts, Inc.	Wuxi Lintex Advanced Materials Co., Ltd



STAY AT THE *Newly Renovated*

Harrah's
LAS VEGAS

Harrah's Casino Hotel
3475 S Las Vegas Blvd.
Las Vegas, NV 89109
(888) 458-8471

Room Rate: \$35 (Tues. & Wed.)
\$125 (Thurs. & Sun.) \$179 (Fri. & Sat.)
Cut-off Date: July 31, 2022

Room rates
starting at
\$35



ENJOY THE *Ling* Promenade

**Outdoor Entertainment
& Experience Venue**



Powertrain
expo
2022

www.powertrainexpo.com

REGISTRATION Options

	TRADE SHOW PASS Friday-Saturday (September 2 & 3)	WEEKEND PASS Friday-Sunday* (September 2-4)	TECHNICAL CONFERENCE Wed - Sunday (Aug 31- Sept 4)	MANAGEMENT CONFERENCE Wed - Sunday (Aug 31- Sept 4)	COMPLETE CONFERENCE Wed - Sunday (Aug 31- Sept 4)
Access to Technical Seminars		●	●		●
Access to Management Seminars		●		●	●
Expo Tech Manual		●	●		●
Expo Tech Program Download		●	●		●
Expo Management Worksheets with Leather Binder		●		●	●
Expo Management Program Download		●		●	●
Coffee Breaks		●	●	●	●
ATRA Luncheon			●	●	●
Friday & Saturday Trade Show	●	●	●	●	●
Friday Cocktail Reception	●	●	●	●	●
Technical & Management Seminars Audio recordings					●
<small>* See full access details on pg. 60</small>	AS LOW AS \$50	AS LOW AS \$325	AS LOW AS \$495	AS LOW AS \$495	AS LOW AS \$545

Prices represent Advanced Purchase Member Price

Sign Up for the Payment Plan!
Bring Your Whole Shop!

REGISTER IN

MAY

\$81

\$124

\$124

\$137

JUNE

\$108

\$165

\$165

\$182

JULY

\$162

\$248

\$248

\$273

WEEKEND PASS

TECHNICAL CONFERENCE

MANAGEMENT CONFERENCE

COMPLETE CONFERENCE

Your Monthly Payment Can Be As Low As**:

Call ATRA at (800) 428-8489 for details!

***Chart shows payments for one registration at the Advanced Member price. ATRA Payment Plan available only on Conference ticket purchases.*

HOW TO Register



Call Toll Free:
(800) 428-8489



Fax Reg Form to:
(805) 988-6761



Mail Reg Form to:
ATRA Expo Registration
2400 Latigo Ave
Oxnard, CA 93030



Online at:
powertrainexpo.com



REGISTRATION FORM

AUGUST 31 - SEPTEMBER 4, 2022 | CAESARS FORUM CONVENTION CENTER, LAS VEGAS



Company Name		ATRA Account Number	
Contact Person: (will receive all correspondence)			
Address			
City	State	Zip	
Country	Email Address		
Area Code	Phone No.	Fax No.	
()	()	()	

TO REGISTER: Call toll free 1-800-428-8489 or FAX this completed form to 805-988-6761

<p><i>Badges will be issued from this list. Use a separate sheet for additional registrations.</i></p> <p style="text-align: center;">PLEASE PRINT CLEARLY</p> <p>NAME _____</p> <p>NAME _____</p> <p>NAME _____</p> <p>NAME _____</p> <p>NAME _____</p>	CONFERENCES <i>(Includes Lunches & Trade Show)</i>				ADDITIONAL TICKETS		
	Complete Conference	Tech Only	Mgmt Only	Weekend Pass	Trade Show Only	Lunch & Trade Show	'22 Sem Book**
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discount for current ATRA Members only.
Join or renew today and enjoy the member discount right away!

****Not required for seminar entry**

REGISTRATION FEES	Qty	Advanced Purchase Before July 29 th		Standard Pricing July 30 th - Aug 19 th		ALL ON-SITE	SUBTOTAL
		Member	Non Mem	Member	Non Mem		
Complete Conference Registrant*	_____	\$ 545	\$ 645	\$ 645	\$ 745	\$ 795	\$ _____
Technical or Management Conference*	_____	495	595	595	695	745	\$ _____
Weekend Pass	_____	325	385	385	450	500	\$ _____
Trade Show Only	_____	50	50	50	50	60	\$ _____
Extra Lunch Ticket - Includes Trade Show Pass <i>(Included with Complete, Tech & Management Conferences)</i>	_____	75	75	75	75	75	\$ _____
2022 Technical Seminar Manual <i>(not required for seminar entry)</i>	_____	75	75	75	75	75	\$ _____

***Conference Registrants may receive Trade Show Passes for spouse and/or children by contacting ATRA Registration at 1-800-428-8489.**

TOTAL \$ _____

☐ I do **not** wish to receive any advertising or promotional material from Exhibitors.

All cancellation requests made after 8/1/2022 are subject to a \$50 cancellation fee.

PAYMENT INFORMATION

* Check enclosed payable and mail to: ATRA, 2400 Latigo Avenue, Oxnard, CA 93030

Check # _____

Charge to: ☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Card Number _____

Expiration Date _____ CVV _____

Print Name on Card _____

Signature _____