

1st Annual
Promoters Summit
Part of the 22nd Annual
MOTORSPORTS 2008
Presented by VP Racing Fuels

Friday & Saturday
JANUARY 16 & 17
Atlantic City, NJ

DEADLINE APPROACHING - REGISTER TODAY!

The Second Annual Promoters Summit is quickly approaching. We are looking forward to having you with us at the Atlantic City, NJ Convention Center, January 16 -17, 2009. It is part of the huge Motorsports 2009 Race Car & Trade Show.

We have been very excited to be able to announce that Timothy Frost, a well known financial advisor to the motorsports industry, will be joining us. He will speak on the "economic impact of race tracks" and "how big is the motorsports industry." And he will take questions and those answers could be very helpful during these difficult economic times.

Based on what we heard from many that were with us last time we have made some changes in the program including starting later. The hours of the Summit have been shortened so that everyone has a chance to get around the 300,000 square feet of just about everything imaginable in motorsports. We are breaking the Summit into two half day sessions.

We feel that we have been able to include a variety of subjects that will address important areas of operation that will help the bottom line. A complete schedule for the Summit will be available very soon.

Included in our two day program will be sessions on:

- * The latest legal issues and a chance to ask questions. Save some legal fees.
- * Website pointers. It is great to have a website but you have to keep it current to be useful to your marketing efforts.
- * Working with the media, and that means daily newspapers, weeklies, trades, internet, radio and TV.
 - We will also talk about photographers.
- * Sponsorship Tips. With the sluggish economy you have to be willing to give the sponsor more than was agreed to.
- * Program books are still money makers.
- * Great sportswear ideas and what you should be doing.
- * Ad specialties should be part of the marketing mix.
- * Putting people in the seats and keeping them coming back in the sluggish economy.
- * Safety issues
- * Promotions that work, group rate nites and more.
- * Crate motors - yes or no.
- * A roundtable discussion with everyone in attendance involved.

Of course you have to register to attend and you can do that easily with the enclosed form. Remember the \$100 registration fee covers you and a guest and that \$100 becomes a credit that you can use at Area Auto Racing News.

You and your guest will also have the opportunity to attend the Friday night Indoor Auto Racing events just a short distance away at Boardwalk Hall. That will be courtesy of Area Auto Racing News.

Other guests will be charged \$50. And the fee goes up to \$100 after December 5th (we have extended the deadline a few days because of the Thanksgiving holiday),

Everyone attending the Summit will have free admission to the Motorsports 2009 Race Car & Trade Show.

We had a lot of great comments about the last Summit and we had several suggestions which we have put to use in planning this one. It is a great weekend of idea sharing that we feel will help you during this difficult economic situation that we all face.

Please feel free to call me if you have any comments, suggestions or just want to chat about the business.

All of us involved with the Promoters Summit look forward to having you with us, January 16-17. Please accept our best wishes for a very Merry Christmas and Happy New Year.

Cordially,



Ernie Saxton
Promoters Summit Organizer



REGISTRATION FORM

Friday & Saturday
JANUARY 16 & 17
Atlantic City, NJ

This form may be mailed to Promoter's Summit, c/o Len Sammons Motorsports,
P.O.Box 8547, Trenton, NJ 08650, fax to 609.888.2538 or email lhs@aarn.com

Please complete the entire form.

NAME OF TRACK OR ORGANIZATION: _____

(\$100 registration per track or organization which will be refunded in the form of an Area Auto Racing News credit for your use when you sign in at the registration desk. The registration fee entitles the attendance of two people.

To guarantee your reservation it is suggested that this registration be submitted on or before December 5, 2008.)

Promoter / Organization Official _____

Guest name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail address _____

ASSOCIATES ATTENDING:

(There is a fee of \$50.00 for each associate attending the Summit submitted on or before December 1, 2008. After that date the fee will increase to \$100.00)

Name _____ Position Held _____

Name _____ Position Held _____

METHOD OF PAYMENT :

[] CHECK (make payable to Len Sammons Motorsports)

[] CREDIT CARD: [] Visa [] MC [] AMEX

TOTAL FEES: _____

CREDIT CARD INFORMATION (Please print)

Name on card _____

Card Number _____

Security code _____ Expiration Date _____

Signature _____

Credentials will be available at registration desk at Promoter's Summit

Additional information will be made available as we get closer to the Summit dates and there will be a complete agenda provided in advance of those dates.