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Contact: DeeDee Taft/Shelbi Okumura
Spin Communications
deedee@spinpr.com
415/380-8390

2011 DEALER EXPO ANNOUNCES NEWS DATES FRIDAY TO SUNDAY

Nation's Largest B2B Powersports Event Reveals New Format, Upgraded Features and Expanded Education Programs

INDIANAPOLIS (July 7, 2010) – Advanstar Communications, a leading provider of integrated media solutions to the powersports industry, announced today that the 2011 *Dealernews* International Powersports Dealer Expo will take over the newly expanded Indiana Convention Center with new dates – Friday, February 18 through Sunday, February 20, 2011.

“After polling many of our attendees and exhibitors, we are convinced that this new Friday to Sunday schedule, as opposed to Saturday to Monday, will enhance the buying and selling experience at Dealer Expo,” said Advanstar’s Powersports Group Vice President and General Manager Tracy Harris. “The majority of our participants feel Friday will be a huge success.”

“For the first time since moving the expo to Indianapolis in 1998, Dealer Expo will be centralized under one roof,” said Harris. “The newly expanded Indiana Convention Center gives us the opportunity to fully develop our marketplace concepts, and allows attendees to easily find exhibitors and browse product categories to maximize time spent at the show.”

Expo marketplaces cover a variety of lifestyle and product segments, from parts and accessory categories to business services. Lifestyle hubs will be placed throughout the expo featuring live product demonstrations, internet cafés and lounge areas where attendees can take a break from the hectic show schedule.

“To further increase the value of Dealer Expo, we are also offering more educational programs than ever before – targeted to all levels of dealership employees in attendance,” added Harris. “We feel our education programs are one more piece of ammunition to help dealers increase efficiency and profitability in today’s economy.”

The 2011 Dealer Expo will take place at the Indiana Convention Center, 1000 South Capitol Ave, in Indianapolis, IN, from Friday, February 18 through Sunday, February 20, 2011. For more information please visit www.dealerexpo.com.

Advanstar Communications, Inc. (www.advanstar.com) is a leading worldwide media company providing integrated marketing solutions for the Fashion, Life Sciences and Powersports industries. Advanstar serves business professionals and consumers in these industries with its portfolio of 147 events, 68 publications and directories, 267 electronic products and Web sites, as well as educational and direct marketing products and services. Market leading brands and a commitment to delivering innovative, quality products and services enables Advanstar to “Connect Our Customers With Theirs.” Advanstar has approximately 1,000 employees and currently operates from multiple offices in North America and Europe.

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