

IMIS-INDY MAY UPDATE



IMIS May Update

It's May in Indianapolis and we all know what that means, the Indy 500. We (IMIS) are very fortunate to be in such a great racing city with 100 years of racing heritage. May also means spring time and there's nothing better than to be at the Indianapolis Motor Speedway on a sunny spring day.



We're at 125 companies now and very much ahead of schedule. The floor plan is filling up. The area around the main entrance is very full and we only have a total of 11 peninsulas left. It's important to get in on the "ground floor" of IMIS so that your company can stake out its space and be in the spot you like for 2010 and beyond.

Priority Points

We have decided to adopt a Priority Points system to reward the companies that sign early, advertise in the Show Guide, and buy sponsorship. There will soon be an informational page on the web site that will lay out how the points will be awarded. Having exhibited in many trade shows, I know how crazy it gets when the show expands and exhibitors request what they consider prime booth space. We feel a points system takes the gray area out of assigning booth space and keeps selection fair. It's used in many shows. Keep in mind, IMIS will have more than double the space for 2010.

New Advertising Campaign

Many of you will start to see our new marketing campaign soon. Our ads are currently in several racing publications. We want to thank the great legends in the industry that have endorsed our show. So far we have Bill Simpson, Murph McKinney, "Speedy" Bill Smith, Tony Stewart, and Robert and Doug Yates endorsing IMIS in ads.



May Party at the Speedway

Speaking of May and Indy, IMIS hosted several local racing companies in the C&R suite for practice on Thursday, May 14th. The C&R suite in turn 2 is one of the greatest spots at the track for watching the action. It's also a popular hangout for many racers.

An Afternoon with Parnelli Jones

Another event IMIS will host for the California racing companies is an afternoon with Parnelli Jones at his fabulous private museum. We will gather for cocktails and appetizers then get a personal tour of all the legendary race cars in Parnelli's collection. This private collection is a "must see" and the opportunity to hang out with a true American Racing legend is very special. The tentative date for this cocktail party is June 10th.



IMIS Industry Service Pavilion

We have decided to implement the IMIS Industry Service Pavilion this year. We have been able to re-allocate some floor space to accommodate sanctioning bodies, tracks, universities with motorsports programs, racing insurance, etc. This area will not be very large for 2009 but will grow in 2010.

IMIS Safety Conference

The IMIS Safety Conference is coming together very well. It's evolving into a day-long event that will bring safety to all levels of racing. I have been interviewing candidates to head up and manage this conference. I should have this position filled by June. At that point, we will start making announcements with the format and name the panel members. This will be a first class event that will have an impact on the educational side of safety for our sport.



Sponsorship Packages

We have several sponsorship packages available for the show and they are reasonably priced. Take advantage of these sponsorship opportunities to get your name in front of the decision makers in professional racing. Contact Tracy Stange at tracy@imis-indy.com for details. Information is available on our web site.



Thanks to all for the outstanding response to our new trade show. It's exciting and going extremely well. Looking forward to December 2nd and 3rd, 2009

Chris Paulsen

Remember... *"Indy is Racing"*