RETAILER ATTENDEE REGISTRATION FORM

Indianapolis Convention Center February 18-20, 2011

REGISTRATION DEADLINES:

Free Pre-Registration:

To receive your badge by mail you must be pre-registered by February 2, 2011
Last day to pre-register by Fax or Mail: Received by February 9, 2011
Last day to pre-register Online: February 8, 2011

Onsite Registration $40:

Register Onsite February 17-20, 2011

ONLY AUTHORIZED MEMBERS OF THE TRADE WILL BE ALLOWED ADMISSION.

All attendees are required to provide proper credentials. If your company has not been qualified for Advanstar events, please complete the Company Qualification Form first.

Employee ID (must provide one of the following)

- Business Card
- Copy of most recent pay check stub
- Copy of W2 form
- Company ID#: _____

ATTACH BUSINESS CARD HERE

Card must include title.

Registrations submitted without all required information will not be processed.

Company Name: _____ Contact Name: _____

Address: _____ Title: _____

City: _____ Direct Email: _____

State: _____ Zip: _____ Phone: _____

Web Address: _____ Fax: _____

REGISTER: ONLINE: www.dealerexpo.com • FAX: (218) 740-7265 • PHONE: (800) 556-3369 US / (218) 740-7130 INTL

Business Category (Select only One)

1061 ❑ Franchised Powersports Dealer/Retailer
1091 ❑ Independent Powersports Dealer/Retailer
1190 ❑ Specialty Parts/Accessories Retailer
1191 ❑ Specialty Service/ Installation
1132 ❑ Mass Merchandiser
1030 ❑ Custom Builder
1060 ❑ Fabricator
1130 ❑ Mail Order/Catalog Reseller
1151 ❑ Online/Internet Reseller
1090 ❑ Importer/International Buyer(non U.S. Based)

Departments I purchase for

A ❑ Accessories
B ❑ Apparel
C ❑ Business Operations
D ❑ Financing & Insurance
E ❑ Hard Parts
F ❑ Service
G ❑ Vehicle Sales

Promo Code: DLR111-03

Job Title (Select only One)

2162 ❑ President, Owner, Partner, CEO
2220 ❑ Vice President, CFO
2150 ❑ Operations Manager/COO
2071 ❑ General/District/Regional Manager
2021 ❑ Buyer or Purchasing Manager/Director
2161 ❑ Parts/Accessories Manager
2010 ❑ Apparel/Merchandising Manager
2191 ❑ Service Manager
2190 ❑ Sales Manager/Director
2060 ❑ F&I Manager
2130 ❑ Marketing & PR Manager
2050 ❑ Ecommerce/Internet Manager
2080 ❑ Human Resource Manager
2031 ❑ Custom Fabricator
2160 ❑ Parts/Accessories/ Apparel/Sales Staff
2210 ❑ Unit Sales Staff
2192 ❑ Service Writer/Staff
2200 ❑ Technician/Mechanic/ Installer
2193 ❑ Shipping/Receiving Staff
2070 ❑ General Staff
2030 ❑ Consultant, Analyst
2020 ❑ Bookkeeper/Accountant
2051 ❑ Editorial Staff

Buying Role (Select only One)

A ❑ Finalize/Authorize/Approve
B ❑ Recommend/Specify
C ❑ No Purchasing Authority

Products/Services Purchased

Apparel & Gear

2010 ❑ Apparel & Accessories
2022 ❑ Black Leather
2024 ❑ Boots & Footwear

Business Services

2090 ❑ Insurance, Financial Services
2130 ❑ Marketing, Branding Items
2191 ❑ Salvage

Electronics

2120 ❑ Lighting
2233 ❑ Navigation Systems
2234 ❑ Engine Control Systems
2235 ❑ Audio Systems

Helmets

2081 ❑ Helmets & Safety Gear

Racing & Performance

2030 ❑ Carburetor/Fuel Injection System
2040 ❑ Drivetrain/Gears/Sprockets
2050 ❑ Engine Performance Products
2051 ❑ Exhaust Systems
2150 ❑ Oils, Lubricants
2194 ❑ Suspension Components

Replacement Parts & Maintenance

2020 ❑ Batteries & Power Systems
2025 ❑ Brakes & Parts
2032 ❑ Cleaners, Waxes, Care Products
2033 ❑ Custom Paints & Finishes
2160 ❑ Parts & Accessories
2190 ❑ Saddle Bags, Luggage
2192 ❑ Seats
2232 ❑ Windshields, Fairings

Tires & Wheels

2201 ❑ Tires
2230 ❑ Wheels

Tool & Equipment

2193 ❑ Shop Equipment, Tools & Stands
2231 ❑ Winches

Vehicle

2140 ❑ New Vehicles
2200 ❑ Tie-Downs, Ramps
2202 ❑ Towing Accessories/Trailers
2210 ❑ Used Vehicles

Other Services Offered

Y ❑ Yes! I wish to receive (continue receiving) a FREE subscription to ***Dealernews*** N ❑ No
SELECT ONLY ONE
D ❑ Digital or P ❑ Print

Y ❑ Yes! I wish to receive (continue receiving) a FREE subscription to the following electronic newsletters and news alerts

❑ Dealernews ALERT: (Twice Weekly)
❑ Dealernews ALERT: New products (Twice Weekly)
❑ Dealernews ALERT: for Big Twin Dealers (Monthly)
❑ Dealernews ALERT: Management Briefing (2x Month)
❑ Dealernews ALERT: Service Update (2x Month)

Signature Required _____

Personal Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Home Phone: _____ Work Phone: _____

Personal Email: _____

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call (toll free) 866-529-2922 at any time, or fax us at 218-740-6417. Outside the U.S., please phone 218-740-6395. Contact us by mail at Advanstar Communications Inc., 131 West First St., Duluth, MN 55802-2065, USA.

Signature, _____

By registering for Dealer Expo® 2011, you accept and agree your company employees and representatives comply with all Show Rules and Regulations. Date: _____