

TRANSMISSION/UNDERCAR EXPO

SHOWPOWER

Hyatt Regency Dallas
March 29-31, 2012

Connect with Buyers



Program Buying Groups

Warehouse Distributors

Certified Technicians

Repair Shop Owners

Fleet Service Managers

Jobbers

Franchise Purchasing Agents

Diagnostic Specialists

Booth Selection Kit

PROFIT FROM THE POWER!

P.O. Box 2210 • Springfield, MO 65801-2210 • 800-274-7890 • 417-866-3917 • Fax 417-866-2781 • showpowerexpo.com

Invest in training those who buy your products!



Showpower Expo: Selling Opportunities

There's a natural flow from learning about the industry's products in seminars to examining them and having the opportunity to make a purchase in the Showpower Expo hall.

At seminars, aftermarket professionals learn to use the latest updates of diagnostic tools, the newest products available and the quality repair parts required to confidently finish and then stand behind repairs in their local shops. There's never been a better opportunity for you to find and develop new customer relationships.



Showpower Seminars: Learning Opportunities

Showpower participants are hardworking hands-on aftermarket owners and technicians representing independently owned and franchised businesses. Those who attend year after year say they prefer the non-commercial, straight-on approach from the seminar programs and the relaxed, collegial atmosphere that typifies the entire weekend. Showpower isn't so much business mixed with pleasure as it is pleasurable business focused on education.



Showpower Reception: Social Opportunities

Showpower is a narrowly targeted selling event for specialty aftermarket segments striving for a profitable mix of process, skills and products to facilitate quality repairs. Showpower participants invest in the products, tools and services you supply to the aftermarket. Please plan to participate as a partner in this unique aftermarket experience.



Showpower Drawings: Winning Opportunities. Meet Matt Sides (Metro Transmissions, Columbus, Ohio)

At the 2011 Indianapolis show, Matt won the cash-drawing grand prize, a check for \$5,000 presented on behalf of the exhibiting companies. There are few things better than winning a sizable cash prize, but Matt, like so many others, came to shop and to learn.

Contact Bob Jacobsmeyer, 800-274-7890 jake@showpowerexpo.com
Booth Drawing Tuesday, 10 a.m. October 11, 2011

Sponsorships

Texas-size Visibility, Sales & Success

SpeedZone Event Sponsor: \$6,000

- Choice of two standard exhibit booths
- Your banner/signs exclusively in the SpeedZone Buffet Area
- Your representative presents the race winner's \$500 check
- Your logo appears in all advertising Web and editorial promotion for this event

Top 10 Luncheon Sponsor: \$4,500

- Choice of two standard exhibit booths
- Your banner/signs exclusively in the banquet room
- Your representative recognized at the head table
- Your representative will draw a \$500 winner during lunch
- Your logo appears in all advertising Web and editorial promotion for this event

Showpower Seminar Breaks: \$4,000

- Choice of two standard exhibit booths
- Your banner/signs exclusively in the break area all three days
- Your literature exclusively in the break area all three days
- Your logo appears in all advertising Web and editorial promotion for this event

Seminar Binder Sponsor: \$750

- Back cover of binder is a see-through sleeve for your literature
- Additional literature may be inserted in the inside pocket

Seminar Room Sponsor: \$500

- Three-day sponsorship of Management, Transmission or Undercar Room
- Your literature exclusively in the seminar room all three days
- Your banner/signs exclusively in the sponsored seminar room
- You are encouraged to provide pens and pads for note taking



Showpower takes place just north of downtown Dallas. Convenience is key with all seminars and exhibits housed within the Hyatt Regency Dallas, the headquarters hotel for the event.

With cutting-edge facilities, and friendly people from the hotel desk to the back loading docks, Dallas is at once affordable, accessible and attractive to the automotive aftermarket.





MARCH 29-31, 2012

Procedures For Selecting Exhibit Space At The Showpower Expo Booth Drawing

The space drawing will be held in the Conference Room of the M D Publications building at 3057 East Cairo in Springfield, Missouri, starting at 10 a.m. Tuesday, October 11, 2011.

- 1.** The drawing will start with the largest configuration of 10' x 10' booths selected first. The order of selection is:
 - Six booths or more
 - Four to six booths
 - Three or four booths
 - Two booths
 - Single booths
- In each of the size categories, exhibitor seniority will determine the order of the draw. In cases where the seniority and the number of booths are the same, the selection will be ruled by a drawing.
- 2.** If you have seniority in Showpower, Undercar Expo and the Transmission Show, you will be assigned priority based on the total for all shows.
- 3.** Select the space size you desire and the location. It is best to make a first-choice selection and one alternate for displays of 6 or more 10' x 10' booths. For fewer than 6 you should make three selections in the order of preference.
- 4.** If the space chosen is not available, you will be notified by telephone and/or fax, October 11, 2011, and be invited to pick another location. Each applicant should designate a contact who will be available by phone or fax on October 11, 2011.
- 5.** We have a competitor rule. If the booth drawing produces a booth assignment where competitors are located on the same aisle in the same island, or across the aisle and facing each other, we will move the exhibitor with the least seniority upon a single request.
- 6.** Endcap doubles may have a backdrop height of 8' only on the center-most 10'. The outer 5' on either side may not exceed 4' in height.
- 7.** Ceiling height in the exhibit hall is 15 feet.
- 8.** Two-story booths can be accommodated, but notification of your intent should be forwarded to show management no later than 60 days prior to the show dates.
- 9.** Please read and become familiar with the rules of the show.

P.O. Box 2210 • Springfield, MO 65801-2210



Exhibit Space Order

Hyatt Regency, Dallas

March 29-31, 2012

Please type or clearly print all information

Exhibitor/Company Name _____

Mailing Address _____

City _____ State _____ Zip _____

Website Address _____

Shipping Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Company representative to receive exhibit correspondence, and exhibitor service kit:

Name _____ Title _____

E-mail address _____

EXHIBIT SPACE RATES

1 Booth\$1,295
2 Booths\$2,565
3 Booths\$3,835

4 Booths\$5,105
5 Booths\$6,375
6 Booths\$7,645

All booths are 10'x10' and include an ID sign (7"x44"),
8' draped back wall and 3' side drape.
Island booths do not include back and side drape.

Add \$300 for each Premium Booth.

BOOTH LOCATION REQUESTED (IF AVAILABLE)

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Total # Of Exhibit Booths _____ Exhibit Fee _____

Premium Booth Fee _____

Total Fee _____

Payment Terms:

- A discount of 2% is offered to exhibitors paying the total exhibit fees in full on or before November 1, 2011.
- A minimum deposit of 50% is due on or before November 1, 2011. The final payment of 50% is due on or before January 10, 2012.
- Exhibitors applying for booth space after January 10, 2012, must submit full payment upon receipt of invoice.

Cancellations – Notice to cancel booth space must be received in writing on or before January 10, 2012.

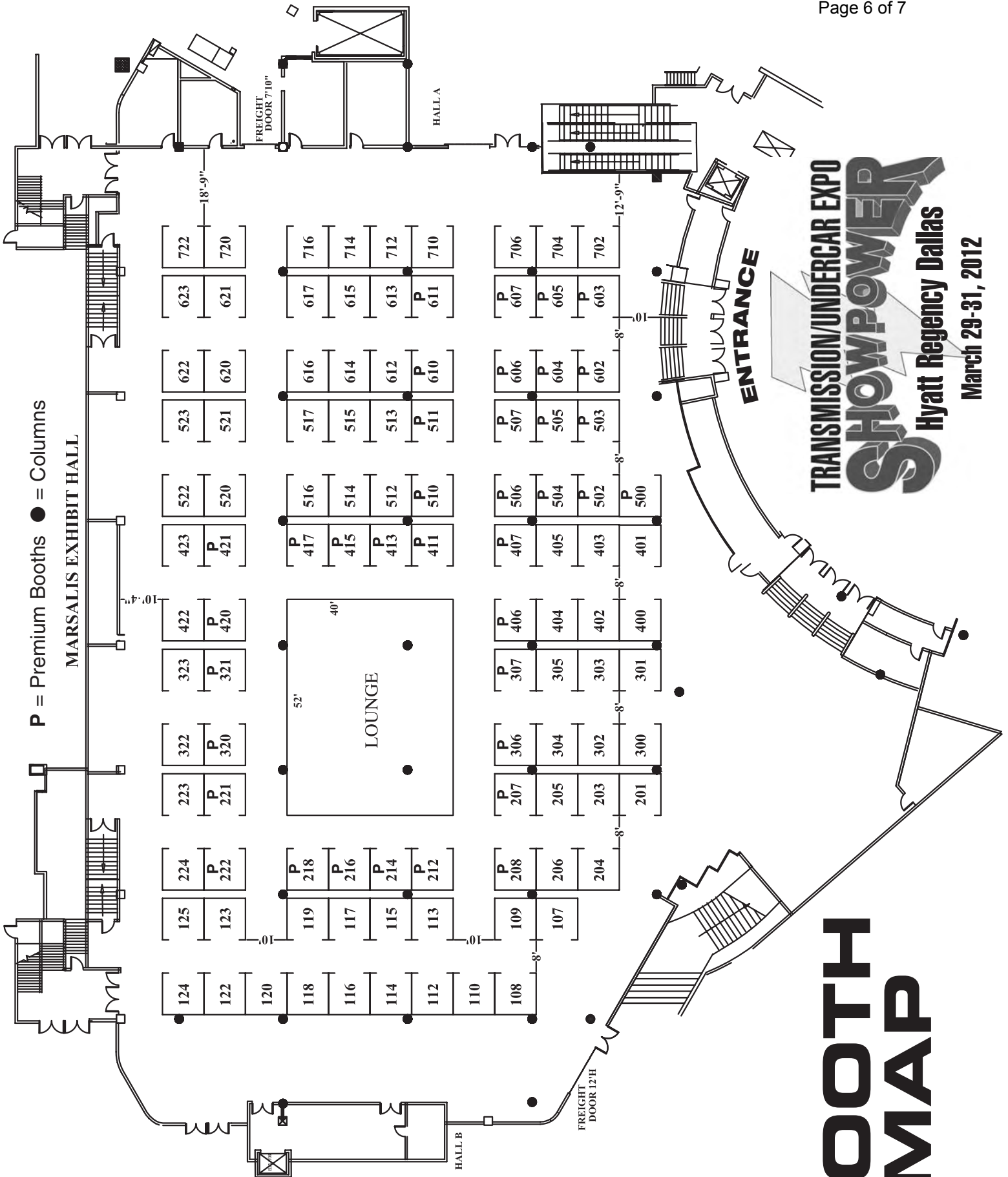
A 10% cancellation fee will be applied to refund. Cancellation refunds are not available after January 10, 2012.

The exhibitor agrees to be bound by the Exhibit Space Rental Terms & Conditions and the Display Rules and Regulations – www.showpowerexpo.com/sprules.htm – which are made a part of this agreement by reference and fully incorporated within.

Person authorized to sign for the above company (please print) _____

Signature _____ Date _____

Please make checks payable to M D Publications, Inc.
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Tele (800)274-7890 Tele (417)866-3917 Fax (417)866-2781
www.showpowerexpo.com



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BOOTH MAP



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Showpower Is...

Selling your best products to your best prospects:

Let's face it, aftermarket specialists who have the interest and can afford the time and expense of traveling to Showpower are pre-qualified sales leads. These are the most interested prospects you'll find for achieving your sales goals.

Industry focused:

The two most substantial vertical specialty aftermarket segments concentrated in a single hall for two days of product shopping, demonstrations and purchasing.

TRANSMISSION *Undercar Digest*
DIGEST BRAKE • EXHAUST • CHASSIS
The Automotive Powertrain Industry Journal

Showpower is a meeting of our readers.

The synergy of marketing integration

The non-profit Trade Show Bureau finds that 60% of a trade show audience comes planning to purchase at or after the show. Knowing the importance of follow-up, Showpower will provide each exhibiting company with a complete mail and phone follow-up list of buyers in attendance.

Bring your technical expertise

Showpower's audience is interested in becoming better and more proficient at its tasks. Coupled with the Showpower seminar program, buyers often plan their exhibit visit to gather technical product and application information from specific vendors.

■ **Website: www.showpowerexpo.com**

■ **E-Mail: jake@showpowerexpo.com**

■ **Phone: 800-274-7890, Outside USA 417-866-3917**

■ **Fax: 417-866-2781**