

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

FOR IMMEDIATE RELEASE:
October 14, 2008



SATA Spray Equipment Hosts Chip Foose in NACE 2008 Booth

Dallas, Texas — The upcoming International Autobody Congress & Exposition (NACE) takes place at the Mandalay Bay Convention Center in Las Vegas, Nevada, Nov. 6-8. NACE 2008 includes many on-floor educational opportunities that add value to an attendee's overall show experience. In addition, some exhibitors host a variety of industry celebrities in their booths to visit with attendees, take photos and sign autographs. This year, SATA Spray Equipment – a long-time NACE exhibitor – is hosting Chip Foose in their booth (N1419) on Friday, Nov. 7 from 1:15 p.m. – 3:15 p.m.

"Chip Foose of Foose Design is one of the most-recognizable icons in the automotive restoration market and has been highly instrumental in pioneering the concept of automotive body repair and enhancement into America's homes. Chip and his design team's ability to appeal to people of all walks of life has sparked an enthusiasm in everyone – from the typical car buff to make-up artists who are starting to mirror airbrush techniques for use on skin," stated Bent Jorgensen, vice president of SATA Spray Equipment. "We at SATA Spray Equipment are proud of our longtime business and personal relationship with Chip and are delighted to once again have him featured at our NACE 2008 special attraction booth. He will be signing autographs on Friday, November 7th from 1:15 p.m. to 3:15 p.m. in booth N1419."

SATA Spray Equipment will also have Chris Jacobs, superb prankster and co-host of the popular TLC show OVERHAULIN', on hand to visit with attendees and sign autographs on Thursday, Nov. 6, 1:00 p.m. – 2:30 p.m. Mitch Lanzini of Lanzini Body Works, whose work is frequently featured on the OVERHAULIN' show, as well as numerous magazines and books, will be in the SATA booth during Expo show hours both Friday and Saturday.

The NACE show floor features the latest and largest selection of collision repair products, equipment, technology, services and innovations available today in approximately 130,000 net square feet of exhibits. 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.

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

NACE 2008 will be held November 5-8, at the Mandalay Bay Convention Center in Las Vegas, Nevada, USA. The educational Conference will begin on November 5 (Wednesday) and run through Saturday, November 8. The Exposition will take place November 6-8 (Thursday-Saturday). The event takes place within the recently created Automotive Repair & Service Week, and is co-located with CARS (Congress of Automotive Repair & Service – serving the mechanical segment of the industry). 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.

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.ASAsShop.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.