

Hang on tight

It's been a busy time since my January update. We have finalized our full-time IMIS staff and they have been flat-out selling space and working on the many projects that make our show great. While the IMIS team has been working hard from the office, I've continued as the traveling representative. I've attended the Autosport show in Birmingham, England, raced a Pro-Truck and promoted IMIS at Parker, AZ, went to Daytona for Speedweeks, and attended the Chicago Auto Show for the unveiling of the Delta Wing IndyCar.

New Web site and Floor plan



This week is the launch of our brand-new Web site and interactive floor plan. The IMIS staff has been working hard the past two months on these important projects. The outcome is fantastic.



We're especially excited about the floor plan. Our Trade Show Manager, Jason Gilbert, hired "**You Are Here**" as the host of the interactive floor plan. It's easy to use -- so easy in fact that computer-challenged race-car mechanics like myself can easily navigate through the map and access any information needed to plan your show.

USAC Banquet

The 2010 United States Auto Club awards banquet will be Friday night, Dec. 3, which is the final show day. A great idea as everyone will already be in Indy for the IMIS event! Congratulations to Jeff Stoops on his appointment as the new Chairman of the Board of USAC. Jeff has been involved in racing for many years as a car owner in sprint cars and Indy Car and will be a great asset to USAC. He's taking over for my old boss, Johnny Capels, who is retiring after a very long and successful career in racing. Enjoy your retirement, John!

Autosport

The Autosport show in Birmingham, England, was a great success. Aisles were packed with buyers and had a very upbeat atmosphere. It was a sign that this racing economy is starting to turn. We used Autosport, as we did PMW, to work on International business for IMIS. We are currently seeking an International sales rep to help us with this program. We have a four-year plan to build and strengthen the International side of our show. We want to be clear; our business plan is to cover ALL aspects of hard-core racing. This includes everything from F-1 to late models. We are off to a great start as we are seeing more International companies register for IMIS 2010.

The Parker 425



It was a great pleasure to drive the Herzog Pro Truck in the Parker 425 in Parker, AZ, earlier this month. We finished fifth in class and it was an awesome time. The Parker course was exceptionally rough this year because of excessive rain. Off-road racing is the extreme man-and-machine contest and a high-tech engineering exercise. Look for more off-road-related companies at IMIS as the show grows.

Delta Wing

On Wednesday, Feb. 10, Chip Ganassi and I flew from Daytona to Chicago for the unveiling of the Delta Wing IndyCar concept. It was a great event and attended by the who's who in IndyCar racing. IndyCar is in a transformational period and working to get back to the time when it was an innovative showcase for American racing. The IRL will soon announce its plan for 2012 and beyond.



Numbers and notes



We are 70% sold on the expanded floor plan for 2010. *There are only four peninsulas left.* Many new companies have signed and the majority of the exhibitors that displayed in 2009 have expanded their booth space for this year's show. A sign we are on to something very good with IMIS. We continue to be overwhelmed by the response and we want to say Thank You to this great industry.

An open format is important to us. We want to continue to enjoy an open relationship with all of you and we welcome your input. Last summer we mentioned there would be a small price increase in 2011. We want to remind all of you that's still the case. Our rent goes up dramatically in 2011 yet you will only see a small increase to booth rental. The amount will be published as soon as it's finalized. Our show dates through 2015 will be posted soon. The show should always be the first week of December, which means the week after Thanksgiving. Exciting new additions to our conference and seminar line up will also be coming your way. Stay tuned!

Sincerely,

Chris Paulsen Tony Stewart Jeff Stoops Tom Weisenbach

