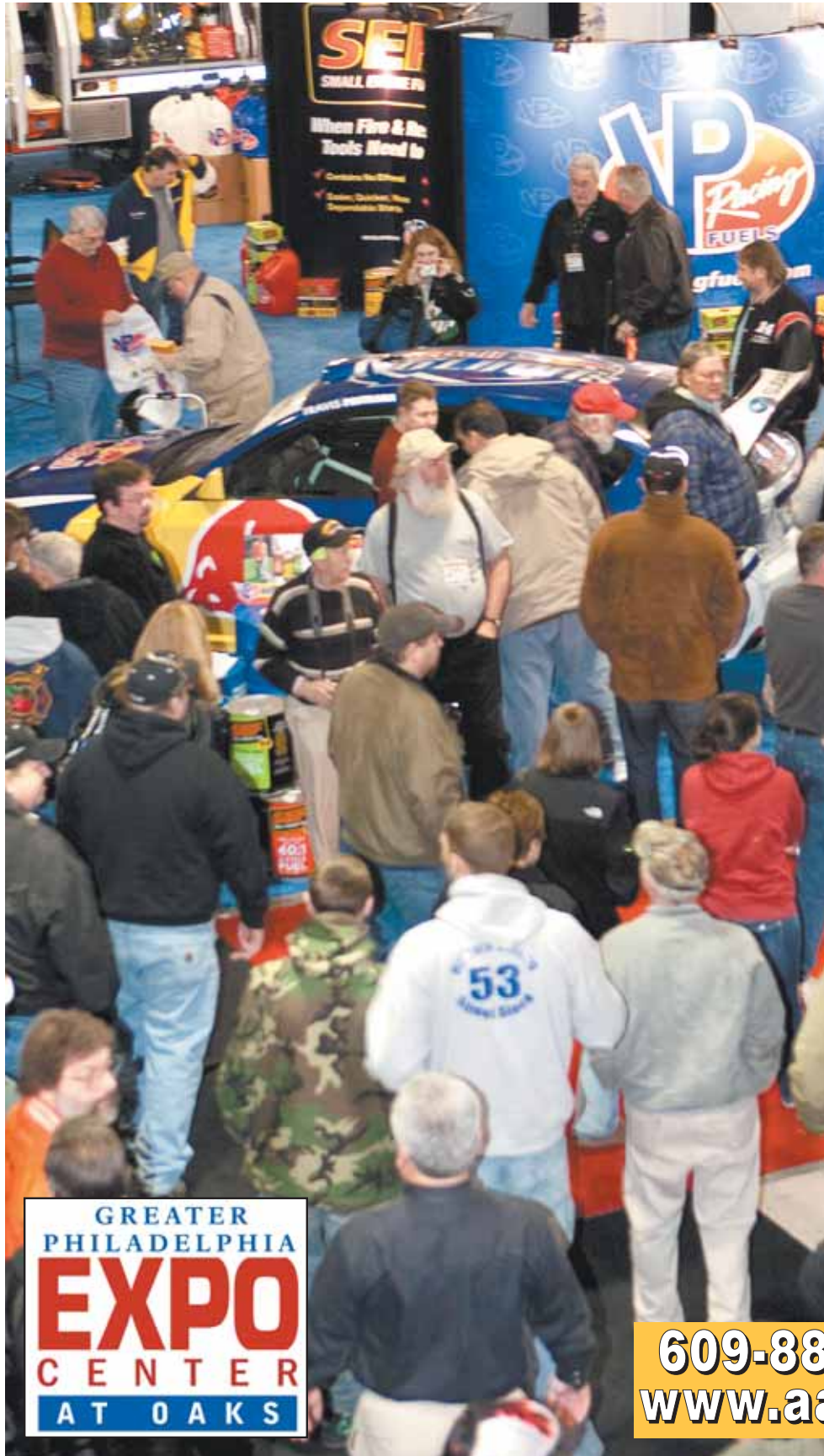


Len Sammons Productions
Motorsports
RACE CAR & 2012
SEF TRADE SHOW
SMALL ENGINE FUEL
Presented by VP's SEF Small Engine Fuels



GREATER
PHILADELPHIA
EXPO
CENTER
AT OAKS

609-888-3618
www.aarn.com

FRIDAY, SATURDAY & SUNDAY • JANUARY 20-22

Len Sammons Productions

Motorsports

RACE CAR & 2012

SEF TRADE SHOW
SMALL ENGINE FUEL

Presented by VP's SEF Small Engine Fuels

- SHOW SCHEDULE -
FRIDAY, JANUARY 20
 SHOW HOURS - 2 PM - 10 PM
SATURDAY, JANUARY 21
 SHOW HOURS - 11 AM - 9 PM
SUNDAY, JANUARY 22
 SHOW HOURS - 11 AM - 4 PM



OVER 225,000 SQ. FT OF EXHIBIT SPACE!

Centrally located in Oaks, PA just off Route 422 and with easy access from major roads such as the PA Turnpike and Schuylkill Expressway. Less than a two-hour drive from over Forty Raceways in Pennsylvania, New Jersey, Delaware, Maryland and New York and only 30 miles from Philadelphia International Airport.

LARGE TRUCKS & TRAILERS:

Wednesday, Jan. 18th
1 PM - 8 PM

SHOW CAR PLACEMENT:

Thursday, Jan. 19th
9 AM - 6 PM

SHOW VEHICLES NOT IN EXHIBIT SPACE BY 6 PM ON THURSDAY JAN. 19, 2012 - Subject To Lose Space -

GENERAL BOOTH SET-UP HOURS:

Wednesday, Jan. 18th	5 PM - 8 PM
Thursday, Jan. 19th	9 AM - 8 PM
Friday, Jan. 20th	9 AM - 1 PM



All Vehicles Must Be In Show by Thursday, Jan. 19, 2012 - 6 PM
 Aisleway Carpet Will Be Put Down At This Time. (No Exceptions!)

NOTICE: All Loading Doors Will Be Locked On Friday. Carry In ONLY! NO EXCEPTIONS!!! Those not in their booths by 12 NOON are subject to losing them.

We recommend that Exhibitors set-up booths in their entirety on Thursday, January 19th. On Friday, January 20th, the overhead loading doors will be closed and everyone entering the building must have an exhibitor badge. Light carry-in only.

Set-up hours on Friday are from 9am to 1pm. All doors will be locked at 1pm. Please plan accordingly or you may not have ample time to set-up for the show opening at 2:00 PM

You **MUST** have your **EXHIBITOR BADGE** starting at 2pm on Thursday and during all show hours. Passes will be available starting at 10am on Thursday at the Show office located at the B-Hall entrance. Badges also available starting Friday at 9am and throughout the show.

BREAKDOWN HOURS: Sunday, 4:00 PM Following Show Closing - No Early Breakdown

No Exhibits Or Vehicles May Be Left In Building After 9 PM Sunday, Jan. 22nd

Carpeted 10 Foot Aisleways For Great Traffic Flow!

FREE INDUSTRY SEMINARS

Over 250 Race Cars!

Len Sammons Productions

Motorsports

RACE CAR & 2012

SEF TRADE SHOW
SMALL ENGINE FUEL

Presented by VP's SEF Small Engine Fuels

BOOTH PRICES

10' Wide X 10' Deep Booth
Includes Piping & Drape
(8' High Back Drape - 3' Side Drape)

2011 EXHIBITORS HAVE FIRST OPTION
TO RENEW SPACE UNTIL MAY 15, 2011.
Floor Space Open To Public May 31.

**"The Mid-Winter Motorsports Happening"
Before The Super Bowl and A Month Before Daytona!**

GENERAL EXHIBIT AREA

\$675 FOR FIRST 10' WIDE X 10' DEEP BOOTH
\$600 FOR EACH ADDITIONAL BOOTH SPACE



Booth Spaces DO NOT Include Tables, Chairs, Etc.
You May Bring Your Own Or Rent From Show Decorator

COLLECTIBLE EXHIBIT AREA

\$575 FOR FIRST 10' WIDE X 10' DEEP BOOTH
\$525 FOR EACH ADDITIONAL BOOTH SPACE



Located In C-Hall

Booth Space Does Not Include Electrical Hook-Up.
Expo Center Supplies This At Extra Cost

**First Booth PURCHASED Includes 4 Exhibitor Passes
1 Additional Pass For Each Additional Booth PURCHASED**

(Show Credentials Allow Holder Admittance To Show 1 Hour Prior To Show Opening To Public On Saturday & Sunday
On Move-In Days, You Must Show Pass Before Entering Building During Scheduled Move-In Times)
Additional Exhibitor Passes Are Available (But Limited) In Advance Of Show For \$60 Each.

100% RACING RELATED BOOTHS

OVER 600 10x10 BOOTHS - 400 PLUS RACING DEALERS

- HARDCORE MANUFACTURER'S SECTION
 - FREE INDUSTRY SEMINARS & ROUNDTABLE DISCUSSIONS
- Speed Equipment Suppliers, Part Manufacturers, Engine Builders, Race Fuels & Lubricants,
Trailer Manufacturers & Retailers, Chassis Builders, Safety Equipment, Sponsor Promotions,
Speedway Displays, Publications, Apparel Companies, Video Producers & More!!



- Antique Race Car Displays • Stage Shows • Interviews
- BPG Racing Ms. Motorsports Contest
- FREE AUTOGRAPHS of Local & National Stars

BOOTH SALES & QUESTIONS
609-888-3618 • motorsports@adarn.com

Len Sammons Productions

Motorsports

RACE CAR & 2012

SEF TRADE SHOW
SMALL ENGINE FUEL

Presented by VP's SEF Small Engine Fuels

RULES & REGULATIONS

GENERAL INFORMATION

RESERVE YOUR BOOTH SPACE!
Call Today 609-888-3618

EXHIBITORS' Payment for Booth Rental Fee MUST be included with application to reserve location. Payment must be made in full by November 30, 2011 or all monies paid & booth space will be forfeited. No Refunds.

- RULES & REGULATIONS -

AN APPLICATION FOR THE SHOW is a Commitment. All money paid is non-refundable after November 30, 2011.

THE PROMOTER, ITS AGENTS, REPRESENTATIVES OR EMPLOYEES are not responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause or conditions. The exhibitor shall obtain, at his/her own expense insurance against any such loss, injury or damage. Promoter shall not be liable for damage that may occur to exhibitors products such as fire, water damage or acts of God. Security will be provided by promoter but the exhibitor is solely and fully responsible for its own exhibit and property and should insure against any loss. Product liability for any product sold at the show is the responsibility of the exhibitor and proof of such insurance may be required by the promoter.

THE PROMOTER is not and shall not be liable for any injury whatsoever to the property of the exhibitor or to persons conducting or otherwise participating in the conference or exhibition.

THE EXHIBITOR is responsible and liable for any damage to the walls, floor, booths, or the equipment of the exhibition facility resulting from his/her actions or their agents/employees actions. The exhibitor must follow all applicable fire and safety rules and regulations. All drapery and other decorative materials must be flameproofed and electric wiring must conform with National Electric Code Safety Rules.

SIGNS, DECORATIONS AND RELATED MATERIALS may not be taped, tacked, stapled, nailed, etc., or affixed in any manner, to painted surfaces, furniture or floors. NO HOLES may be drilled or punched on Expo Center property.

FLAMMABLE MATERIALS - No flammable materials such as bunting, tissue paper, crepe papers, etc. will be permitted as decorations. All materials used for decorative purposes must be treated with flame proofing and certification of said flaming proofing must be available for inspection by local fire officials.

FIRE REGULATIONS - Smoking is prohibited inside the Expo Center. Any tent or canopy exceeding 300sq ft will not be allowed. All LPG/CNG cylinders that can be removed from any RV, trailer and/or motor home shall be removed as they are prohibited within the building.

DISPLAY VEHICLES must have less than a 1/4 tank of fuel in them while displayed in Hall and cannot be started in the building. Batteries must be disconnected. Any vehicle with a gas cap must have it taped shut. THIS WILL BE CHECKED!

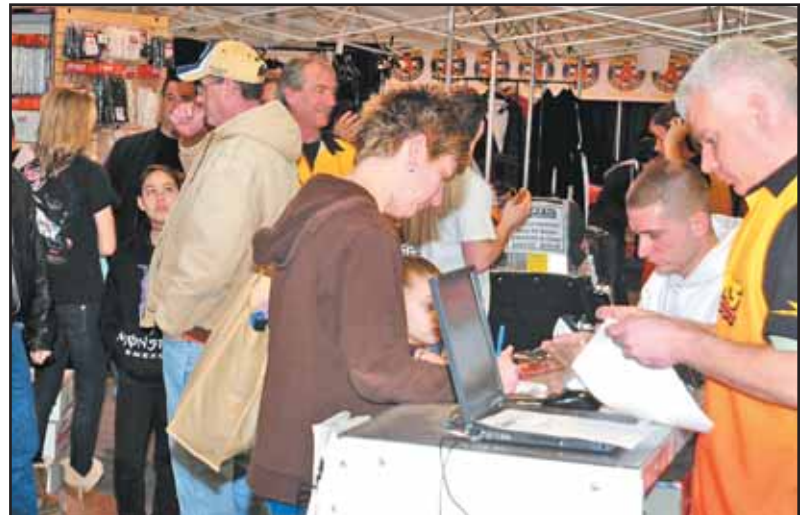
NO FOOD, DRINK OR COOLERS ARE PERMITTED to be brought into the Greater Philadelphia Expo Center.

BOOTH SET-UP - You can bring in whatever necessary and set up your booth yourself. This is a non-union hall

TVs/ DVDs/ VCRs are permitted in Hall but good judgement must be used so placement does not block aisles and sound does not affect other vendors.

ALL EXHIBITORS should give receipts to customers on items sold. For security reasons random receipts will be checked at the exits.

ALL EXHIBITORS are asked to present themselves in a professional manner throughout the show.



NO SUBLETTING of any booth space. Not more than one company allowed per exhibit area purchased.

INSURANCE MANDATE - No Booth Breakdown Or Movement Of Parts/Goods From Booth Prior To Official Show Breakdown on Sunday after the show's closing at 4pm. During Show Set-Up & Breakdown, a Representative Must Remain With Loading/Unloading Vehicle At All Times.

LICENSES OR PERMITS - If any governmental license or permit is required for the proper and lawful conduct of Licensee's business or other activity carried on, in or at the authorized areas or if failure to obtain such a license or permit might in any way affect the operations of the facilities, then Licensee at its own expense, shall obtain and maintain such license or permit and submit the same to inspection of Licensor. Licensee, at its sole cost and expense, shall at all times comply with the requirements of each such license or permit.

SALES ON PREMISES - The Expo Center reserves the exclusive right to operate all concessions at the Hall including but not limited to the dispensing by gift, sale or otherwise of all foods, refreshments, alcoholic beverages, tobacco products, candies, and vending machines.

THE PROMOTER reserves the exclusive right to sell event programs, souvenirs, sundries and novelties that would pertain to the Motorsports Show. Licensee will not sell or dispense any concessions or samples in the hall or the parking lot without the prior written approval of Licensor.

SALES TAX - Exhibitor is responsible to abide by all State of Pennsylvania Division of Taxation Rules.

THE PROMOTER has the right to accept or reject any exhibitor.

THE PROMOTER reserves the right to final interpretation of the rules and regulations of the contract.



DIRECTIONS TO THE GREATER PHILADELPHIA EXPO CENTER

Physical Address: 100 Station Avenue, Oaks, PA 19456

From Rt. 76 Schuylkill Expressway -

- Follow Rt. 76 west to King of Prussia,
- Exit to Rt. 202 South (West Chester)
 - Stay in right lane for Rt. 422 West (Pottstown)
- Exit Rt. 422 at Oaks, left onto Egypt Road
- Left at Station Ave. (3rd light), Follow signs for the Expo Center

From Pennsylvania Turnpike -

- Take Exit #326 at Valley Forge and stay to the right
- Exit Rt. 202 South (West Chester)
 - Stay in right lane for Rt. 422 West (Pottstown)
- Exit Rt. 422 at Oaks, left onto Egypt Road
- Left at Station Ave. (3rd light), Follow signs for the Expo center

From Rt. 422 West

- Rt. 422 to the Oaks exit, left onto Egypt Road
- Left at Station Ave. (3rd light), Follow signs for the Expo center

From Rt. 422 East

- Rt. 422 to the Oaks exit, left onto Egypt Road
- Left at Station Ave. (2nd light), Follow signs for the Expo center

- GENERAL INFORMATION -

POWER WASH — Available Wednesday and Thursday starting at 9AM to power wash dirty vehicles before entering hall at a minimal charge.

EXHIBITOR BADGES — Four show credentials will be provided for the initial booth purchased. Each additional booth purchased thereafter will receive one additional badge. As in the past, a very strong control of these badges is being kept for the security of all Exhibitors' wares. Additional Exhibitor badges may be purchased for \$60.00 each. In early December an Exhibitor Badge Credential Card will be sent to you by mail. Please fill out the form quickly with the names of your staff working the show. Please mail or FAX this card back to the Motorsports office as quickly as possible. The finished badges will be available for pick-up starting at 10AM on Thursday, Jan. 19th at the Show Office. Companies not returning their Exhibitor Credential Card by the proper deadline will receive only 50% of their due badges with Company name on them. No name changes will be made by the Motorsports staff. Exhibitor badges allow you to gain show entry 1 hour prior to the show opening. Remember, an Exhibitor Badge, like any ticket, can only be used by one person each day.

LOST OR FORGOTTEN EXHIBITOR BADGES — If you have lost your badge or simply just left it behind go directly to the Information Booth at the Exhibitor Entrance. A replacement badge will be granted to you for a \$60.00 fee. This \$60.00 is refundable in full if you find your UNUSED badge and return it along with your \$60.00 paid receipt to Len Sammons Motorsports by February 1, 2012. The badge with your company name on it is numbered, the company name and number will be transferred to security entrances to deter the finder of this badge show admittance.

BOOTH SERVICES / DRAYAGE — You can bring in whatever necessary items and set-up your booth yourself, this is a non-union facility. If you should need to rent any items such as tables, chairs, lights, televisions, garbage cans, etc. they are available from the show decorator, Reber-Friel Company, 221 King Manor Drive, King of Prussia, PA 19406, 610-265-7310. A Booth Services Kit will be sent to you from them in early December. Special prices are available by ordering in advance and these products will be waiting for you in your booth when you arrive. A service desk will be open during show set-up for additional orders. The same desk will be open each day of the show, one hour before opening, for further orders or questions. If you need your booth shipped to the hall, drayage is also available from Reber-Friel and will be covered in the Booth Services Kit.

ELECTRIC — Through an agreement with the hall our show staff will be handling the pre-sale of all electric at a discounted price. Please fill out the enclosed form and return with payment either fax at 609-888-2538 or by check with your booth payment. The discounted rate is good only until January 6, 2012. All orders after that must be done at the show and at the hall's standard rate.

EXHIBITOR ENTRANCE — All exhibitors will enter through the B-Hall entrance. This entrance is on the South side of the building.

TRAILER PARKING — A special area will be assigned outside the building for trailers or large truck parking. Exhibitors will be directed to this area during Move-In hours by Motorsports Show staff. Please do not park these oversized vehicles in other areas. If they are parked improperly they can become traffic hazards and might be towed. Improperly parked vehicles also run the risk of being damaged or run into. Overnight outside security is in place Wednesday thru Saturday night in the designated area.

RE-STOCKING DURING SHOW — Re-stocking may only be done through the exhibitor entrance. No carts or dollies can be used in the aiseways during show hours. Small boxes that can be safely carried are permitted during show hours with the approval of Motorsports Show staff. The hall is open Saturday and Sunday one hour earlier for Exhibitors to enter, re-stock and open their booth. If special re-stocking needs develop please contact the Motorsport Show staff to make special arrangements during this time. Only empty boxes will be permitted to leave the show after 1pm on Friday and the show closes Sunday at 4pm.

SEMINARS — Racer's Seminars are a great way to promote your product and help to inform racers. If you are interested in conducting a free seminar; chassis set-up, shock dyno, etc. please contact Earl Krause at the Motorsports 2012 Office as soon as possible for a schedule of available times. 609-888-3618 • Fax 609-888-2538. earl@aarn.com

PRESS ROOM is located just off the main entrance near the seminar rooms. Earl and Pam Krause will be on hand to assist. You may put news releases or other materials in this area on Thursday or Friday prior to the show's opening. Many press members representing the Racing Trades, Daily/Weekly Publications, radio, television and internet sites attend the show. Take advantage of this chance to get material to them, make them aware of your booth location and possibly arrange an interview/photo opportunity. For more information contact Earl Krause in advance at (609) 888-3618 or earl@aarn.com.



AUTOGRAPH AREAS — Nationally-known drivers/personalities must sign autographs in a "crowd-control" area. Personalities do help draw booth awareness and are encouraged. Co-operation with Motorsport Staff is a must to insure nearby exhibitors are not hindered. Please contact the Motorsports Show office to make pre-show arrangements. Show staff will assist in crowd control. Pre-event publicity can also be arranged to help build traffic to your display.

OFFICIAL PROGRAM — For the twenty-seventh straight year, Program Dynamics of Flemington, NJ, will produce the Show Program. Contact Steve Barrick at 908-782-9398 or programdynamics@gmail.com for Special Advertising Rates. Be sure to fill out all information detailed on the Booth Order Form; this is used for the Program Book Listings.

BOOTH DISPLAY AWARDS — Judges will choose what they feel are the best displays in many classes: Race Track/Club Exhibit, Commercial Display, Race Car Display, Quarter Midget or Go-Kart Track/Club Display, Best Appearing Open-Cockpit Race Car, Best Appearing Stock Car, Antique Race Car Club, Antique Open Cockpit Car & Antique Stock Car. The Joe Pratt Award of Excellence will be given to an exhibitor that goes the extra step in their exhibit space and promoting the show. Hard work in designing a special exhibit not only increases show crowd awareness but results often in post-show photo coverage and possible award presentation. Finalist are chosen by the press attending with winners chosen by the show staff.

AREA AUTO RACING NEWS SPECIAL ISSUE — The Area Auto Racing News will be publishing a special expanded issue for Motorsports 2012. AARN will accept news releases concerning your display at the show as well as special/new products you will be offering. Special advertising rates are available. Contact the advertising department via e-mail at tim@aarn.com, by phone 609-888-3618 or Fax 609-888-2538.

GREATER PHILADELPHIA EXPO CENTER ADDRESS - 100 Station Avenue, Oaks, PA 19456. If using next day mail service to send materials to yourself at the show please clearly mark for Motorsports 2012 Race Car Show, your company name exhibiting under and booth number. For less confusion it may be better if you have your package sent to the hotel you are staying at. **GPS Address** - 1601 Egypt Road, Phoenixville, PA 19460

HOTEL ROOMS — BOOK EARLY & SAVE For Convenient & Easy Reservations Book online at WWW.AARN.COM

The host hotel for this year's Motorsports 2012 show is the Crowne Plaza Valley Forge which is located 7.5 mile from the expo center. It is located within walking distance of the King of Prussia Mall the second largest mall in the country with 350 stores and close to 100 restaurants. Rooms are also available at the Fairfield Inn which is on the same property as the Crowne Plaza for the low rate of \$89 per night.

Crowne Plaza Valley Forge - \$89 Per Night

For Reservations Call 610-265-7500 and mention Motorsports 2012

Fairfield Inn - \$89 Per Night

For Reservations Call 610-337-0700 and mention Motorsports 2012

- BOOTH SET-UP HOURS -

Wednesday, Jan. 18th, 1 PM - 8 PM - Large Truck & Show Trailer

Wednesday, Jan. 18th, 3 PM - 8 PM - General Booths & Show Cars

Thursday, Jan. 19th, 9 AM - 7 PM - General Booth Set-Up & Show Cars

Friday, Jan. 20, 9AM - 1PM - Final Booth Set-Up • CARRY IN ONLY! (No vehicle entrance)

- IMPORTANT PHONE NUMBERS -

Prior To Show: Motorsports 2012 Office

Phone 609-888-3618 • Fax 609-888-2538 • www.aarn.com

Show Promoter — Len Sammons: lhs@aarn.com

Show Management — motorsports@aarn.com

Booth Services — Reber Friel Company: 610-272-4020

Electric / Phone, Ect. - 267-718-8013

Program Book — Program Dynamics: 908-782-9398 - programdynamics@gmail.com

During Show Weekend - Wed., Jan. 18 - Sat., Jan 22, 2012

Show Office (During Show Hours) - 484-754-3984

Greater Philadelphia Expo Center -484-754-EXPO



EXPO CENTER INFORMATION

- One of the largest suburban exhibition centers on the east coast
- Over 4,000 free on site parking spaces
- Wireless internet • 22 - 45 foot ceilings
- Privately owned by American Expo Corp

AREA INFORMATION

775,688 Population (Estimate)
 55.7% Between ages 19 - 64
 88.5% High school graduates (over age 25)
 \$65,889 Median household income (2004)
 Just 7 Miles From The 2nd Largest Mall In The USA, King Of Prussia Mall!



**2011 Joe Pratt Award of Excellence Winner
 Donna Miller**