

**Education & Training Day  
Thursday, March 22, 2012  
Manufacturer's Training and Workshops**

Presented by HRIA, a SEMA Council



**Free  
Instruction**

**14<sup>TH</sup> ANNUAL  
HOTROD &  
RESTORATION  
TRADE SHOW**

WHERE THE HOT ROD INDUSTRY MEETS FOR BUSINESS

All attendees will receive a **Certificate of Completion** upon request.

**8:00 a.m.–9:00 a.m. (Session 1)**

- Custom Autosound Mfg. Inc.  
*"Installing Audio in Classics Without Cutting Holes"*
- Fatman Fabrications Inc.  
*"Hot Rod Suspension & Chassis Design"*
- Hedman Performance Group  
*"The Latest Products from Hedman, TransDapt & Hamburger's"*
- HushMat  
*"Sound & Thermal Insulation for Your Hot Rod"*
- Inland Empire Driveline Service Inc.  
*"Powertrain Set Up: What Works"*

**9:15 a.m.–10:15 a.m. (Session 2)**

- Eaton Detroit Spring  
*"Ask the Spring Guru"*
- Flaming River Industries  
*"Steering Systems & Solutions"*
- Lokar  
*"Lokar Examines a Quarter Century of Quality Products!"*
- Steele Rubber Products  
*"Rubber Parts & Weatherstripping Tips & Techniques"*
- Vintage Air Inc.  
*"The Basics of Performance Air Conditioning"*

**10:30 a.m.–11:30 a.m. (Session 3)**

- Advanced Clutch Technology (ACT)  
*"From Muscle to Modern: Choosing the Right Clutch"*
- Bowler Performance Transmissions  
*"Benefits of Modern Transmissions"*
- ididit inc.  
*"Perfect Steering Installations"*
- RideTech  
*"RideTech's New Products for Suspension Improvement"*
- Stainless Steel Brakes Corp. (SSBC)  
*"Selling Performance Brakes & Related Accessories"*

**12:30 p.m.–1:30 p.m. (Session 4)**

- Art Morrison Enterprises  
*"Chassis & Suspension Design"*
- Classic Instruments  
*"Classic Instruments: The Finishing Touch"*
- Dynamat  
*"How to Control Noise & Heat"*
- FAST (Fuel Air Spark Technology)  
*"Making the Right Decision on Fuel Injection"*
- Painless Performance  
*"The Truth About Wiring"*

**1:45 p.m.–2:45 p.m. (Session 5)**

- American Autowire  
*"Understanding Wiring System Options"*
- Borgeson Universal Co. Inc.  
*"Power Steering Conversions for Classic Cars"*
- COMP Cams  
*"What Sounds GOOD, Runs GOOD"*
- CON2R  
*"Individualized Instrumentation Solutions by CON2R"*
- Powertrain Control Solutions  
*"Modern Transmission Controls for Hot Rods"*

**3:00 p.m.–4:00 p.m. (Session 6)**

- Dakota Digital  
*"The Ins & Outs of Digitally Controlled Analog & Digital Instrumentation"*
- Detroit Speed Inc.  
*"In-Depth Suspension & Handling for Your Hot Rod"*
- Royal Purple  
*"Fundamentals of Lubrication"*
- Street & Performance  
*"Fuel Injection Know-How"*
- TCI Automotive  
*"6-Speed for Any Engine With Management"*

**4:15 p.m.–5:15 p.m. (Session 7)**

- Crane Cams  
*"Ignition Myths & Facts"*
- Eaton Performance Products  
*"High-Performance Differentials"*
- Edelbrock LLC  
*"Edelbrock's New Products for 2012"*
- Powermaster Performance  
*"How to Avoid Install Issues & Help Your Customers"*
- Ron Francis Wiring  
*"Planning Your Wiring Job From Start to Finish"*

**5:30 p.m.–6:30 p.m. (Session 8)**

- Meguiar's  
*"Never Having To Say 'I'm Sorry'"*
- Planet Color  
*"Get a Killer Paint Job in 7 Steps"*
- SEMA Business Technology Committee (BTC)  
*"Internet Marketing Basics Explained"*
- Schwartz Performance  
*"Getting the Right Combination"*
- Wilwood Disc Brakes  
*"Brake System Tech Seminar"*

**Saturday Seminars • March 24, 2012**

**Business Seminars**

**8:00 a.m.–9:00 a.m.**

- The Business of Small Business*
- Marketing Your Small Business 201*

**9:15 a.m.–10:15 a.m.**

- Sales Etiquette*
- Marketing Your Small Business 201*

Presented by ARMO, a SEMA Council



**New! 4 Concurrent  
Sessions to  
Choose From!**

**2:30 p.m.–4:30 p.m.**

- Interior Fabrication Workshop  
*Sharpen your interior fabrication skills in this informative step-by-step workshop. Learn new techniques and get tips to perfect your abilities.*

Sponsored by



**REGISTER BY FAX:** 817-277-7616 by February 22, 2012

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

- Select here if you would like a general Certificate of Completion sent to you for the Education & Training Day.

To have a copy of the seminar descriptions mailed or faxed to you:  
Please call 800-576-8788 or visit [www.HotRodShow.com](http://www.HotRodShow.com) for more information.