



Education & Training Day

Thursday, March 11, 2010

Presented by the Hot Rod Industry Alliance, a SEMA Council



Manufacturer's Training and Workshops

All attendees will receive a **Certificate of Completion** for each session they attend from start to finish.

8:00 am – 9:00 am
(Session 1)

Evod Industries

"Latest Trends in Wheels"

Review the latest designs and sizes the consumer is looking for. Be ahead of the customer; remember that they are looking to you for ideas.

Hagerty Insurance

"Commercial Insurance for Restoration Shops and Collectors"

How to protect your investment with people who understand your business.

Lokar

"Tune Up Your Technical Power with Lokar Products!"

Get the answers and insight on common and not-so-common installation questions, technical details and product updates.

Planet Color

"7 Steps to a Killer Paint Job"

Learn the easy way to have a killer paint job every time with seven steps, which are explained in detail. This seminar is a must-attend for everyone wanting the best in paint.

Stainless Steel Brakes Corporation

"Effective Brake Improvements"

What caliper, rotor and components will enhance your customers' performance, stopping and safety?

9:15 am – 10:15 am
(Session 2)

Borgeson Universal

"Steering Safety"

Steering set-up, products and designs made easy.

Dynamat

"Less Noise, Less Heat, More Fun!"

Theory and solutions for a cool, quiet and solid ride made easy.

Eaton Detroit Spring

"Busting Suspension Myths: The Do's and Don'ts of Suspension"

Do not try this at home! Many myths surrounding suspension have cropped up over the years. Learn what's true and what's not!

Steele Rubber Products

"Rubber Parts & Weatherstripping"

Proper techniques for the installation of rubber parts and weatherstripping and expert tips for properly sealing your vehicle. Plus new products!

Vintage Air, Inc.

"Performance Air Conditioning"

An overview of performance air conditioning, as well as new product introductions.

10:30 am – 11:30 am
(Session 3)

RideTech

(Air Ride Technologies, Inc.)

"Sales and Installation of Performance Air Systems"

Selection and installation of air suspension systems, plus new product introductions.

Baer Brake Systems

"How to Install Aftermarket Brakes"

A detailed explanation of Baer products, installation and benefits. Learn how to make stopping easy!

Bowler Performance Transmissions

"Benefits of Modern Transmissions"

It's more than just a transmission— it's the heart of your vehicle, and it adds the fun factor!

GM Performance

"Technology for Tomorrow's Hot Rods"

GM Performance Parts provides a peek behind the curtain at systems that will power future generations of hot rods.

ididit, inc.

"Steering in the Right Direction"

Selling the right steering column for a vehicle; plus a look at the Retrofit line of steering columns.

12:30 pm – 1:30 pm
(Session 4)

Art Morrison Enterprises

"Built For Maximum Use"

Chassis and suspension design and use, from mild to wild.

Classic Instruments

"Classic Instruments: An Investment in Longevity and Design"

Classic Instruments will highlight new products and give the attendees information to help make educated decisions while choosing their instrumentation. The company will also address technical questions and give installation pointers.

Flaming River Industries

"Steering Systems & Solutions"

Steer to the future by selecting proper products, from tilt columns to rack-and-pinion.

Hedman Group

"Selecting the Correct Hedder"

Information and education on selecting the right heddets to achieve the best performance and sound.

Meguiar's

"Polish Your Profits"

Learn how to achieve and maintain the ultimate show-car finish.



"WHERE THE HOT ROD INDUSTRY MEETS FOR BUSINESS"

12TH ANNUAL
HOTROD & RESTORATION
TRADE SHOW

2010 Workshop Times • As of: 01/27/10

1:45 pm – 2:45 pm
(Session 5)

American Autowire
"Electrical System Selection"
Benefits and specifications of the correct type of electrical system for your vehicle.

Comp Cams
"Today's Valve Train Technology"
Explaining power and sound, along with reliability and performance

Egge Machine Company
"Building Value in Vintage Engines"
Learn how to generate profit by building vintage engines. Topics include: finding the right parts the first time; sourcing ancillary rebuilding services; myth busting; and raising customer perceived value.

Fatman Fabrications, Inc.
"Engineering Hot Rod Suspension & Chassis"
An overview of engineering and geometry principles associated with proper chassis design.

Rock Solid Floors
"Polyaspartic Polyurea Floor Coating"
Choosing the right floor, plus installation tips and product specifications.

3:00 pm – 4:00 pm
(Session 6)

Bed Wood and Parts
"How to Sell, Measure, Install & Profit"
Classic trucks have wood bed floors and are often overlooked by shops. Bed Wood for Trucks will help your shop realize how today's technology is being used to create replacement wood for trucks, both classic and contemporary.

Detroit Speed
"True Suspension Techniques that Work"
Get ready for an overview of suspension design techniques to make any hot rod or muscle car ride and handle like a late-model performance car. Inclusive with key design and development parameter, and real-world vehicle characteristics to be discussed.

FAST (Fuel Air Spark Technology)
"How to Install EZ EFI"
Years of driving made easy with the installation of the EZ EFI.

Powermaster
"Selecting the Right Products"
How to select the right alternator and starter for your application.

SEMA – Business Technology Committee (BTC)
"Learn how Data can Make Selling your Products Easy!"
Formatting and managing product information are the basics of standardized product information. It's easy to understand and a must for retailers, jobbers, W/D's and manufacturers. No "Geek Speak!"

4:15 pm – 5:15 pm
(Session 7)

Grundy Worldwide
"Restorer & Builder Insurance: Protect your Business"
Grundy has formed an all-risk, direct primary coverage program that protects the interest of your business from the building, contents, tools & equipment to your liability.

Holley Performance Products
"Holley's new Avenger, HP and Dominator Fuel Injection"
This technical seminar on Holley's new EFI systems will cover everything from entry-level systems that self-learn and don't require a laptop, to systems that can do it all.

ISIS Power
"Turn Wiring Headaches into Shop Profit"
Learn how shops use multiplexing to make wiring more profitable. Cut install time and charge a premium because of added functionality and a cleaner look.

McLeod Racing
"McLeod Clutches and Driveline"
Understanding driveline adaptors and clutch management.

TCI
"Choosing the Right Transmission"
Starting with the right products will make your build easier.

5:30 pm – 6:30 pm
(Session 8)

Edelbrock Corporation
"New for 2010"
New products, design and performance value.

Grant Products
"Grant Steering Wheels: From Foam to Chrome"
Learn how to choose the right wheel for your project; plus a discussion on installations, applications, reducing wheel dish, bolt patterns, no-wheel-no-steal, customization and more.

Joe Gibbs Driven
"Myths of Oil"
How to pick the right product to protect your drivetrain and stop your worries!

Street & Performance
"Fuel Injection Know-How"
Learn the ins and outs of fuel injection— including solutions to common problems.

Wilwood Engineering
"Brake System Tech"
An in-depth look at high-performance brake systems and components, including how to select the proper master cylinder, caliper, rotor, pads and brake fluid.



For More Information Call (800) 576-8788 or
Visit www.HOTRODSHOW.com

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