



Dear Exhibitor,

Thank you for choosing to exhibit at the 14th Annual Hotrod & Restoration Trade Show, March 22-24, 2012, at the Lucas Oil Stadium, Indianapolis.

Enclosed in this service kit is everything you will need to exhibit at this year's Hotrod & Restoration Trade Show. It is very important that you and your installation & dismantle personnel read this manual thoroughly. Be sure to return all order forms to the address or fax number indicated on each form. Please remember to add your full company name and booth number for easy identification. By acting now, you will **save money** and **time**.

Let us help you with your marketing needs! As a marketing partner of the Hotrod & Restoration Trade Show we have compiled a Tool Box of FREE Marketing materials to make sure your exhibit is a success. We can also provide custom marketing services. Let us do the work, so you don't have to. Contact us at 800-576-8788 and we will be happy to assist you.

We are happy to report that there are NO increased costs for you in the 2012 event. All the rates have remained the same as 2011.

We look forward to helping make your exhibit presence in Indy a profitable and rewarding experience. If you have any questions, or if we are able to assist you in any way, please do not hesitate to contact me at (310) 533-2538.

See you in Indy!

Sincerely,

Jane Sweeney
Event Manager