

ASRW PRESS CONTACT:
Pamela Miller
888-529-1641 / 972-536-6318
www.NACEexpo.com
www.CARSevent.com

FOR IMMEDIATE RELEASE:
September 8, 2008



NACE and CARS Expo Extras – On-Floor Education and Activities

Dallas, Texas — The upcoming International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS) include many on-floor education opportunities that add value to the overall show experience. These industry events are co-located at the Mandalay Bay Convention Center in Las Vegas, Nevada, Nov. 5-8. Together, NACE and CARS represent the cornerstone of the recently created Automotive Service & Repair Week (ASRW) and are sponsored by the Automotive Service Association (ASA).

“Increased value for both the attendees and exhibitors is what the Expo Extras are all about,” said Lindsay Roberts, Hanley Wood Exhibitions’ associate director of NACE and CARS. “Providing exhibitors with extra methods of reaching their customers with on-floor training and product demos, as well as the chance to entertain attendees with celebrity appearances in their booths, helps deliver attendees the expanded options they’re looking for – all while walking, shopping and networking with suppliers and manufacturers.”

The NACE show floor features 400+ exhibiting companies displaying the latest and largest selection of collision repair products, equipment, technology, services and innovations available today in more than 130,000 net square feet of exhibits. NACE has been designated by *Tradeshow Week* as one of the top 200 trade shows in the country and remains the only trade event specifically-focused and designed for collision repair industry professionals.

NACE Expo Extras include on-going exhibitor presentations and live demos, as well as the I-CAR Technology Showcase featuring daily clinics on the latest technology and repair methods. Also included is the Auto Glass Expo, a focused pavilion featuring auto glass companies, live demos and the annual Auto Glass Technician and Windshield Repair Olympics. These competitions allow technicians from across the US to showcase their skills and techniques. Expo Extras are free to all NACE and CARS registrants.

The CARS show floor features 80+ exhibitors displaying the latest automotive repair and service products, services, equipment and technologies available today, as well as Expo Extras including daily exhibitor presentations and exhibitor theaters featuring comprehensive training by Identifix (Thursday), clientONE (Friday) and Bosch (Saturday). These events are free to all NACE and CARS registrants.

For 2008, the New Product Pavilion – featuring both NACE and CARS exhibitor products – has been redesigned and positioned front and center in the main lobby. Attendees are able to preview the newest products hitting the market prior to stepping on the show floors. The list of participants can be viewed at www.NACEexpo.com and www.CARSevent.com.

Online registration options are available and housing reservations can be made at www.NACEexpo.com and www.CARSevent.com.

Both NACE and CARS, the 2008 ASRW co-located events, will be held Nov. 5-8, at the Mandalay Bay Convention Center in Las Vegas, Nevada, USA. The educational Conference will run from Nov. 5-8 (Wednesday-Saturday), and the Exposition is open Nov. 6-8 (Thursday-Saturday). Both events also take place during the Automotive Aftermarket Industry Week (AAIW), taking place that same week in Las Vegas.



NACE -- the world's collision repair event -- annually draws an estimated attendance of 25,000+ industry professionals from around the globe, featuring a comprehensive educational Conference and Exposition of 400+ exhibiting companies. To exhibit at NACE 2008, call toll-free 888.529.1641 or 972.536.6444. For more NACE information, visit the NACE website at www.NACEexpo.com.

CARS -- the premier event for automotive service professionals -- projects an estimated attendance of 2,000+ industry professionals, features a comprehensive educational Conference and Exposition of 80+ exhibiting companies. To exhibit at CARS 2008, call toll-free 866.704.8069 or 972.536.6425. For more CARS information, visit the CARS website at www.CARSevent.com.

The Automotive Service Association is the sponsor of ASRW, NACE and CARS. ASA is the largest international not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. ASA advances professionalism and excellence in the automotive industry through education, legislative representation and member services. Its international membership base includes numerous affiliate, state and chapter groups from all segments of the industry. For additional information about ASA, go to www.ASAshop.org. ASRW, NACE and CARS are produced by Hanley Wood Exhibitions (HWE). For additional information, contact HWE at P.O. Box 612128, Dallas, Texas 75261-2128 or call toll-free 888.529.1641 or 972.536.6444.