

24th Annual Len Sammons

Motorsports

RACE CAR & TRADE SHOW

2009

FRIDAY • SATURDAY
JANUARY 16TH & 17TH



609-888-3618
aarn.com

Atlantic City
CONVENTION CENTER
Your Northeast Business Address



Run In Conjunction With Atlantic City Indoor Race • Show During The Day, Racing At Night!

24th Annual Len Sammons

Motorsports RACE CAR & TRADE SHOW 2009

Atlantic City
CONVENTION CENTER
Your Northeast Business Address

OVER 275,000 PLUS SQ. FT OF EXHIBIT SPACE!

Located where the Atlantic City Expressway meets the city at One Miss America Way. Atlantic City, New Jersey
Just 4 blocks from the Boardwalk and Casino Row.

- SHOW SCHEDULE -
THURSDAY, JANUARY 15
EXHIBITOR RECEPTION 7 PM - 9PM
FRIDAY, JANUARY 16
PRE-SHOW SPEAKER @ 10 AM
SHOW HOURS - 11 AM - 7 PM
SATURDAY, JANUARY 17
SHOW HOURS - 10 AM - 7 PM



BOOTH SET-UP HOURS

**LARGE TRUCK
& TRAILER PLACEMENT:**
Wednesday, Jan. 14th 11 AM - 7 PM
SHOW CAR PLACEMENT:
Wednesday, Jan 14th 1 PM - 7 PM;
Thursday, Jan. 15th 9 AM - 6 PM

BOOTH SET-UP:
Wednesday, Jan. 14th 1 PM - 7 PM;
Thursday, Jan. 15th 9 AM - 7 PM;
Friday, Jan. 16th 9 AM - 10 AM

SHOW VEHICLES
NOT IN EXHIBIT SPACE
By 6 PM
Thursday Jan. 15, 2009
Subject To Lose Space

All Vehicles Must Be In Show by Thursday, Jan. 15, 2009 — 6 PM

NOTICE: All Loading Doors Will Be Locked At 10 AM Friday. No Move-In After That Time
NO EXCEPTIONS!!! Those not in their booths by 9 AM are subject to losing them.

We recommend that Exhibitors set-up booths in their entirety on Thursday, January 15th. On Friday, January 16th, only the D-hall exhibitor loading doors will be open for 2 hours (8 AM - 10 AM) and you may not have ample time to set-up for show opening of 11 AM

You **MUST** have your **EXHIBITOR BADGE** to gain entrance during set-up starting at 2 PM on Thursday as well as during show hours.

BREAKDOWN HOURS: Sunday 9am - 2pm - No Early Breakdown
(D-Hall Overhead Door will open at 8am to allow trucks to hook-up to trailers, Remaining overheads and exhibitor entrance door will open at 9am)
No Exhibits Or Vehicles May Be Left In Building After 2 PM Sunday, Jan. 18th

**“The Mid-Winter Motorsports Happening”
Before The Super Bowl and Five Weeks Before Daytona!**



FREE INDUSTRY SEMINARS



**Over 275 Race Cars On
Display In The 2008 Show!**

MEET THE RACING MARKET HEAD-ON IN ATLANTIC CITY, NJ



Back By
Popular Demand
Open To Public

- SPECIAL EVENTS -

THURSDAY JANUARY 15 - 7:00-9:00pm

FREE EXHIBITOR RECEPTION

Music & Much More!!! Free To Those With Exhibitor Badge.
Perfect for Business to Business Deals!

FRIDAY JANUARY 16 - 10:00-11:00am

PRE-SHOW INDUSTRY SPEAKER

Listen To Our Special Guest Speaker
Prior To The Official Show Opening!!!

BOOTH PRICES

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

2008 EXHIBITORS
HAVE FIRST OPTION
TO RENEW SPACE
UNTIL MAY 31, 2008.

GENERAL EXHIBIT AREA

\$575 FOR FIRST 10' WIDE X 10' DEEP BOOTH
\$550 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

\$500 FOR FIRST 10' WIDE X 10' DEEP BOOTH
\$450 FOR EACH ADDITIONAL BOOTH SPACE



Located In
The West Section
Of The Hall

Booth Space Does Not
Include Electrical Hook-Up.
AC 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)
(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

- **PLUS** • Antique Racecar Displays • Stage Shows • Interviews
- US Smokeless Tobacco Co. Ms. Motorsports Contest
- FREE AUTOGRAPHS of Local & National Stars

BOOTH SALES & QUESTIONS

609-888-3618 • motorsports@adarn.com

24th Annual Len Sammons
Motorsports
RACE CAR & TRADE SHOW 2009
 Atlantic City, NJ Convention Center

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, 2008 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 28, 2008.

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.

EXHIBITORS may contract for lighting & decorating with Convention Center.

SIGNS, DECORATIONS AND RELATED MATERIALS may not be taped, tacked, stapled, nailed, etc., or affixed in any manner, to painted surfaces, columns, fabrics or decorative walls in the Center. All banners unless hung on your exhibit areas pipe and drape are subject to a union rate handling charge and must be hung by a union representative.

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.

NO SMOKING - In accordance with NJ State Law, PL 1985, Chapter 318. Smoking cigars, cigarettes, pipes, etc. in all public spaces is prohibited.

NO FOOD, DRINK OR COOLERS ARE PERMITTED to be brought into the AC Convention Center. The center maintains an exclusive food and beverage department operated by ARAMARK.

INDOOR TRAILER PARKING - All trailers may be parked indoors FREE OF CHARGE. Vehicles towing trailers must park in outside lot for a minimal daily charge. There parking permits may be purchased on set-up days at loading entrance doors.

BOOTH SET-UP - You can bring in whatever necessary and set up your booth yourself. However this is a Union facility. Booths smaller than a 20x10 may be set-up without the use of power tools (Hand tools only). Booths larger than 20x10 must hire union help available on the convention center floor. Show cars will not be counted or figured into the total size of your exhibit area. Double faced tape used installation of exhibitor carpet must be Kendall Polyken #105 or an approved equal. This tape is available through the Center service desk. Use of any other type, which necessitates removal by the Center will result in additional charges in accordance with the applicable provisions of the License Agreement.

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.

DISPLAY VEHICLES must have less than one gallon 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.

ALL EXHIBITORS should give receipt 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 from 9am to 2pm. 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 Convention 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 New Jersey Division of Taxation Rules. Have a question? Contact: NJ Division of Taxation Services, Taxpayers Services Branch / OCE, PO Box 281, Trenton, NJ 08695-0281, 609-645-6687 or www.state.nj.us/treasury/revenue/revprnt.htm

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 ATLANTIC CITY CONVENTION CENTER

From the Atlantic City Expressway

At the end of the Expressway, make a left on Arctic Ave. and then a left on Michigan Ave. straight into the Atlantic City Convention Center parking garage. Another entrance to the parking garage is via the Atlantic City Connector. To take this route, bear to the right at the end of the Atlantic City Expressway and follow the Atlantic City Connector. After railroad tracks take the first exit on the right marked Convention Center/Bacharach Boulevard. Follow to end of Convention Center to ramp on right. Vehicles unloading, must drive up ramp to loading dock area.

From Philadelphia and West

Exit the Pennsylvania Turnpike at Valley Forge, Exit 24, onto Schuylkill Expressway (Route 76 East) through Philadelphia to the Walt Whitman Bridge. Then, Rt. 42 South to the AC Expressway.

From New York and North

Major Interstate Highways connect with the Garden State Parkway South. Follow Garden State Parkway South to Exit 38 (Atlantic City Expressway). Follow Atlantic City Expressway directions.

From Baltimore, Washington & South

Take I-95 to the Walt Whitman Bridge (Philadelphia). Cross the Walt Whitman Bridge and follow N/S Freeway (Rt. 42) to the Atlantic City Expressway. Follow Atlantic City Expressway directions.

Truck Traffic/Loading Dock

All trucks **MUST** access the city via the Atlantic City Expressway. At the end of the Atlantic City Convention Center follow the expressway to the right and take the Atlantic City Connector. Take the first exit marked Convention Center/Bacharach Boulevard and Loading Dock access will be to the right. Trucks may not park the last 100 feet on Bacharach Boulevard before the Expressway on/off ramp.

- GENERAL INFORMATION -

POWER WASH — Available Wednesday and Thursday starting at 9AM to power wash dirty vehicles before entering hall at a minimal charge. (Located at bottom of convention center exit ramp - rear of building)

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. 15th 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, 2009. 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 / ELECTRIC — You can bring in whatever necessary and set up your booth yourself. However this is a Union facility. Booths smaller than a 20x10 may be set-up without the use of power tools (Hand tools only). Booths larger than 20x10 must hire union help available on the convention center floor. Show cars will not be counted or figured into the total size of your exhibit area. If you should need to rent any items such as tables, chairs, lights, televisions, garbage cans, etc. they are available from the show decorator. A Booth Services Kit will be sent to you 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 and will be covered in the Booth Services Kit. At the Atlantic City Convention Center, the electric is handled by a different source, the form will be part of the Exhibitor Services Kit. You maybe contact the electrical office at 609-449-2291.

EXHIBITOR ENTRANCE — This entrance is in A-Hall and will be the only doors open one hour prior to the show start on Saturday to allow those with Exhibitor Badges early entrance. These entrances will open on Friday at 8:00 AM and Saturday at 9:00 AM. These entrances will remain open during show hours for use by Exhibitors only. You may re-stock carried items. Check with Motorsport staff personal at the door for details. For security reasons, starting at 11am on Friday, only empty boxes may leave the Center until the show is completed.

TRAILER PARKING — A special area will be assigned for trailers or large trucks. Exhibitors will be directed to this area during Move-In hours by Motorsports staff located in the Drive-In area. Please do not park these oversized vehicles in other areas. They often become traffic hazards and can be run into or damaged if not properly parked.

RE-STOCKING DURING SHOW — Special Exhibitor Only entrances are available for re-stocking. No carts or dollies can be used in the aiseways during show hours. Small boxes that can be safely carried are permitted. The hall opens Saturday one hour earlier for Exhibitors to enter to open their booth. If special re-stocking needs develop, please contact the Motorsports staff located at the Exhibitor entrances to make special arrangements. Only empty boxes will be permitted to leave the show after 11am on Friday until the show closes on Saturday at 7 PM.

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 2009 Office as soon as possible for a schedule of available times. 609-888-3618 • Fax 609-888-2538. 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.



PRESS ROOM is located in front of B-Hall. 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.

OFFICIAL PROGRAM — For the twenty-fourth 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. 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 2009. 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 adman@aarn.com, by phone 609-888-3618 or Fax 609-888-2538.

HOTEL ROOMS — BOOK EARLY & SAVE

For Convenient & Easy Reservations Book online at WWW.AARN.COM

Those without access to the internet access may call the following outlets. When ordering by phone be sure to mention the Motorsports show rate for special discounts.

- **HOST HOTEL - SHERATON CONVENTION CENTER - 888-627-7212.**
\$140 per night special rate for Motorsports show, must be booked in advance. Conveniently located directly across the street from the convention center. **Sheraton room block was sold out in December last year, BOOK EARLY!**
- **AC CENTRAL RESERVATIONS - 866-790-9934.**
Rooms to fit any price range from \$89 to a casino suite!
- **TRUMP PLAZA CASINO - 800-825-8888 - www.trumpmeetings.com**
Casino property located next to Boardwalk Hall the home of the AC Indoor Race. For the special rate of \$80 for Wed/Thurs; \$175 for Fri; \$225 for Sat.
- For these special rates via the internet use the reference code Bmotor09. -

DISCOUNTED ROOM BLOCK RATES END DECEMBER 30, 2008 OR WHEN BLOCK IS SOLD OUT, PLEASE BOOK IN ADVANCE!

- BOOTH SET-UP HOURS -

Wednesday, Jan. 14th, 11 AM - 6 PM - Large Truck & Show Trailer
Wednesday, Jan. 14th, 1 PM - 7PM - General Booths & Show Cars
Thursday, Jan. 15th, 9AM - 7PM - General Booth Set-Up & Show Cars
Fri., Jan. 16, 8AM - 10AM - Final Booth Set-Up • CARRY IN ONLY! (No vehicle entrance)
The D-Hall overhead door will be the only overhead used on Friday!
All exhibitors must enter through exhibitor entrance on Friday with proper credentials!

- IMPORTANT PHONE NUMBERS -

Prior To Show: Motorsports 2009 Office
Phone 609-888-3618 • Fax 609-888-2538 • www.aarn.com
Show Promoter — Len Sammons: lhs@aarn.com
Show Management — motorsports@aarn.com
Electric / Phone, Ect. - 609-449-2291
AVHQ - Audio Video - 609-449-2237
Program Book — Program Dynamics: 908-782-9398 - programdynamics@gmail.com
Hotel Rooms — www.aarn.com
UPS Business Center (On Site) - 609-449-2480

During Show Weekend - Wed., Jan. 14 - Sat., Jan 17, 2009
Show Office (During Show Hours) - 609-449-3920
Atlantic City Convention Center — 609-449-2000





More Than Just Your Average Trade Show!

24th Annual Len Sammons
Motorsports
RACE CAR & TRADE SHOW 2009
 Atlantic City, NJ convention center

Atlantic City
INDOOR RACE
MIDGET CARS
 A Len Sammons Motorsports Production
 Boardwalk Hall - Atlantic City, NJ

2nd Annual
Promoters Summit
 Part of the 24th Annual
MOTORSPORTS 2009

- Live Racing Action Friday & Saturday Night
- Summit of Race Promoters
- Business Networking
- Exhibitor Reception
- Pre-Show Guest Speaker
- Casino Gambling
- 5-Star Restaurants
- Great Night-life
- Outlet to High-End Shopping
- Famous NJ Boardwalk



All Within Walking Distance



Atlantic City
 always turned on