



11th Annual International **MOBILE TECH** **EXPO** 2012

2012 Mobile Tech Expo Schedule of Events

All below is subject to change without notice

EDUCATION DAY THURSDAY, JANUARY 19th, 2012

8:00-8:45am Sawgrass Room
Detail 101- Step by Step How to Detail a Car - To reduce time and maximize profits you need to approach car detailing with a plan that takes into consideration which areas to tackle first and which areas to tackle last and everything in-between. This class will share with you a template which you'll need to follow to show you the order in which to do them, that will make you faster and more efficient for every car you detail. There's also a strong emphasis on how and why to use a one-step cleaner/wax instead of a multi-step approach to decrease time and maximize profits. Show car detailing is glamorous, but the bread and butter in the detailing industry is by focusing on the basics. *By Mike Phillips AutoGeek*

8:00-8:45am Magnolia Room

Painless Dent Repair 101 - Everything you need to know to help you make an educated decision on whether PDR is the right career move for you.. Learn tips on how to research your area on potential business, to tips on training and everything in between. *By Tim Childers*

8:30-9:15am Cypress Room

Additional Profit Center - Generate More With What You Have! - Learn how to supplement your service menu with windshield/screen glass repair. *By Korey Gobin, Delta Kits*

9:00am- Oleander Room
Vale PDR Certification - Technician must complete the repairs within the prescribed time limit to the pre-determined level of tolerance.

9:00-9:45am Sawgrass Room
Paint Defect Removal Rotary Polishing Technique - Rotary polishing techniques are explained and analyzed. What are the 5 rotary machine polishing variables? How does each variable contribute to the over all polishing result? Are swirls a challenge for you? Having trouble adjusting between hard and soft paint? From a global perspective, how do techniques differ around the world? Which technique should you be using? This seminar is primarily targeted towards experienced rotary users that want more understanding and versatility with your desired technique. However, for someone new to rotary polishing, this seminar will help you to understand concepts and variables before learning which technique is best for you to master. *By Jason Rose, Meguiar's*

9:00-9:45am Magnolia Room
Training and Motivating Entry-Level People to Work Faster and Smarter - Steve Gaudreau, author of the best-selling car care industry book *Creating Exceptional Managers*, and an industry trainer and consultant for over 20 years, will conduct a session on how to bring a new employee to a full recon professional in less time with fewer mistakes. Every participant will receive a copy of Steve's training model system that can be put to use immediately back on site to increase the effectiveness and efficiency of their operations. *By Steve Gaudreau*

9:30-10:15am Business Center
Odor, Mildew and Volatile Organic Compound (VOC) Removal - Expand your business with an add-on service that can expand your customer base. The session will discuss how to expand both your business and profits through mold and smell remediation for both autos and homes. *By Greg Boyle*

10:00-10:45am Sawgrass Room
The ABC's of Abrasives - Brief technical review to allow for the best abrasive selection for the application. Sanding Techniques – hand vs. mechanical sanding/wet sanding vs. dry; Do's & Don't, Speed, Time & Efficiency Recommendations; Body Shop "Hot Topics" – Waterborne paint systems, SOP's, consolidation & trends. *By Jeff Kompare, Mirka Abrasives*

10:00-10:45am Magnolia Room
Hail Industry Tips - Get helpful tips for estimating, networking and dealing with insurance adjusters in the hail aspect of our industry. A look at using a matrix to computerized estimation, networking opportunities in today's computer age. Also how to with rogue adjusters. *By Tommy Clayton and special guests.*

10:00-10:45am Cypress Room
Isolated Scratch and Defect Removal - Learn how to quickly improve and remove isolated scratches by machine damp sanding using Meguiar's 3" Unigrit Sanding Discs with Griot's Garage 3" Mini Polisher and then remove your sanding marks for customer pleasing results. This is an easy up-sell for any customer with an isolated scratch, stain, etching or blemish that you can perform in minutes, not hours... *By Mike Phillips, AutoGeek*

10:00-10:45am Jasmine Room
Business Opportunity- Plastic Bumper Restoration - Learn the ins and outs about bumper restoration. Learn how to become a professional bumper repair technician and if it's right for you. Class will cover using plastic welders and fillers, also refinishing techniques. Featuring a new product for restoring faded textured plastics... Now you can restore any color quickly. *By Billy Graham, Urethane Supply*

11:00-11:45am Sawgrass Room
Shocking Insider Secrets to Amazing Interior Repairs - You've read our articles and some may have even attended our amazing flagship training seminar "Master the Basics". Now we invite you to spend some time with us as we explore a few of the key concepts that great repairs are built on. *By Kian Amirkhizi & Doug Snow, MATRI-X*

11:00-11:45am Magnolia Room
Business Marketing Strategies That Work! - How you can market your recon business with proven strategies. A former marketing company owner and current PDR owner shows ways to improve your business's bottom line by successfully marketing to your future customers. *By Troy Tarpley, NAP-DRT*

2012 Mobile Tech Expo Schedule of Events Cont'd (Page 2)

EDUCATION DAY

THURSDAY, JANUARY 19th, 2012 CONTINUED

11:00-11:45am

Wisteria Room

DA Microfiber Correction System - Guaranteed swirl-free paint defect removal with a D.A. polisher...at its best. Does your rotary polishing have you going in circles? Or does your lack of knowledge and experience with rotary polishing prevent you from getting defects removed without fear of further damage? Want to make more money machine polishing paint? Learn how easy it is to get fast customer pleasing results on paint. Perhaps you have tried this new revolutionary polishing system, and want to learn more? This seminar explains what this remarkable new approach is, advantages over rotary polishing, and how you can experience lower labor/material costs with more profit per car. Bonus - learn about the tremendous versatility of this exciting new system and its many uses beyond just polishing pain. See Demos 5:00pm. *By Jason Rose, Meguiar's*

12:00-12:45pm

Sawgrass Room

How to Polish Swirl Free After Using a Rotary Buffer - Swirls are the number one complaint by car owners. It's possible to leave a swirl free finish using only a rotary buffer but it's faster and safer to simply finish out using a DA Polisher like the Porter Cable 7424XP, Meguiar's G110v2 and Griot's Garage 6" Random Orbital Polisher. Body shops, Dealerships and even Detailers are notorious for instilling swirls into paint through the miss-use of a rotary buffer, learn to remove swirls using safe, DA Polishers with foam pads and add another profitable service you can offer your customers. *By Mike Phillips, AutoGeek*

12:00-12:45pm

Cypress Room

Internet Marketing Strategies Part 1 - Simple Ideas and Tools you can use to get the Internet to work more effectively for your business. *By Denis Everett, Cybercom Mktg*

12:00-12:45pm

Business Center

Everything You Always Wanted To Know About The HAPS6H Rule - Questions and answers on the new HAPS6H Rule. An overview of what's expected for the EPA HAPS6H Rule and becoming compliant. *By Kurt Andress of R.M. Andress & Associates*

12:15-1:00pm

Wisteria Room

The Newest Products that the Interior Restoration Industry Has To Offer - See the newest products for coloring, repairing and graining interiors. New permanent repair fillers and high wear coating. Also, see the latest new add-on services. *By Tom Piontek, Viper Products*

1:00-1:45am

Sawgrass Room

How To Make Your Business Look Professional - How you can project a professional image for your auto recon business. Gain insight on moving your business to the next level by looking professional in every aspect of your business. You can market your recon business with proven strategies. *By Tommy Clayton*

1:00-1:45pm

Cypress Room

The Value of Turbine HVLP in Your Mobile Business - This session will discuss the benefits of modern HVLP Turbine Systems and how they can benefit the Mobile Tech as well as increase their ROI. *By Donald Vargo, Apollo Sprayers Int'l, Inc.*

1:00-1:45pm

Jasmine Room

The Power of 3000 Grit! - That's right, you read it correctly...the POWER of 3000 grit?! Isn't 3000 grit sand paper considered mellow? The Meguiar's Unigrit 3000 Finishing Disc is different This amazing new approach represents the future of removing severe paint defects.. You can continue to hammer them out with more aggressive methods that are risky or too invasive on paint (like rotary with a heavy cut compound and wool pad)...or...you can have a new approach with complete control, lower risk, removing severe defects fast & easy while leaving more paint

on the car. This new approach makes it possible to go after severe defects with an all DA process or less aggressive rotary steps. Come and check out this seminar to see if this new approach will fit into your paint defect removal processes. See Demos 5:00pm. *By Jason Rose, Meguiar's*

2:00-2:45pm

Sawgrass Room

Tips & Techniques For Using The Flex 3401 - The Flex 3401 is unique in the world of polishers in that it uses a direct drive action to maintain pad rotation without the risk of burning paint or instilling swirls. Learn how to use a Flex 3401 to restore a factory new, swirl free finish faster than using a DA Polisher and without the risks associated with a rotary buffer. *By Mike Phillips, AutoGeek*

2:00-2:45pm

Wisteria Room

Recondition Your Business: Eliminate Lost Invoices, Improve Sales, and Lower Costs - How to implement management software in your business, How to improve sales and decrease costs with mobile estimate, invoicing and tracking software Keep track of employees, invoices and commissions Eliminate the hunt for lost invoices! *By Mike Fischer and Nick Hession, Automobile Technologies*

2:00-2:45pm

Cypress Room

Marketing Strategies Using Social Media Part 2 - Facebook, Blogs, & Twitter can be more effective than websites. What's a Twitter; and more importantly, Can I Catch IT? *By Denis Everett CyberComm Mktg*

3:00-3:45pm

Sawgrass Room

Professional Blending Tips for PDR - Master Technicians give secrets and tips to blending dent success. From rail blending to blending hammers, tips to make you a better technician. *By Terry Siegle, Mike Wahl, and Shane Jacks*

3:00-3:45pm

Cypress Room

Water Based Coatings - Topics will include proper prepping, application temperatures, additives and different methods of applications. You will learn about working with pigments vs. pre-matched colors. Plus much more information to help you make working with water based coatings much more successful. *By Jerry Davidian, Refinish Coatings*

3:15-4:30pm

Wisteria Room

"Plastic Repair and Refinishing - A presentation of the latest techniques in plastic repair and refinishing, learn the ins and outs about bumper restoration. Learn how to become a professional bumper repair technician and if it's right for you. Class will cover using plastic welders and fillers, also refinishing techniques. Featuring a new product for restoring faded textured plastics... Now you can restore any color quickly. *By Billy Graham, Urethane Supply*

3:15-4:00pm

Jasmine Room

The Magic of Chlorine Dioxide - Many Uses and Markets of Chlorine Dioxide. Learn about how it can be used and the EPA rules concerning it. *By Fred Alverado, Krisilyn Patton & Kevin Dearwester*

4:00-4:45am

Sawgrass Room

Headlight Restoration for Big-Time Additional Revenue - Headlight restoration is an easy up-sell with very little additional time and effort. It's the fastest growing new revenue segment for detailers right now. Learn this easy to use system. The process will be explained start to finish. You will walk out of this seminar knowing what the steps are...and how much more additional money you could be making in your business. See Demos 5:00pm. *By Jason Rose, Meguiar's*

4:00-4:45pm

Magnolia Room

PDR Industry Developments - Join a discussion and session on the state of the PDR industry. It will cover the developments over the past few years and their impact on the industry. It will also cover an overview of NAPDRT, where we have come from and where we are going. *By NAPDRT Board of Directors*

2012 Mobile Tech Expo Schedule of Events Cont'd (Page 3)

EDUCATION DAY THURSDAY, JANUARY 19th, 2012 CONTINUED

5:00-5:45pm Sawgrass Room
Additional Profit Centers - Windshield Repair, Headlight Restoration, Glass Scratch Removal - Have you been contemplating adding a new service to your business? Find out if windshield repair, headlight restoration and glass scratch removal is right for you and your business. We will be demonstrating the repair process for each of these services, discussing how to implement them into your business model, and offering a Q&A session for further discussion. GlasWeld will provide FREE on-site training on Saturday afternoon at Mobile Tech Expo. *By Seth Schuepbach, GlasWeld*

5:00-5:45pm Magnolia Room
PDR Tool Developments - Tool companies share their new products they will have on display during the EXPO.

5:00-6:00pm Outside Demo Area
Seminar Follow Up Demos - DA Microfiber Correction System, Headlight Restoration, and Unigrit 3000 grit Finishing Disc.

6:00pm SEMINAR ROOMS CLOSE

7:30pm- ? Savannah Bar - WorldGate Resort - Kissimmee
"Tech Get Together" - During the get together the winners of the Tom Nations Memorial Trophy for the PDR Person of the Year, Rufus Lowery PDR Mentor of the Year and the Sid Emmert PDR Tool Person of the year will be announced. If possible we will also announce other awards during the evening.

EXPO DAY 1: FRIDAY, JANUARY 20th, 2012

8:45-9:45am Sawgrass Room
Windshield/Windscreen Repair Additional Profit Center - Generate More With What You Have! Learn how to supplement your service menu. *By Korey Gobin, Delta Kits*

9:00am-5:00pm Oleander Room
Vale PDR Certification - Technician must complete the repairs within the prescribed time limit to the pre-determined level of tolerance.

10:00am EXPO OPENS

10:00am-5:00pm Show Floor
PDR Dent Olympics - Come and watch PDR Techs from around the world compete.

10:30-11:45am Booths 218/219
Sport Cloth Repair and Cleaning Demonstration - Hints and tips on the proper repair techniques and cleaning of Sport Cloth. *By Rick Lockwood, Superior Restoration Products*

11:00am Outside Demo Area
Deodorizing Demo. *By Dvelup*

12:30pm Outside Demo Area
Scratch Repair Demo. *By Dvelup*

1:00pm-3:00pm Sawgrass Room
Dent Wizard Meeting - See Rob Bates for info Booths 207/209

1:30pm-2:15pm Booths 218/219
Leather Restoration Demonstration - Hints and tips on the proper grain and color match with repair techniques. *By Rick Lockwood, Superior Restoration Products*

2:45pm Outside Demo Area
Deodorizing Demo. *By Dvelup*

EXPO DAY 2: SATURDAY, JANUARY 21st, 2012

8:00-10:00am Sawgrass Room
Seminar/Certification of the NESHAP 6 H Rule - The seminar will take an in depth look at the regulations and certify participants. All certifications will be completed during the 2 hour seminar. Cost \$75.00 per person. *By Kurt Andress of R.M. Andress & Associates*

8:30am-2:30pm Outside Parking Lot
1st Annual Larry King Cardiac Car Show - The mission of the Larry King Cardiac Foundation is to provide funding for life saving cardiac procedures for individuals who, due to limited means and no insurance, would be otherwise unable to receive life saving treatment.

9:30am-3:30pm Lobby Area
LKCF Silent Auction

The uninsured face the biggest obstacle in receiving proper diagnosis and care, through no fault of their own. Imagine you or someone you love needing heart surgery, but not being able to pay. With your help, we can give these people hope and the chance to look forward to tomorrow.

10:00am EXPO OPENS

10:00am-5:00pm Show Floor
PDR Dent Olympics - Come and watch PDR Techs from around the world compete.

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"Vale PDR Certification" - Technician must complete the repairs within the prescribed time limit to the pre-determined level of tolerance.

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11:00am Outside Demo Area
Deodorizing Demo. *By Dvelup*

11:00am-12:00pm Sawgrass Room
PDR Roundtable - Open Industry Discussions

1:15pm Outside Demo Area
Scratch Repair Demo. *By Dvelup*

2:30-3:45am Booths 218/219
Sport Cloth Repair and Cleaning Demonstration - Hints and tips on the proper repair techniques and cleaning of Sport Cloth. *By Rick Lockwood, Superior Restoration Products*

4:00pm EXPO CLOSSES

SUNDAY, JANUARY 22nd, 2012

8:00am-5:00pm WorldGate Resort
A Full Blown All Day Class on Windshield Repair. See Bruce McDonald Booth 204/206. *By Korey Gobin & Bruce McDonald, Delta Kits*

9:00pm
3rd Annual MTE Golf Outing. See Sign-Up Sheet In Registration Area