



You wanted an easier way to get around Dealer Expo. YOU GOT IT.

PRESENTING THE 2011 Dealer Expo Marketplaces

THE RECENT EXPANSION of the Indiana Convention Center has finally given Dealer Expo enough “breathing room” to truly segment the expo floor. This effort fulfills requests made over the last several years by retail buyers who found the previous shows too cumbersome to navigate. Indeed, recent research conducted by show management discovered that 94 percent of Dealer Expo buyers said a Marketplace approach would make it easier for them to do business at the show.

This is the first year in many that Dealer Expo will be presented 1) under one roof and 2) all on one (albeit extremely large) floor. If you’ve been to past Dealer Expos, remember the RCA Dome? The Dome was demolished and a brand-new exhibit hall — adjacent to the large exhibit hall you already wander through in the convention center — has taken its place.

Dealer Expo is now divided into roughly a dozen “Marketplaces” — shows within the big show that focus on specific lifestyle and/or product areas, such as gear, or tire and wheel, or tools and equipment. This segmentation makes it easier for dealers to deploy

their staff more efficiently and ensure that all of the new products and offerings can be considered during the three-day event.

The big distributors will still have their own pavilions, as will various exhibitors coming in courtesy of international trade efforts from China, Italy, Taiwan and other countries. The Marketplaces and pavilions will be “glued” together by grand aisles and other passageways flanked by companies who have chosen not to exhibit within a specific Marketplace area, possibly because they’re presenting a range of products in their booth that span several lifestyles.

Some of the larger Marketplaces will be true “mini shows,” carrying their own Learning Experience product sales and service seminars and providing lounge areas for those with weary feet. (Again, we implore you to wear comfortable shoes!) Depending on where you are, you’ll be able to watch a fashion show, learn how to install a motorcycle or ATV accessory, find out how to merchandise a new product, grab a sandwich, and even sit back and watch a motocross movie.

Wander at will. It’s all good. — *Mary Slepicka*

ATV/UTV/OFF-ROAD

The ATV/UTV/Off-Road Marketplace is arguably the biggest “show within a show” at the 2011 Dealer Expo, with nearly 120 individual exhibiting companies booked for this area at press time.

Vehicles will be displayed by the likes of Gas Gas USA, Cobra, Kolpin Outdoors, KTM North America and US Highland Motors. Parts and accessory exhibitors include Cycle Country Accessories, Great Day Inc., No Limit Wheels, Big Gun Exhaust Systems, Penton Racing Products, Superwinch, Tamarack, Vortex and much more. And you’ll see off-road gear companies such as Acerbis and Leatt Brace there, too.



BUSINESS SERVICES

The Business Services Marketplace has been an area of keen interest to dealers during recent Dealer Expos as retailers look for ways to make their businesses more efficient, enhance their web and e-commerce operations, and pursue utilities that will support new sales, parts and service initiatives.

As of Dec. 1 there are well over 40 companies in the Business Services Marketplace, including 50 Below, ADP Lightspeed, ARI, Blue Horseshoe, eBay, Manheim, National Powersports Auctions, MotorcycleIndustryJobs.com, Shapes Unlimited, World of Powersports and Xtremeguard/Serviceguard systems.



NEW FOR 2011!

OFF-ROAD CANTINA — Inside the ATV/UTV/Off-Road Marketplace is a “little hideaway” where you can sit down, grab something to eat, watch off-road motorcycling movies, mingle with friends and network with colleagues, and even get a celebrity autograph from off-road racing stars past and present. And while you’re there, attend live Learning Experience seminars on the latest ATV, UTV and off-road vehicles and products hitting the market in 2011.



DEALER EXPO PREVIEW



GEAR/APPAREL

There are more than 60 individual companies — spanning all life-styles — booked to exhibit in the big Gear & Apparel Marketplace at press time, including AXO America, Hot Leathers, First Manufacturing, Gerbing's, Motonation, Napa Glove & Safety, Pacific Coast Sunglasses, ScooterGirls, Dainese, Carroll Leather, Specialty Sports and VaVaVroom. The Pakistani gear and leather companies also will base their exhibits in this Marketplace.

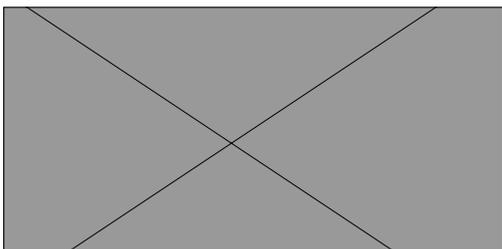
ELECTRONICS

The new Electronics Marketplace will be humming with the latest products and accessories from such innovative companies as F2P Technologies, Freymoto Industries, Sena Technologies, Spot LLC and others.

NEW FOR 2011!

FASHION FORWARD @ DEALER EXPO

— Don't just see it; experience it at Fashion Forward. Get an exclusive look at the latest in jackets, pants, women and men's apparel, kids apparel, safety gear, and even casual styles as Fashion Forward models take the high-energy stage in the Gear/Apparel Marketplace to unveil the hottest new lines from participating exhibitors. Shows will run throughout the weekend. After each show, you'll be able to view videos and attend Learning Experience educational tracks on how to merchandise and sell the items you just viewed.



HELMETS

Remember when you had to criss-cross the entire Dealer Expo show floor to compare two makes of helmets? No more. The Helmet Marketplace will carry more than 30 individual exhibitors all within a few steps of each other to make your buying decision easier. Look for Arai, Bell, Fulmer, Galaxy, KBC, SparX, THH, Vega and other lid makers, along with a number of helmet communications systems manufacturers and accessory companies. Snell Memorial Foundation also is basing its Indy presence in the Helmet Marketplace.

INTERNATIONAL PAVILIONS

Look for big multi-exhibitor displays from China and Taiwan this year, with a number of manufacturers making the trek across the Pacific to start up new dealer networks in the United States — about 40 from China alone. The Italian Pavilion also returns with the latest products, gear and vehicles from the European market.





RACING & PERFORMANCE

Here's another major Marketplace at Dealer Expo, with more than 60 companies ready to display the latest products for racing and performance across several lifestyles. Exhibitors include Akrapovic (a Top 100 Sponsor for 2011), Boyesen, Brock's Performance, Ferodo, LA Sleeve, Mikuni, Montgomery Motorsports, Nitrous Express, Penske Racing Shocks, PJ1 PJH Brands, Race Tech, Schnitz Racing/Suncoast Enterprises, Sudco, VP Racing Fuels and Wossner USA.

NEW VEHICLES

If you're planning to expand your new vehicle line, this Marketplace will assist you. Look for the likes of CF MOTO, Qlink, Roketa, US Titan, Massimo, Big Muddy Powersports, and other distributors in the New Vehicle Marketplace.

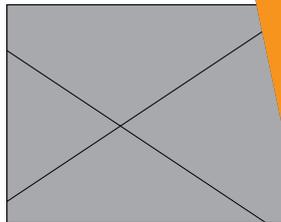


SCOOTER

Attend the breakout Learning Experience session on the scooter market, and then head over to the Scooter marketplace to see the new models, parts and accessories from Chuanl, Genuine Scooter, E-Moto, Puma Cycles and more.

TIRE & WHEEL

The rubber will hit the road — actually, your standard-issue exhibit floor carpeting — in the big Tire & Wheel Marketplace, located near the ATV/UTV/Off-Road Marketplace. More than 30 companies are exhibiting here, including Avon, Achieve, Dunlop, GBC, Heidenau, ITP, Kenda (a Top 100 Sponsor for 2011), Maxxis, Michelin, Raceline Wheels, Vee Rubber and others.



TOOLS & EQUIPMENT

If you lose track of your service manager or service technician, it's likely you'll find them in the new Tools & Equipment Marketplace, where Land & Sea, Motor Wholesale, Park Tool, PowerSeat, Stanley Vidmar and others will be displaying the latest tools and shop equipment.



REPLACEMENT PARTS & MAINTENANCE

This Marketplace is a dream come true for your parts department personnel, with more than 40 companies exhibiting as of our early December press time. Here you'll find products from Accel, Deltran, Bike Alert, Kayo, Koso, Liquid Performance, MotoBrackets, Motorcycle & Marine Electric Suppliers, Motul, NGK, Oil-Dri, Rebel Gears, Rick's Motorsport Electrics, SealSavers, Vesrah and more.

NEW FOR 2011!

THE SHOP — Visit the Parts & Maintenance marketplace to enter THE SHOP, an interactive experience featuring the latest parts and maintenance products and installation techniques. Experience live parts demos, test new tools, and get hands-on installation guidance alongside experts from the leading parts and accessory manufacturers as part of the new Learning Experience at Dealer Expo. Your parts and service department teams won't want to miss the product merchandising, sales and installation advice provided at THE SHOP.



Check out the Marketplace Exhibitor listings in the Sourcebook section of this issue.