



## **Attendee Registration Open for Fourth International Motorsports Industry Show *Hardcore Racing Tradeshow Set for Dec. 6-8 at Indiana Convention Center in Indianapolis***

INDIANAPOLIS (May 4, 2012) – Attendee registration is now open for the fourth annual International Motorsports Industry Show (IMIS), set for Dec. 6-8 at the Indiana Convention Center in downtown Indianapolis.

Registration is free to those in the motorsports industry until Nov. 6 and can be done at [www.imis-indy.com](http://www.imis-indy.com). After Nov. 6, the cost is \$20.

IMIS is the United States' premier hardcore racing tradeshow, conducted each year at the Indiana Convention Center in downtown Indianapolis and owned by Chris Paulsen, owner of C&R Racing, Jeff Stoops, president of Stoops Freightliner, and three-time NASCAR Sprint Cup Series champion Tony Stewart. From car builders to tire manufacturers to parts suppliers, every aspect of motorsports is represented at IMIS, which has a lifetime contract with the City of Indianapolis and reserved show dates through 2015. Attendees come from all levels of the sport. From NASCAR team owners to weekend road racers, IMIS attracts motorsports professionals from around the globe.

“When you think of the month of May, any racer will tell you that May means the Indianapolis 500,” Paulsen said. “But May is also the month that really kicks off the summer season for every type of racing. So, it’s fitting that we open up registration for the fourth annual International Motorsports Industry Show during May.

“When we started in 2009, we had 109,000 square feet of booth space and, in 2011, we had 283,000 square feet. This year, we’re even bigger than last year and already more than 90 percent full on floor space with some of the biggest and best companies in motorsports. We’ve had tremendous growth, but we’ve stayed true to our belief that this show is for hardcore racing only. If you’re a hardcore racer, the only place you need to be in December is in Indianapolis at our show.”

IMIS gives motorsports companies a chance to interact with current customers while also meeting new ones. More than 20,000 attendees participated in IMIS in 2011, and the show generated \$16 million in direct spending for the city of Indianapolis.

In addition to conducting business on the show floor, attendees will have the option to attend several world-class seminars, including the IMIS Safety and Technical Conference and Youth Safety Conference.

For more information, visit [www.imis-indy.com](http://www.imis-indy.com).

**Note:** Online media credentialing for IMIS will begin July 1 at [www.TrueSpeedCommunication.com](http://www.TrueSpeedCommunication.com)

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