***Dealernews* International Powersports Dealer Expo 2011**
February 19th – 21st, Indianapolis, Indiana
Indiana Convention Center

How Space Will Be Assigned For Dealer Expo® 2011

Appointment Dates & Times

- Each company will be given an appointment date & time based on the segment they chose and their total priority points. Priority Points are calculated by adding the total number of years a company has exhibited to the total number of booth units purchased in 2010.

  Example: A company with 10 years as an exhibitor and 4 booth units has 14 Priority Points.

- The appointment time for companies with the same number of priority points within a segment were determined using a lottery system.
- If a company did not respond to our advance requests for a segment selection, a segment was chosen using the 2010 directory listing forms.

What if I change my mind about the segment I've chosen?

- If your company has determined the segment they originally chose is not appropriate, please contact your Account Manager immediately to be reassigned to a new segment.
- If you change your mind once you arrive for your appointment, one of the following things will occur.

  1. If the appointment times for the new segment you've chosen for your company have NOT occurred yet, you will be given a new appointment time on the date scheduled for this segment, in the time frame that is appropriate for your company based on the company's priority points.
  2. If the appointment times for the new segment you've chosen for your company have already occurred, you will be given the opportunity to choose space within the segment immediately, based on the space that is available at that time.
  3. If your company has the highest priority points for the new segment you've chosen, and the appointments for this segment have not occurred, you will be able to choose your space at that time.

What if I miss my appointment?

- If you miss your appointment, you have a few options. They are;

  1. Contact your Account Manager or contact the Sales Office at 317-262-2871 and request a new appointment time.
  2. Come to the sales office immediately. The last 15 minutes of every hour the Sales Office is dedicated to assisting customers who have missed their appointment. The sales office schedule is published in your cover letter.

What if I change my mind after I've chosen space in my segment?

- If you change your mind, while you are still at Dealer Expo 2010, you can come to the Sales Office at anytime during the last 15 minutes of every hour the office is open to look at your options and make a change.
- If you change your mind after the show is over, you will work with your Account Manager and using the Booth Upgrade | Change process work towards moving your booth to a new location. This process will be covered in a packet that is sent with the 2011 booth confirmations post Dealer Expo 2010.

Can I purchase more or less space during my appointment?

- Yes, companies can choose the booth size they need, based on what is available at the time of their appointment.

What if I'm a small company – will all the 10' x 10' type booths be stuffed in the back?

- In-line space will be protected, meaning anything designated **specifically** for 10'x 10' booths cannot be formed into Islands or Peninsulas.

What if I want an Island or Peninsula?

- Islands & Peninsulas will be protected, meaning anything designated **specifically** for an Island or Peninsula booth cannot be broken into in-line space (10' x 10's).
- Island booths will be limited as our goal is to keep the exhibitors within the exhibit halls.