



2026 DEALER MEETING

Agenda

MONDAY, FEBRUARY 2 – Travel day & Owners/Principals kick off

Time	Agenda
	Guest arrival & check in
10:00 am – 4:00 pm	1:1 Owners & Principals' Q-Free Business Review <i>by invite only</i>
6:00 pm	Owners & Principals' Dinner <i>by invite only</i> <i>Location: Vigilucci's Seafood & Steakhouse, 3878 Carlsbad Blvd, Carlsbad, CA</i>

TUESDAY, FEBRUARY 3 – Meeting day 1

Time	Agenda
8:00 am	Breakfast
8:30 am	Welcome <i>Mike McIntee will kick off the meeting and present meeting objectives.</i>
9:00 am	Keynote, State of the Business & Sales Overview <i>Mark Talbot will share his perspective on the market, how we will address these needs, and Q-Free's trajectory. Whitney Nottage will present her insights on 2025 and Q-Free's objectives for growth. Mike will summarize Q-Free's targets and sales goals for 2026.</i>
10:00 am	Break
10:30 am	Kinetic Mobility Roadmap & Sales <i>Pat Marnell will lead a presentation on Kinetic Mobility, including product roadmap and competitive advantages. Mike will follow with sales points and targets.</i>
12:00 pm	Lunch
1:00 pm	Cybersecurity <i>Whitney leads the discussion about the importance of cybersecurity and what steps we've taken to stay ahead in the industry.</i>
1:45 pm	Dynamic Signals <i>Mike provides valuable information about how to sell Dynamic Signals, overcome objectives, and the importance of O&M.</i>
2:30 pm	Break



Time	Agenda
3:00 pm	MAXTIME adaptive, ramp meter, & connected vehicle <i>Jeff Peterson and Jason Hildreth take the stage to cover these MAXTIME modules and their key selling features and benefits along with an overview of the competitive landscape.</i>
4:00 pm	Controllers <i>Pat will review our controller lineup, specifically Velocity and the benefits of an ARM processor, and provide sales and tech tips to take with you.</i>
4:30 pm	Recap <i>Mike will recap key takeaways and action items from the day.</i>
5:00 pm	Conclude
6:00 pm	Team Building Dinner <i>Join us for an evening of food, drinks, and great conversation as we reconnect and network together!</i> <i>Location: The Greenhouse at Burgeon Beer, 6350 Yarrow Drive, Suite A, Carlsbad, CA</i>

WEDNESDAY, FEBRUARY 4 – Meeting day 2

Time	Agenda
8:00 am	Breakfast
8:30 am	Industry Keynote <i>Kirk Steudle, former Director of the Michigan DOT and President of Steudle Executive Group, will share his unique perspective on the state of the industry, policy, and innovation.</i>
9:15 am	Fireside Chat: The Story Behind the Win (Panel Discussion) <i>Moderated by Mike, the session will explore projects, insights, and lessons learned shared by Q-Free and channel partners.</i>
10:45 am	Break
11:15 am	JAM Sessions I: Sales / Product & Marketing <i>Smaller group sessions for open forum discussions</i> <ul style="list-style-type: none">• Growth Opportunities & Sales Operations (A – H)• Product & Marketing (K – Z)
12:15 pm	Lunch
1:15 pm	JAM Sessions II: Sales / Product & Marketing <i>Smaller group sessions for open forum discussions</i> <ul style="list-style-type: none">• Growth Opportunities & Sales Operations (K – Z)• Product & Marketing (A – H)



Time	Agenda
2:15 pm	Kinetic Mobility: Deep Dive <i>Jeff, Jason, Aaron Evans, and Mark Lewis deep dive into multiple Kinetic Mobility modules to discuss their key selling features and benefits along with an overview of the competitive landscape.</i>
3:15 pm	Break
3:45 pm	Kinetic Mobility: Deep Dive (continued) <i>We continue our deep dive of Kinetic Mobility.</i>
4:30 pm	Closing Remarks <i>Mike will recap key takeaways and action items from the Dealer Meeting.</i>
5:00 pm	Conclude
6:00 pm	Awards Dinner <i>Join us as we celebrate our 2025 successes with special recognitions and toast to the year ahead.</i> <i>Location: The Crossings at Carlsbad, 5800 The Crossings Dr, Carlsbad, CA</i>

THURSDAY, FEBRUARY 5 – Travel day

Time	Agenda
	Guest departure

Property Map

