

14TH ANNUAL **HOTROD & RESTORATION** TRADE SHOW

WHERE THE HOT ROD INDUSTRY MEETS FOR BUSINESS

MARCH 22-24, 2012

LUCAS OIL STADIUM

INDIANAPOLIS, IN



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EXHIBITOR INFORMATION

EDUCATION DAY

HOSTED BY THE HOT ROD INDUSTRY
ALLIANCE, A SEMA
COUNCIL



BUSINESS AND SALES SEMINARS

HOSTED BY THE AUTOMOTIVE
RESTORATION MARKET
ORGANIZATION, A SEMA
COUNCIL



www.HotRodShow.com

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Why Hotrod & Restoration?

Located in Indianapolis where over half the nation's population is within a day's drive, the Hotrod & Restoration Show is the only business-to-business trade show produced exclusively for the hot rod, street rod, muscle car, and restoration markets. As this market continues to grow and the type of vehicles within this category continue to diversify, the Hotrod & Restoration Trade Show serves as the focal point for new product introductions, emerging trends and the most important gathering of the year.

- ▶ Establish distribution for your company's street rod, muscle car and performance components.
- ▶ Present your company's new products and services.
- ▶ Generate highly qualified sales leads.
- ▶ Network with Industry peers.

Exclusive for Exhibitors!

Expand your reach by hosting a seminar on Education Day. Check the website for more information!

Who Attends?



The Facts:

- ▶ 94% of exhibitors in 2011 networked effectively with potential customers.
- ▶ 93% of Exhibitors are planning to exhibit at the Hotrod & Restoration Trade Show in 2012.
- ▶ 93% of attendees in 2011 are involved with purchasing, 58% are directly responsible.
- ▶ 90% of attendees are planning to attend the Hotrod & Restoration Trade Show in 2012.

What the Exhibitors Said:

"We've had a lot of hot rodders who are restoring and building their own cars, as well as body shop managers. We talk about the different ideas, paint and new products and techniques with the people that come to our booth. This industry is always changing." — **Jeremy Foecke, Planet Color**

"The seminars were very important to communicate with the customer. Thanks to the show, I had a couple of sells waiting on me when I got back to the office. It was a good overall experience. We'll do it again next year." — **Doc Hammett, CEO, Totally Stainless**

What the Attendees Said:

"This was my first time at this show and I will be coming back. I met with some vendors I had only talked with over the phone and met a lot of new vendors for parts I've been trying to find a source for. Thanks for a wonderful show!!" — **Leo Doyle, MW Auto**

"The networking was a great tool to grow business. I had many opportunities to network with other people in my field. Next year my company will have a vendor booth and vehicles to show for HRR; great show and great opportunity." — **Ryan W. Smith, Hoosier Hot Rods & Classics Inc.**

It's Never Too Late to Start Planning! For More Information go to www.HotRodShow.com or call 800-576-8788.