

June has been a very busy and productive month in the IMIS world. I have a lot of exciting things to share with the racing industry about our Hard Core racing show. Sales are strong and the level of enthusiasm is very high. We recently had an event at the Indiana Convention and Visitors Association where we presented our show to all the downtown restaurants and hotels. They are very excited. They remember how vibrant the racing industry was when they were last here in 2004 and are ready to give everyone a big welcome back. After all, racers are right at home with a cold beer and good food. As we say, our best work gets done at night.



150 Companies

As of this email we have over 150 racing companies that have registered and paid. We estimate that we have floor space for 275 to 300 companies so this puts the show at the half way point. We're very much on target and ahead of all our projections.

Information Packets

The George Fern information material is ready and available for all exhibitors. We also have the shipping information from Yellow Roadway Corporation for those who are going to Orlando after our show. The shipping information contains very reasonable pricing for these shipments.

Party at Parnelli's

On June 10th we held a cocktail party at Parnelli Jones private museum. The turnout was great and Parnelli was a very gracious host, telling racing stories and making everyone feel welcome. The race car collection is first class and is comprised of many cars driven by Parnelli and also cars from the Vels Parnelli Jones Super Team. Like the IMIS exhibitor list, Parnelli's collection is all racing. We entertained 15 prospective exhibitors and I feel they will all sign up. Indy is very easy to sell when it comes to anything racing.



IMIS Safety Conference

The IMIS Safety Conference is really coming together very well. We recently hired Kirk Russell to be the coordinator of this event and I must say we couldn't have picked an individual with a better understanding of racing safety nor better credentials. Many of you will remember Kirk from CART where he was the Director of Operations and Vice President from 1978 through 2001. Kirk was the backbone of CART and put them in the forefront in terms of safety innovations. He is handling all of the details relating to this safety

conference including creating the format and overseeing all the materials involved in this inaugural event. We are very honored to have a person with the background of Kirk Russell.

True Speed Communications



We are very excited about our new PR relationship with True Speed Communications. Joe Crowley with True Speed is assigned to our account and has recently relocated to Indy from Charlotte to handle all of the IMIS PR needs. True Speed is owned by Tony Stewart and handles not only Tony's PR, but other racing accounts in NASCAR such as M&M's. They are a very professional PR firm that will have a big impact on the IMIS trade show. True Speed will be the source for all press releases and direct contact for media relations. We feel it's important to utilize True Speed's resources to get the word out to the racing community and insure strong attendance to our new show.

Jason Gilbert

We are pleased to announce our new trade show manager, Jason Gilbert. Tom and I have been on a 3 month search for the right individual to fill this all important position. We've interviewed over 15 qualified people and Jason was our pick that best suited our requirements for this position. Jason has over 10 years experience in the event planning and convention business. He recently worked for the Indiana Library Federation where he managed all facets of their trade show and conference events. He will be a great asset to IMIS. With Jason's event background and our hard core racing experience, we are creating a very strong team to create and deliver the best motorsports trade show in the US.

Past, Present, and Future

We have a long term game plan for IMIS. Like any successful venture, it must start with a solid foundation, have a mission to fulfill the needs, and have a vision with goals. To do this properly we have to look at past history to shape our plan to meet the needs of our industry today and in the future.

History has taught us that Indy is the most desirable spot in the country to bring the racing industry together and do hard core racing business. We see the future of this event being a 7-10 day convention that attracts all facets of this industry. Our safety conference is a good example; it will grow into a 2 day event in 2010 and most likely go to 3 days from 2011 and beyond. We're getting inquiries from other racing related entities that want to take advantage of this time and location.

We are very diligent in our approach. We have no thoughts of coming out the first year with a huge show. Our focus is on quality and to create the template for our exhibitors and attendees to do successful business. We have a 3 year plan for growth, keeping the emphasis on hard core racing and making all of the company's successful that participate in IMIS.

Welcome aboard. It's going to be a great ride.

Thank you all.

Chris Paulsen

Remember... "*Indy is Racing*"