

It's the first of September and I'm finally getting my update together. It's been another outstanding month for IMIS. Our PR partner, True Speed Communications, has kept us hopping. I spent a week at the Knoxville Nationals. While in Iowa, I rode my Harley 460 miles around the state promoting the exciting IMIS show. In this update we'll cover some of the conferences and seminars on the schedule like the DOT Compliance Conference, the IMIS Safety Conference, and the Six Sigma Seminar. To register and attend any of the conferences above, visit the IMIS website at [www.imis-indy.com](http://www.imis-indy.com) and click on the conferences tab. We'll also touch on the 2010 IMIS show.

## **Knoxville Nationals**

I spent the week in Iowa attending the Knoxville Nationals as well as some great races at Oskaloosa. Thanks go to Ralph Capitani and Brian Stickel of Knoxville Raceway for the first class hospitality and supporting what we are doing with our trade show in December. The last time I spent a week in Knoxville was 1981 when I worked for Laverne Nance. Sammy Swindell was the driver. We addressed the media and a large group of promoters with information on our show. It was very well received. Congratulations to Donny Schatz on another outstanding win.

## **DOT Compliance Conference**

Just about everyone in motorsports owns and uses a trailer. Up until recent times, it didn't require anything special to use a small enclosed trailer to haul your race car, parts, or equipment. Times are changing. With new DOT regulations being enforced, many are finding out the hard way that some states, like Florida, are becoming difficult to tow any trailer without being DOT compliant. IMIS has partnered with National Transportation Consultants Inc. (NTCI) to hold this very informative conference, bringing awareness to these changes and regulations. This will be beneficial for everyone in racing. It is getting to be a serious issue. NTCI is the company used by Tony Stewart Racing for all of their over the road transportation compliance needs.

## **Six Sigma Seminar**

Six Sigma utilizes a methodology to increase production and efficiency in business. In this light hearted "hands on" seminar, you'll learn why this methodology has such a high impact on tomorrow's business environment. It will include exercises, videos and worksheets. You can earn your White Belt during this class on Friday.

## **IMIS Safety Conference**

Kirk Russell has finalized the panel members and schedule for the IMIS Safety Conference. It's a who's who list of experts in the field of motorsports safety. I must say that this will be a marquee event during the show this year and for years to come. Tuesday will be a full day from 7:00am until 4:30pm, with the expert panel presenting the latest in safety technology. The goal of this conference is to open up communication between the leaders of this technology and the racing community across the US and globally. It will prove to be a "must attend" for tracks, sanctioning bodies, racers, engineers, and safety equipment manufacturers. On Friday, September 4th, there will be a press conference announcing this safety conference at ORP during the US Nationals. For information, please contact Misha Geisert at [misha.geisert@truespeedcommunication.com](mailto:misha.geisert@truespeedcommunication.com)

## **IMIS Industry Reception**

Come and join us Tuesday December 1st at Lucas Oil Stadium for the official "Kick Off" of the International Motorsports Industry Show. This will be a Grand Party. Plenty of cold beer and lots of great networking with people from the race industry. Lucas Oil Stadium is a fantastic venue for this Kick Off reception. It's full of race cars from just about every series and you'll see Indy's state of the art stadium which is home of the Colts. Indiana Governor, Mitch Daniels, will start this Inaugural show off with a few words and will be joined by several dignitaries from Indy as well as the racing industry. For those of you who attended the annual C&R NASCAR party, you know we do it right. It will not only be an enjoyable evening but a productive networking event.

## **Moto GP**

This year's Moto GP race at the Indianapolis Motor Speedway was a success and held on a beautiful day, unlike the race last year that took place in the aftermath of Hurricane Ike. It was won by Jorge Lorenzo, teammate to Valentino Rossi. Rossi crashed while leading. Kentucky native, Nicky Hayden was 3rd. The C&R / IMIS suite hosted many great people from the racing industry. It was a truly enjoyable day for all.

## **IMIS 2010**

August has been very productive and we have now registered 208 companies and sold 385 booths for the show. We still expect to max out at 275 to 300 companies. Booth sales are also on the rise as people want to get the last remaining "good spots" before we sell out. Upon selling out, we will start a waiting list that will be first come, first serve. Our website hits have increased 126% in the last 2 weeks. You can feel the excitement building.

With that being said, we have set the dates for IMIS 2010. Due to the success of this

year's show we are expanding to over double the exhibit space and moving to a three day show that is set for **December 1-3, 2010**. Booth prices will remain unchanged from the 2009 rates although we anticipate an increase for 2011. Back by popular demand will be the IMIS Safety Conference. This conference will become a two day event for 2010. We'll keep you posted as new information is developed.

We're looking at a very busy September. I'm off to Crandon, WI. for an Off-Road event as guests of our good friends at Dirt Sports Magazine.

Thank You All

Chris Paulsen

*Indy is Racing<sup>SM</sup>*