

HDMA Intern Program

HDMA's long-standing intern program has provided opportunities to bring interns to various HDMA events including HDAW, HDMA's Annual Breakfast & Briefing, Heavy Duty Aftermarket Dialogue and others.

HDMA Intern Program Mission Statement

HDMA is working to introduce ambitious, driven, responsible students to our members. Our hope is to expose and familiarize young talent with the heavy-duty industry, with the intent of encouraging their interest in heavy duty, while introducing valuable interns and new hire prospects to our members.



HDMA Internship Program at HDAW

The Heavy Duty Manufacturers Association (HDMA) Internship Program at Heavy Duty Aftermarket Week (HDAW) consists of a four-day, multi-faceted, executive business conference. This program provides a pre-screened, ambitious group of interns with over 24 hours of open networking and time during meals, Expo Hours, breaks and receptions - all into one, power-packed week.

- Since 2014, HDMA has brought 85 qualified student interns to HDAW.
- Over half of the participating students have gone on to get internships in the industry.
- 35 of the graduating interns from the program have received job offers in the HD industry.
- All student registration fees for HD Aftermarket Dialogue and HDAW are included
- At HDAW, GenNext has been a supporting organization to the HDMA Intern Program since 2017.

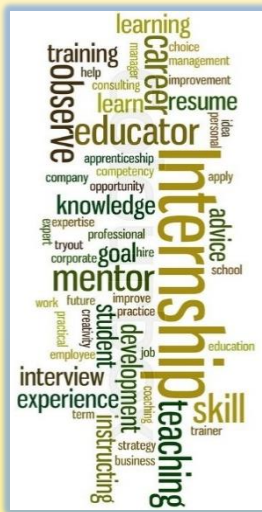


Corporate Sponsorship

Individual Interns sponsorships are \$1700 per student, which covers the cost of intern air and ground travel, all meals, hotel, etc. Selected interns are each assigned to support specific sponsor companies and will remain with them throughout the week. HDMA will provide orientation and de-briefings, before, during and after the event. These hand-picked students will be made available to professionally support their sponsor in a variety of ways.

Most sponsors have chosen to provide a “shadowing” opportunity for most of the week, with your various staff members. This includes attending Monday’s HD Aftermarket Dialogue and all HDAW related elements. The primary purpose for the students is to learn the industry. Your likely outcome is one of a potential intern and future employee.

Companies who chose to sponsor an HDMA/Northwood University intern receive the following:



- **Recognition during the Opening Session**
Your company will be announced as a supporter of the intern program.
- **“Partnering” with the intern during HDAW week.**
Teach and Mentor your intern by allowing them to shadow your sales team; explore the EXPO floor for competitive products and information, meet your distributors/suppliers, attend dinner and 1-on-1 meetings, and perform other meaningful tasks.
- **PR opportunities/Potential Employee**
Gain the satisfaction that your company has helped mentor our next generation of workers, plus there is always the potential to generate a pre-screened, qualified summer intern or future employee for your company.
- **Additional Brand Exposure at HDAW**
Your company logo listed under Intern Program supporters on the HDAW website, in the Expo Directory and within the HDAW App.

For more information or to confirm your support of an HDAW’21 Intern, please contact Katelyn Litalien:

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