

# INDUSTRY NEWS AND TECHNOLOGY

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## IMIS SHOW 2012

The fourth annual International Motorsports Industry Show will take center stage Dec. 6-8 at the Indiana Convention Center in downtown Indianapolis.

More than 25,000 industry insiders are expected to attend the three-day event and visit with exhibitors that will be based in more than 500 booths located on the show floor.

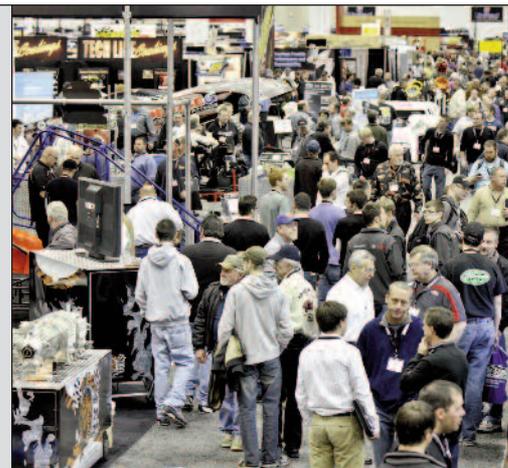
All of these folks will gather in Indianapolis with one goal in mind — improving business for their various companies, whether they are manufacturers, suppliers or race teams.

The attendees will dine with friends and prospective customers in many of Indianapolis' downtown

establishments, attend various seminars to help them increase the amount of business they do and generally see and be seen by the movers and shakers that make the motorsports industry tick.

Owned and managed by Chris Paulsen, Jeff Stoops and Tony Stewart, the International Motorsports Industry Show operates with the mission to: "Always provide the hard-core racer with the best trade-show experience from our opening reception, to great exhibitors, to the best education from industry experts at the birthplace of racing, because Indy is Racing."

The following pages are dedicated to the 2012 IMIS Trade Show, the activities that will take place there and the participating companies and exhibitors.



GUEST COLUMNIST: ROLLIE HELMLING

## Motorsports Makes Hoosier State Economic Engine Go

INDIANAPOLIS — Ladies and gentlemen, start your engines!

This iconic phrase has become synonymous with Memorial Day Weekend and the Indianapolis Motor Speedway. It represents a track filled with the greatest racing talent, countless hours of preparation and coordination and a rich history steeped in tradition.

Racing, starting with the Indianapolis 500, is not only a tradition, but an industry and culture that continues to bolster economic growth in the state of Indiana.

Indiana happens to be one of only four states to annually host races for each of America's three best known sanctioning organizations — NASCAR, IndyCar and NHRA — as it welcomes race fans and teams for the Indy 500, Brickyard 400 and U.S. Nationals. Kissing the bricks at Indy and winning a Wally from the U.S. Nationals are among the biggest achievements in the sport. Both happen in Indiana.

With more than 55 race tracks in the Hoosier state, the motorsports industry pumps over \$3 billion through Indiana annually. It employs more than 12,000 Hoosiers in more than 1,600 motorsports-related businesses. To use a couple of terms from our sport, you could say that motorsports is one of the drivers of the Hoosier economic engine.

In 2005, Governor Mitch Daniels, an

avid racing fan, organized his entire administration around the goal of making Indiana the most business-friendly, enterprise-friendly state in the country. He set up the Indiana Economic Development Corp., the state's lead economic development agency, like a business. So when it's time to talk about expanding or locating your racing-related business, the IEDC is set up to respond quickly at the speed of business and racing.

Indiana is not just a great state in which to race, it's an even better state in which to do business. In the Hoosier state, racers are conveniently located near several race tracks, and perhaps more importantly, they are within a single day's drive of more than 80 percent of the U.S. population.

With 4,475 miles of active railway track, 680 airports and more than 11,000 highway miles, it's no wonder Indiana is known as the "Crossroads of America."

In Indiana, racers also have access to a talented workforce with up-and-coming motorsport professionals who recognize the needs of the cutting-edge sport. The Hoosier state is also home to the world-renowned engineering programs of Purdue University and the Rose Hulman Institute of Technology, which, along with Marian University, offers motorsports-focused courses.

Also, Indiana University Purdue University at Indianapolis is the only

college in the U.S. where students can earn a bachelor's degree in motorsports engineering. Our grads have undergone rigorous preparation so they are equipped with the knowledge and skills to help make racing history.

While race teams are performing on the track, Indiana performs for their business through triple-A credit rating and pro-business tax structure. At a time when many states are deeply in debt, Indiana has a budget surplus. Plus, any component of a race car (except tires) is exempt from Indiana sales tax. As far as yellow and red flags are concerned, Indiana boasts the smoothest track to business success with some of the least restrictive development regulations in the country.

When you combine our heritage of racing and manufacturing excellence with a commitment to providing the resources needed for industry growth, Indiana has a formula for success that waves the green flag when it comes to the race for new jobs and investment. We are consistently rated among the top states for business by *Chief Executive*, *Site Selection* and *Area Development* magazines.

The Hoosier state will capture the world's attention once again when it hosts 25,000 of the racing industry's greatest for the annual International Motorsports Industry Show Dec. 6-8.



During the IMIS Show, downtown Indianapolis is transformed into a sea of black-and-white checkered flags as "Race Central USA."

Indiana looks forward to welcoming racers and manufacturers with our usual dose of Hoosier hospitality and Midwestern charm.

As thousands of visitors from locations around the world travel to this city, our state's capital, to experience racing at its finest, they are always amazed to learn of the transformation Indiana has undergone, not just as a state for hosting world-class sporting events, but as one of the most sought-after business locations anywhere.

We welcome the opportunity to share more about why chief executives rate Indiana's business climate as one of the best in the nation. Indiana stands ready to assist you in finding out how the Hoosier State fits into your company's game plan.

Start your engines in Indiana — the State of Racing.

*Rollie Helmling is the director of automotive and motorsports business development for the Indiana Economic Development Corp.*



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WWW.IMIS-INDY.COM

Indy is Racing™