



Hello to my fellow racing industry colleagues.

Myself and the growing staff from IMIS want to say thank you to everyone for the great response we are receiving in regards to our new motorsports trade show. Following are a few notes and updates on the progress of IMIS.

As of now, we are at 65 companies that have registered and paid deposits. We had to get at least 60 companies registered to start a floor plan. Our December projections estimated we would get to that number by May. We're ahead of schedule and now placing the registered companies on the floor plan. There are at least 150 more companies that have verbally committed and are working on getting us their deposit. We don't consider any company for the floor plan until we receive their deposit. The deadline to receive the 10% discount is April first.

We are in the formative stages of a World Class Safety Conference. Safety in motorsports is still the most important facet of our industry. The primary concentration of this conference will be to bring the experience and expertise of the major sanctioning bodies to the short track level. I've spoken with Dr. Terry Trammell, Tom Gideon with NASCAR, and Dr. John Melvin about participating in this conference and they are very excited. We have put together an outline of important topics and the approach. Stay tuned as this comes together. It will be very interesting.

Tom Weisenbach, Jeff Stoops, and myself have many years experience in all facets of the racing industry (about 80 years collectively) but we are brand new to the trade show business. That's why we partnered with Tammy Wiley, owner of ProCaM. ProCaM is a full-service meeting and convention management company specializing in online housing and registration services, trade show management, coordination, and on-site management of motorsports related events. With the great work of ProCaM and the racing knowledge and relationships Tom, Jeff, and I have, this show is coming together extremely well. Add to these attributes the fact we have the city of Indianapolis, the real Capitol of Auto Racing, and it completes the recipe for a very successful racing trade show. A great advantage to building something brand new from scratch, like IMIS, is that we learn from the strengths and weaknesses of our competitors, our personal experiences, and the current trends in the racing market.

Speaking of experience, we are quickly building an outstanding, professional sales staff. The number one thing that makes any company successful in the racing industry is an experienced staff. There must be a team of "All Stars" in the given categories of racing business. We're taking the same approach in hiring our IMIS sales staff by bringing in people with experience in the motorsports and trade show industries.

I would like to introduce our All Star sales staff to you:

- **Tracy Stange:** Tracy grew up around racing and worked for The All Star Sprint Car Series for several years as well as the Pennzoil IndyCar team. Tracy worked for C&R for 8 years and was in charge of marketing, hospitality, and special events. Her husband, Bob Stange, is the owner of Strange Engineering, one of the largest drive train manufacturers in the country serving all aspects of motorsports. [tracystange@yahoo.com](mailto:tracystange@yahoo.com)

- **Mona Tutino:** Mona is on board and handling a lot of the southeast companies. Mona worked for Fluidyne for 12 years in the North Carolina office. She managed the NASCAR accounts along with all other Fluidyne racing accounts. She was also in charge of coordinating all trade show activities for Fluidyne during those 12 years including PRI. [mtutino@windstream.net](mailto:mtutino@windstream.net)
- **Doug Bennett:** Doug comes to IMIS from the Indiana Convention Center. Doug was in management at the convention center for 17 years and is very familiar with the most recent, very successful, racing trade show we had in Indy. [doug@imis-indy.com](mailto:doug@imis-indy.com)
- **Beth Boles:** Beth brings many years experience in the motorsports industry. From Indy to LeMans and many other global racing venues, Beth has had a part. Specializing in Corporate Hospitality for the past 20 years, she brings a vast knowledge of International Motorsports Business. She spent 3 years at the Indianapolis Motor Speedway handling marketing for the USGP F1 race. Her husband, Doug Boles was one of the founding partners of the IndyCar team, Panther Racing. She and her ex-husband, Derrick Daly, have a son, Conner Daly, who is one of the up and coming drivers in the US. Conner is extremely talented and is winning races on an International level. Beth is the owner of Blackburn Sports Marketing. [bsm@tds.net](mailto:bsm@tds.net)
- **Joyce Hall:** Joyce has worked for ProCaM since April, 2000 and has been affiliated with ProCaM since 1995 when she worked as Special Events Manager at the Indianapolis Motor Speedway for the Indy 500 and the Brickyard 400. Joyce is helping with sales along with the management of the IMIS trade show. [joyce@imis-indy.com](mailto:joyce@imis-indy.com)
- **Jonathan Masters:** Jonathan is part of the Masters family which owns Masterbuilt Race Cars. He's handling a lot of the dirt late model sales and brings a lifetime of relationships with him from that part of the racing industry. [jmasters@racingunitedmarketing.com](mailto:jmasters@racingunitedmarketing.com)
- **Bob Appleget:** Bob brings 25 years experience in motorsports from the racing media and advertising world. He can be contacted at [bappleget@threewidemediamedia.com](mailto:bappleget@threewidemediamedia.com)
- **Greg Williams SME/IMIS sales rep.:** Greg works for our partner at SME and is in charge of the machinery and manufacturing segment of IMIS. SME is the producer of 7 major machinery and manufacturing trade shows across the country. They are the leader in the industry and the perfect partner to manage the machinery side of IMIS. [gwilliams@sme.org](mailto:gwilliams@sme.org)

The IMIS show is coming along extremely well and is shaping up to be a First Class motorsports trade show at a very affordable price. It will prove to be a very good return on investment. After all, Indy is the best possible place for a venue like IMIS. History speaks for itself.

Thank You

Chris Paulsen