



HARDCORE RACING. TECHNOLOGY. MANUFACTURING. COMPONENTS. SAFETY.

Join us in welcoming back motorsports industry professionals to Indy. The International Motorsports Industry Show was planned and designed around YOU, the TRUE 'hardcore' racing industry buyer and supplier.

Frequently Asked Questions (updated 2-5-09)

What are the dates of the IMIS show?

The inaugural International Motorsports Industry Show will be held on Wednesday and Thursday, December 2 and 3, 2009. Show hours are 9:00am to 6:00pm both days at the Indiana Convention Center, 100 S. Capitol, Indianapolis, Indiana. This is an annual event. The dates were chosen during the week to accommodate the majority of the attendees who spend every weekend out of town racing AND a two day show will save exhibitors money on hotel, ground transportation meals, and travel expenses. The savings will pay for your rooms.

What is the focus of the show?

The focus of the show is to bring together the global Motorsports market and create a successful business networking environment. This event will give you the opportunity to meet potential consumers, talk with your existing client base and vendors, and take full advantage of all that Indy has to offer. It will showcase Indianapolis as a major hub of all things racing and will thrive in Indy's deep auto racing history and heritage. Our mission is to create a 'hardcore' racing trade show that exemplifies this rich heritage. The show will also focus on the importance of continuing education for industry members. Numerous technical training and educational programs will be held during the event. These programs will focus on topics ranging from efficient manufacturing techniques, to operations and the general development needed for future industry leaders on a secondary education level.

Who is the IMIS Show Promoter?

The International Motorsports Industry Show (IMIS) is owned and promoted by Performance Events Promotion LLC (PEP) and assisted in presentation by the Indiana Motorsports Association (IMA). PEP is comprised of well-known industry leaders Chris Paulsen, Jeff Stoops and Tom Weisenbach. Paulsen is the owner and president of C&R Racing Incorporated and also serves as president of the IMA. Stoops is owner and president of the Stoops Automotive Group with locations in Indiana, Ohio, and Florida among others. He also serves on the Board of Directors of the IMA and is a longtime Indy car and sprint car team owner. IMA is the presenting sponsor of all events associated with the IMIS. PEP will also be working with the Society of Manufacturing Engineers on the formation and delivery of technical training sessions, enhancing the overall experience of racing industry attendees. SME will also be helping to attract Motorsport manufacturers to our special Motorsports Manufacturing Pavilion.

How can I find out more about the Indiana Motorsports Association?

To become a member of the IMA, please contact Tom Weisenbach 317-387-9680 or go to www.indianamotorsports.org. Please note IMA members receive a 10% discount on exhibit space if paid in full by July 1, 2009.

How big is the IMIS trade show?

We expect to sell out the exhibit space and host thousands of attendees in the first year. We are expecting to have 300-400 exhibitors at the December 2009 show and our first year attendance projection is 10,000+-. Our mission and vision is focused on quality not quantity as it relates to the product on display. The show will grow significantly with the completion of the Indiana Convention

Center's expansion in 2010. We have space reserved at the Indiana Convention Center for the next three years.

What are exhibitors saying about the show?

"Thanks for getting something going in the Midwest again!"

Chad Wehrs, Wehrs Machine & Racing Products, Bangor, WI.

"Finally a major motorsports tradeshow is coming back to the Midwest where it belongs."

Bill Simpson, President, Impact Racing Group.

What is "hardcore" racing?

Hardcore racing is the industry buyers, suppliers, equipment manufacturing companies, and transportation providers who are directly involved in motorsports and support the competitiveness and success of a race car.

Why Indianapolis?

The industry has been begging for the trade show to return to Indy... Indy is a racing town.

In the summer/fall of 2008, an independent company was hired to conduct a survey of more than 8,000 companies who attend or exhibit in racing-related trade shows. The results of that survey were five to one in favor of coming to Indy as the ideal location for a Motorsports industry trade show.

We have the Indianapolis Motor Speedway, the majority of the NHRA and Indy Car teams and several ALMS, Grand Am/Daytona Prototype teams that call Indy home. The majority of sprint, midget, late model, and IMCA modified markets are within a 300 mile radius of Indy. Indy is home to O'Reilly Raceway Park and the U.S. Nationals. Indy is also home to the *Auto Research Center* wind tunnel and seven post rigs.

Indy is known as the Racing Capital of the World. The IMIS show will thrive in Indianapolis with the significant racing industry infrastructure headquartered here.

Our venue, the Indiana Convention Center is within walking distance of over 200 quality restaurants, hotels and entertainment venues in downtown Indianapolis. Some of our best business networking happens after-hours and the compact downtown area of Indy supports strong post show face-to-face interaction.

The inaugural IMIS show will occur during the year that begins the Indianapolis Motor Speedway's Centennial Era, commemorating the 100th anniversary of the facility in 2009 and the 100th anniversary of the Indianapolis 500 Mile Race in 2011. The Indianapolis Motor Speedway is home to the Indianapolis 500, Allstate 400 at the Brickyard, and Red Bull Indianapolis GP.

Are you at all concerned about launching this during these difficult economic times?

We are concerned and recognize that these are challenging economic times for everyone. We also know that collectively, we have to do things to promote the industry, and the business we are in. A high quality, well attended trade show, based in the Midwest, provides a greater value for the exhibitor and attendee at a time when a strong ROI is critical. The cost of first class lodging is much less expensive in Indy and convention center costs are very reasonable. We also feel that during these tough economic times, a two-day show will reduce everyone's costs on lodging, food, and travel expenses. Remember that in Indy, it's all business. We want to make sure that everyone maximizes the absolute most out of each dollar they spend.

Are you planning any special events?

Plans are in the works for an industry reception on Tuesday evening, December 1, 2009. Details will be announced at a later date and also be posted to our website.

Can anybody exhibit?

IMIS welcomes the hardcore racing industry suppliers and manufacturers of racing parts, equipment, technology, and safety. It will showcase only company products and services that deal with professional motorsports competing wheel to wheel on a race course or drag strip.

Is there exhibit space still available?

Yes. Standard booth space is available: 10'x10', 10'x20', 10'x30', and 10'x40'. Peninsula booth space is available: 20'x20', 20'x30', and 20'x40'. Two-Story Peninsula space is also available. If you would like a special sized booth, please let us know. Machinery and oversized equipment will be placed in the Advanced Manufacturing Showcase Pavilion.

Are you offering any discounts to exhibitors?

Booth space is available for \$1,500 (10x10) or \$15 per square foot. Any company who pays for their reserved space in full by April 1, 2009 will receive 10% off their total booth price. (Indiana Motorsports Association members will receive 10% off total booth price if they pay in full for their reserved space by July 1, 2009.)

Can anybody attend?

IMIS is a trade-only event. IMIS welcomes the TRUE Industry Professional. We will make every attempt to market this show to the true "Industry Professional" and keep non-qualified attendees off the show floor. IMIS show staff recognizes that non-qualified buyers reduce the value and overall ROI for each exhibitor.

Does it cost to attend?

Pre-registered attendees are FREE. Attendees who register at the door will be \$20 per person. A registration fee of \$50 per person will be charged for pre-registered manufacturers or suppliers who choose not to exhibit but want to walk the exhibit floor (\$70 per person at the door).

If I exhibit, who is my audience?

All registered attendees are pre-qualified. A verification process will take place that validates their professional standing in the industry. Attendees on the show floor will be buyers or employees of companies there to preview the latest advances in racing technology, safety products and services.

Do attendees and exhibitors have to stand in line to pick up name badges/credentials?

Exhibitors: If your exhibitor representative's names are provided to us by September 3, your credentials will be mailed to you.

Attendees: If you pre-register by September 3 and mail or fax your ID to us by September 3, your name badge will be mailed to you.

All forms received after the September 3rd deadline will be held for pick up in the attendee registration area of the Indiana Convention Center.

When is the deadline to book a hotel room and take advantage of the show rate?

Rooms in the IMIS block will go quickly. You are encouraged to book your room now in order to enjoy the heavily discounted group rates that have been negotiated for IMIS exhibitors and attendees. Please stay in the block! This will help us maintain the absolute best room rates for future shows. Please go to www.imis-indy.com for a link to our housing bureau. Do not delay, book your room today and get the location and rate that fits your budget!

Is there exhibit space available?

Yes. The exhibit space for this year's IMIS show offers prime real estate to market your product. It's easy to become an IMIS trade show exhibitor. Please go to www.imis-indy.com for a paper registration form that you can fax or mail it back to us. Registering on-line is also a quick and easy option.

Will you provide exhibitors with a floor plan?

Our exhibition floor plan for the 2009 show will be determined once we have identified a significant amount of participating companies. The earlier you submit your exhibitor registration form with full or partial payment, the better your booth location will be.

Do sponsorship packages include booth space?

Sponsorship packages are available with and without booth space. Advertisement in the Show Directory is also available. Increase your exposure! Please go to www.imis-indy.com for a complete list of sponsorship opportunities or contact Doug Bennett at 317-441-6122.

Can we advertise in the Show Directory?

Yes. Place your advertising message in the IMIS Show Directory.....the official trade show program. By advertising in the IMIS Show Directory, you will maximize your exposure in the show. Please go to www.imis-indy.com for sponsorship and advertising opportunities or contact Doug Bennett 317-441-6122.

Will racing publications fit the criteria and be able to exhibit?

We understand that race publications are a part of the racing industry. We want to take care of this area of the industry and are working to do so.

How do exhibitors reach out to the media attending the show?

We encourage you to provide your media kits to be on display in the IMIS Media Center (adjacent to exhibit floor). Watch the website for additional announcements regarding the Media Center.

Will media be allowed in the show?

We welcome professional members of the media to attend the show and have reserved a working Media Center for you at the Indiana Convention Center. Only qualified media professionals will be allowed to carry a camera onto the trade show floor. IMIS show staff support exhibitors that are unveiling new products for the first time.

Who is the Show Decorator?

IMIS has partnered with Indianapolis based George Fern Company to provide exhibitor services. Fern will provide the Exhibitor Service Manual with a full complement of services offered as well as those provided by the convention center. The Exhibitor Service Manual will be mailed to all confirmed exhibitors and also placed on-line once a show floor plan has been determined and booth assignments are made.

Will you provide shipping services for those exhibitors going from Indy to Orlando?

Yes. We have partnered with a leading delivery freight service company to provide convenient and affordable transportation for those exhibitors wanting to participate in the Indianapolis and Orlando show. Information will be provided in your Exhibitor Service Manual and on the IMIS website once shipping arrangements have been confirmed.

When is the final payment due for my exhibit space?

Final payment is due September 3, 2009.

What are the exhibitor Move-in / Move-Out dates?

You will be notified of the exact date/time of move-in/move-out. Tentative schedule:

Exhibitor Move-In	November 30	6AM – 6PM (subject to change)
Exhibitor Move-In	December 1	6AM – 6PM (subject to change)
Exhibitor Move-Out	December 3	6PM – Midnight (subject to change)
Exhibitor Move-Out	December 4	6AM – Midnight (subject to change)

Are the exhibit booths carpeted?

Exhibit space is non-carpeted and includes 8' high backdrap, 3' high sidedrape, and one (1) I.D. sign (7"x44").

How far is the airport from the Indiana Convention Center? Do I need a rental car?

The Indianapolis International Airport (IND) is a world-class airport facility (opened in Nov. 2008) and is only a 15-minute cab ride from the Convention Center. The Convention Center is within

walking distance of over 200 quality restaurants, hotels and entertainment venues in downtown Indianapolis. If you need to book a rental car and would like to take advantage of the 20% discount off the already low rates from Alamo and National Car Rental, please go to www.imis-indy.com for links to Alamo and National Car Rental.

Can an exhibitor sell products at the show?

Exhibitors are not permitted to sell products directly off the show floor. Orders can be taken for delivery after the show.

Are children allowed in the show?

No one under 18 years of age is allowed in the show, including during move-in and move-out.

Can I take pictures inside the exhibit area?

No videotaping or photography will be allowed by anyone other than registered media. Show management asks for your complete cooperation and we reserve the right to remove anyone from the show floor who violates this rule.

Are restrooms inside the exhibit area?

Restrooms are available at the main entrance to the exhibit area.