



Fourth Annual International Motorsports Industry Show Bigger, Better than Ever *Attendees, Booth Space and Companies All Increased for 2012; Tradeshow Set for Dec. 6-8*

INDIANAPOLIS (Oct. 24, 2012) – There will be more attendees and more hardcore racing companies than ever before when the fourth annual International Motorsports Industry Show (IMIS) takes place Dec. 6-8, 2012 at the Indiana Convention Center in downtown Indianapolis.

Nearly 25,000 attendees are expected for IMIS, which will feature more than 530 motorsports companies, including 111 that are new for 2012. And with several longtime exhibitors expanding their booths this year, the IMIS show floor will be bigger and better than ever.

IMIS is the United States' premier hardcore racing tradeshow, conducted each year at the Indiana Convention Center and owned by Chris Paulsen, owner of C&R Racing, Jeff Stoops, president of Stoops Freightliner, and three-time and reigning 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 2017. Attendees come from all levels of the sport, from NASCAR team owners to weekend road racers, and IMIS attracts motorsports professionals from around the globe.

“With two months left before the show, we’re ahead of where we were last year in terms of attendees, exhibitors and booths,” Paulsen said. “Last year was by far the best year in the brief history of IMIS and, given where we are at right now, we couldn’t be more excited about what the 2012 show will provide for exhibitors and attendees. We’ve always believed in controlled growth and keeping the show for hardcore racers only. We’re happy with our expansion, but we’re very proud of the fact that IMIS remains the best place for hardcore racers to do business.”

When the show started in 2009, the show floor covered 109,000 square feet, which grew to 283,000 square feet for 2011. This year, there will be more than 325,000 square feet of show floor.

“I think what’s been most rewarding for myself and the entire IMIS team is that so many companies have expanded their booth since 2009,” Paulsen said. “This year, we’ve had so many companies ask us for more space. The amount of confidence they’ve demonstrated in the show couldn’t make us more proud.”

Women in the Winner’s Circle Celebrating 10th Anniversary: The 10th annual Women in the Winner’s Circle Awards Celebration will take place Friday evening, Dec. 7 at the Indiana Convention Center, following the second day of IMIS.

Founded in 1994 by Lyn St. James, a seven-time Indianapolis 500 starter and recognized leader in motorsports, the Women in the Winner’s Circle Foundation focuses on programs for driver development, advocacy, diversity and education, particularly for women who aspire to become racecar drivers. The non-profit foundation is dedicated to making a difference and reaching the day when opportunity and diversity are no longer concerns, but are taken for granted.

The annual Women in the Winner’s Circle Celebration is the foundation’s major fundraiser, celebrating the success of women in racing, helping them build strong ties with each other and the motorsports community, and honoring those who have provided leadership and opportunities for women in racing. In addition to marking the event’s 10th anniversary, the evening will celebrate the 40th anniversary of Title IX, the important piece of legislation that resulted in educational opportunities for girls and women, including those in the motorsports world.

“When I established the foundation, I wanted to make a difference in the lives of young racers, especially women, who had no idea what it really took to be successful in racing,” St. James said. “I knew that industry leaders also wanted a more diverse group of talented racers to be successful. I’m proud to say that, over the last 17 years, we’ve achieved many of our goals. Our 10th-anniversary event is a way supporters can celebrate with us and learn more about the past, present and future of motorsports.”

Individual and table reservations for the event are now open at the foundation website – <http://lynstjames.com/foundation/annual>. Guests will have the chance to meet and visit with drivers and industry leaders at a VIP reception from 5 to 6 p.m. EST, prior to the dinner and awards ceremony. Attendees who reserve a table will have the honor of a driver sitting at their table. Sponsorship opportunities are also available.

As an added bonus, Women in the Winner’s Circle Awards Celebration attendees will have full access to IMIS and are invited to a roundtable discussion, “The Challenges Women Face in Male-Dominated Fields,” moderated by St. James from 3 to 5 p.m. at the Indiana Convention Center. Panelists representing a variety of industries will share their knowledge, experiences, challenges and successes with the audience. Registration is required to attend the IMIS tradeshow and roundtable discussion, the VIP reception, and the awards celebration. To reserve a spot at the roundtable, visit www.events.org/LSJ01/cpage.aspx?e=47499.

For more information about the Women in the Winner’s Circle Foundation or its 10th Annual Awards Celebration, visit www.lynstjames.com.

Indy Karting Classic Returns: The second annual Indy Karting Classic will take place at 6 p.m. EST Friday, Dec. 7, at the Indiana State Fairgrounds Champions Pavilion. Top drivers from NASCAR, INDYCAR and the NHRA are expected to do battle in a charity race, while other drivers will compete in various classes throughout the night.

Promoter Bill McLaughlin has announced there will be a larger track and more classes of competition this year, and shuttle transportation will be provided from the Indiana Convention Center for attendees and exhibitors interested in participating. Updated information will be available soon at www.indykartingclassic.com.

Rev it Up Raffle: IMIS and Sunnen will raffle a 600-horsepower NASCAR-approved spec engine built by 1999 NASCAR Sprint Cup Series championship car owner Robert Yates, now of Roush Yates Engines. The engine will be built by Yates on the IMIS show floor with the drawing conducted at 3 p.m. EST on Saturday, Dec. 8, at the Sunnen booth (#2128).

Tickets are \$2.50 each and can be purchased online during IMIS registration, or on the show floor until the drawing occurs. Proceeds will go to charity.

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