



# 4TH ANNUAL

## COLLISION & AUTO REPAIR

# SHOW

**BAYSIDE EXPO CENTER, BOSTON, MASSACHUSETTS**  
**FRIDAY, SATURDAY & SUNDAY APRIL 20-22, 2007**

## **If You Sell To the Automotive Repair Industry, This Show is for you!**

**A World-Class Collision and Automotive Repair event in Boston!** The Collision & Auto Repair Show delivers the entire automotive industry in New England, including focused buyers, who are seriously looking for the products and services you offer. An Event Designed for You!

### **No Tire Kickers Here!**

Attendees at the Collision & Auto Repair Show are directly responsible for the purchase of their company's equipment, products and services. Be sure they see YOUR company on the show floor.

The Collision & Auto Repair Show is designed to be EXHIBITOR FRIENDLY! We make it easy for you to connect with qualified, motivated buyers. You focus on the selling; we'll focus on the details.

### **Here's What You Get As An Exhibitor:**

- ★ Powerful pre-show promotional program
- ★ No hassle labor relationships
- ★ Carpet, drapes, table, chairs, signage and wastebasket are included in the cost of your booth (deadlines apply)
- ★ 24-hour show security
- ★ Free VIP passes for your customers and prospects
- ★ Easy access off major highways
- ★ Large overhead doors for easy entry and exit see YOUR company on the show floor.

Visit us at [www.carstradeshows.com](http://www.carstradeshows.com)

# NEW ENGLAND'S LARGEST AUTOMOTIVE TRADE SHOW LOCATED IN BOSTON!

The automotive collision and repair world converges on Boston, Massachusetts in April for the Collision & Auto Repair Show.

The largest city in the Bay State is easily accessible for the majority of body shops and mechanical repair shops. Only one hour from Providence, RI, or Manchester, NH and just two hours from Hartford to the Bayside Expo Center.

The Collision & Auto Repair Show will occupy one exhibition hall of the Bayside Expo Center.

Over 50,000 square feet of open exhibit space is available as well as ample parking.

Food service, breakout rooms and lounges are all on-site. Exhibitors can hand carry-in their own equipment and supplies (through full size overhead doors), or contract for loading dock services at attractive rates.

**Make Quality Connections Now you can meet the movers and shakers of the automotive world, all in one place!**

Manufacturers, wholesalers and distributors from all segments of the automotive industry know the impact of meeting buyers face-to-face. The Collision & Auto Repair Show is the only event in New England for you to meet these buyers and showcase your products and services.



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## THIS IS ONE TRADE SHOW FLOOR YOU NEED TO BE ON!

It's here! Get set to meet and greet qualified buyers from all over New England, at the Collision & Auto Repair Show. Every segment of the automotive collision and repair industry will be represented. Millions of dollars in purchasing power will be rumbling across the floor of the Bayside Expo for three days.

Shop owners, technicians, specialty shops, painters, mechanics, glass technicians -they will all be here to attend informative seminars, witness live demonstrations and learn all about the latest products, technologies and services for the automotive industry.

### *Exhibitor and products will include:*

- Air Systems and Tools
- Aftermarket product supplier
- Appearance products/buffing pads
- Automotive Accessories
- Auto Glass Repair and Replacement
- Banking and Financing
- Batteries
- Body & Frame Systems
- Brake Lathes
- Business Management Products, Services and Systems
- Car Rental Companies
- Chemical and hardware
- Cleaning Products and Services
- Computer Hardware and Software
- Custom wheels
- Diagnostic Testing Equipment
- Environmental Services
- Foot wear
- Estimating Systems
- Hand and Power Tools
- Human Resources and Payroll Services
- Insurance Products and Services
- Internet Products and Services
- Lifts, Jacks and Hoists
- Original Equipment Parts Suppliers
- Paint and Paint Application Equipment
- Parts Cleaners
- Replacement Parts
- Remanufactured engines, transmissions and differentials
- Safety Equipment
- Sanding and Abrasive Equipment
- Specialty Equipment, Tools and Services
- Spray Equipment
- Spray Booths and Prep Stations
- Tire Companies
- Tire Equipment
- Tow Equipment
- Training Services
- Uniforms
- Welding and Cutting Tools
- Waste Removal Services
- Wheel Alignment Equipment
- and Others!

### *Who Will Attend?*

- Collision Repair Shops
- Auto & Truck Repair Shop Owners
- Service Stations
- Glass Replacement Companies
- Paint Shops
- Frame Shops
- Automobile Dealers
- Parts Distributors
- Mechanics and Repair

## Be Where the Action Is!

**Make plans now to participate in the Collision & Auto Repair Show. Reserve your booth and sponsorships by calling 1-800-996-3863 or at**

**[www.carstradeshows.com](http://www.carstradeshows.com).**



## **If You Sell To The Automotive Repair Industry, This Is The Place For You!**

From under the hood, behind the counter and under the car, automotive repair professionals from throughout New England will be attending the Collision & Auto Repair Show. Every segment of the automotive repair industry will be there representing millions of dollars in purchasing power. Your competition will be there, will you? Repair shop owners, service managers, mechanics and service technicians will enjoy informative seminars, live demonstrations and the latest products, technologies and services for the automotive repair industry.

**Only the Collision & Auto Repair Show  
has the power to drive the results you need.**

### **Pass At Your Own Risk**

Don't pass up this opportunity to reach qualified buyers, generate new leads and drive sales. No event in this region offers you a better opportunity to reach automotive repair professionals.

### **We're Bringing the Entire New England Automotive Industry to Boston!**

The Collision & Auto Repair Show will be heavily promoted and marketed to all auto repair and collision businesses throughout New England. A full slate of "hands on" seminars and live product demonstrations, along with the opportunity to shop for the latest in equipment, products and services, will bring eager buyers to the Collision & Auto Repair Show.

The Collision & Auto Repair Show will be promoted through a targeted direct mail campaign, a campaign of fax and e-mail blasts, radio ads and other unique audience drawing techniques targeting all repair shops, service stations and service departments throughout New England.

### **Here's how we reached the Automotive Businesses last year:**

- ★ Promotional schedule in Damage Report, New England's most widely read automotive trade publication
- ★ Multiple full-color mailings to thousands of professionals in the New England automotive industry
- ★ Distribution of VIP passes through jobbers, vendors and warehouses
- ★ E-mail blasts and updates
- ★ Fax blasts
- ★ Extensive publicity in automotive and service trade journals such as ABRN presents E-Pillar
- ★ [www.carstradeshows.com](http://www.carstradeshows.com) web site, including exhibitor links!
- ★ Radio Ads on  
100.7 WZLX – Boston's classic rock station!  
WROR  
WAAF
- ★ TV Ads
- ★ Newspaper ads in the Boston Herald

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The Collision & Auto Repair Show is supported by organizations including AASP, ASE, I-CAR, MABA, and SAE. I-CAR typically runs two ½ day training sessions during the event. Programs have included:

- Electric and Electric Hybrid Vehicles
- Advanced Restraint Systems
- Aluminum Panels and Structure Damage Analysis
- Fundamentals of Collision Repair

### **Free VIP Passes**

Unlimited VIP passes to the exhibit hall. Become an exhibitor now to be included in this heavy pre-show marketing campaign. Call Toll-Free 800-996-3863.

### **Call Your Sales Representative for Booth Reservations:**

Brian Keefe, 800-996-3863  
(Companies A thru F)

Joann Nalewanski, 413-529-2626  
(Companies G thru R)

Jonathan Dabney, 800-996-3863  
(Companies S thru Z)

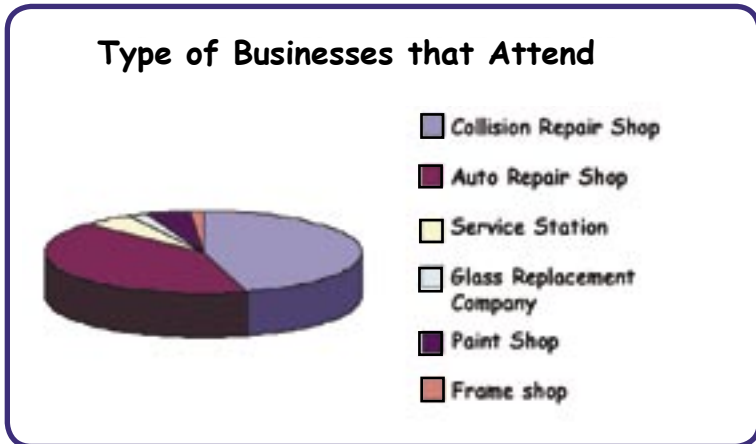
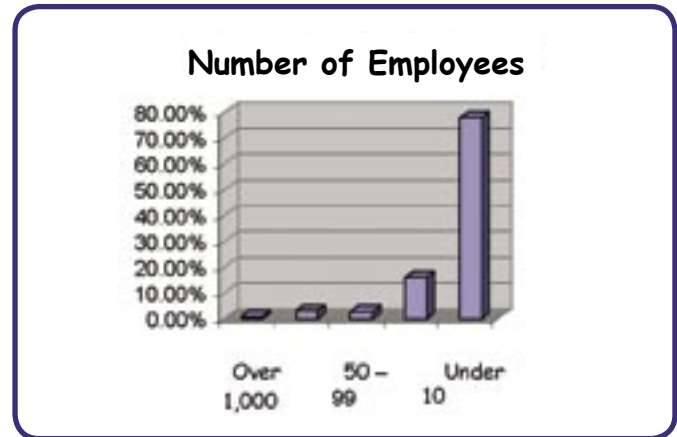
For Updated Information Visit  
[www.carstradeshows.com](http://www.carstradeshows.com)

# DEMOGRAPHICS AND PRODUCT REQUEST FROM ATTENDEES

We asked attendees to give us a list of products and services that they come to the Collision and Auto Repair Show to see and buy. Here are the top 15 responses:

Product	Percent of responses
Paint Systems	28.70%
Spray Booths	25.17%
Info Systems	25.08%
Spray Guns	24.48%
Buffing Pads	24.16%
Masking Systems	24.03%
Sanders	23.38%
Abrasives	22.93%
Sheet Metal	22.88%
Pulling/Measuring Equipment	22.74%
Welders	22.28%
Paintless Dent Removal Equipment	21.55%
Drying Equipment	18.39%
Spray-on Bedliners	17.65%
Insurance	17.61%

Number of employees	
Over 1,000	0.66%
100 – 999	2.72%
50 – 99	2.63%
10 – 49	5.86%
Under 10	78.09%



Job Description	
Owner	31.68%
Shop Manager	10.69%
Fleet Manager	1.32%
Operations Manager	2.7%
Shop Supervising Foreman	2.19%
Technical	23.94%
Consultant	2.97%
Paint Managers & Painters	8.5%
Appraisers	.5%
Autobody instructors	1.2%
Technicians	10.4%
Other	3.55%
	99.64%

Company Business	
Collision Repair Shop	33.66%
Auto Repair Shop	30.6%
Service Station	3.83%
Glass Replacement Company	1.42%
Paint Shop	3.12%
Frame Shop	1.1%
Automotive Dealers	2.6%
Parts Distributors	2.7%
Tool Manufacturer/Distributor	0.69%
Jobbers/Wholesalers	5.17%
No response	15.11%
	100%

**New this year:** Custom Car and Motorcycle spaces

We will provide a limited number of complimentary spaces for industry professionals to display their custom car, motorcycle or classic car. These vehicles will be voted on by attendees and a panel of judges for a chance to win cash prizes totaling over \$2000.

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