

IMIS Registration Passes 100

The International Motorsports Industry Show recently passed the "Century" mark for registered exhibitors. We're ahead of our projections and very pleased with the great progress, even in this challenging economic climate. More importantly, the initial list of exhibitors is impressive.

We are putting together an outstanding group of Hard Core Racing companies. IMIS is being very selective in regard to the companies that we register. We have turned down several that don't meet the criteria in terms of building or selling a product for racing. The High Performance Aftermarket isn't Hard Core Racing. Prime real estate is going fast, with over 100 companies registered by April 1. This puts us the show about 40% of capacity.

Our initial projections had show capacity hitting the 50% level by June. We're well on our way and ahead of schedule. Registered exhibitors have taken over half of the peninsula booths and most are considered to be in the prime locations. However, there are still some very good peninsulas available. I would suggest moving quickly to secure a good booth location. The exhibitors getting in early will have first choice when IMIS expands in 2010 and beyond.

IMIS Industry Service Pavilion

We are still trying to secure space for the racing Industry Service Pavilion. Unfortunately we can't guarantee that this will happen for 2009. We certainly see the need for these companies being involved, but the heart and soul of this trade show is centered on the technical aspects of the sport. We must stick to this vision. We feel that by separating these segments of racing, it will make the show much more conducive to writing business in both areas of motorsports.

We've had many requests from racetracks, sanctioning bodies, insurance companies, marketing companies, and Universities. We appreciate the patience of those in the service side of racing. I think it will be worth the wait and it's still not out of the question for 2009.

Marketshare+

IMIS has hired a marketing company to help us send the message to the racing industry about our exciting new show. Marketshare+ is handling all advertising and Public Relations related activities for IMIS. I'm extremely impressed with what they have accomplished in a very short period of time. You will start seeing our new advertising campaign very soon. Along with the new ad and direct mail campaign, we will be launching a new web site. The new website will be an ongoing evolution with IMIS.

As we grow, this website will become a very helpful tool for those in the motorsport industry.

IMIS Safety Conference

I've personally been working on the Safety Conference for our inaugural show in December. The panel is coming together and it will be one of the most in-depth, experienced groups of professionals in the racing industry, with an educational and informative theme.

The primary objective is to bring safety knowledge from the full-time professional series to the short track world. Organizations like the IRL, NASCAR, ALMS, NHRA, etc. have full time safety personnel and are on the cutting edge with new technology and training.

This conference will bring safety technology to the smaller series and tracks that don't have the budgets to afford a full-time safety director. When it comes to safety, there are no exclusives or top-secret data. Everyone is willing to share and help each other improve. This mindset is directly opposite of the competitive side of motorsports.

Thanks to everyone for your input and support. It's a pleasure to take on such a huge undertaking when the industry shares the same excitement that we do. The response and support is truly overwhelming. It proves we're on the right track with our new International Motorsports Industry Show.

Thank You All

Chris Paulsen