

Summer 2009 v.11



AUTO SHOW SUMMIT HELD IN THE MOTOR CITY

Special thanks to this year's Summit sponsors — National Convention Services, Automotive Event Specialists, GES Exposition Services, Adstrategies, Spin Communications and Donald E. McNabb Company, Inc.

Motor Trend Auto Shows (MTAS) auto show executives, manufacturers and exhibit house representatives gathered for the 2009 MTAS Client Summit. Held June 2-4, this year's event was packed full of informative content, with a focus on MTAS' cost containment plans and proving auto shows' return on investment.

Guests, including Source Interlink Media Senior Vice President and Group Publisher John Cobb and *Motor Trend* Publisher Ira Gabriel, gathered in the Motor City, which was the ideal location for this year's Summit. Thanks to great rates at The Ritz-Carlton, Dearborn, guests enjoyed a first-class stay.

"With the automotive industry's overall focus on cost reductions, Detroit was the ideal spot to hold the Summit this year," said John Marriott, senior vice president and general manager of MTAS. "Instead of asking the manufacturers to come to us, we brought our meeting to them and were pleased to have ten manufacturers represented."

Meeting topics included the MTAS benchmarking results, marketing efforts, R.L. Polk data match information, features and entertainment ideas, *Motor Trend* Radio coverage and more. With so many of the industry's key players together, the group was able to share high-level ideas and put initial plans in place for the upcoming season.

"Not only did we build and strengthen relationships, but the opportunity to have face-to-face talks and get in front of issues early helps us greatly as we plan for the auto show season," said Summit Platinum Sponsor and President of National Convention Services, James Angellino. "National is currently the decorator for five MTAS-produced shows, and the research information and opportunity to be surrounded by so many industry insiders and our clients was extremely valuable."

Discussions focused on plans to help the shows and exhibitors contain costs, including frozen drayage and floorspace rates. Several shows are also planning a reduction in days to save exhibitor staffing expenses. While many manufacturers are still in planning mode, others, such as Ford and Kia, plan to maintain prior levels of participation for all MTAS-produced shows.

"I enjoyed learning about all of the opportunities available to Kia to enhance their auto show presence through Ride & Drives for both the media and attendees," said Valerie McMahon of Kia. "Getting behind the wheel of a vehicle adds excitement to the auto show experience. We took away many new ideas to incorporate into our 2010 auto show planning."

This year's meeting included the 2009 Auto Show Return on Investment Report, providing the facts needed to help maintain auto show budgets. "The Foresight Marketing Research presentation provided valuable information for us to help demonstrate the importance of participating in auto shows," said Ted Dicks of Subaru.

Keeping with tradition, this year's Summit included manufacturer round-table meetings, with MTAS show executives meeting directly with the manufacturers. MTAS clients were able to hear, first-hand, plans and feedback related to their shows.

The Summit sets the tone for the season and provides a time to strengthen auto show and manufacturer relationships. Manufacturer guests in attendance included Tim Peters and Scott Settlemire with General Motors, Valerie McMahon with Kia, Marty Benke and Liz Cuneo with smart USA, Ted Dicks with Subaru and Donna Walter with Toyota. Also in attendance were John Tulloch with George P. Johnson representing Chrysler/Dodge/Jeep and Kristina Halsig with George P. Johnson representing Toyota, John Bomarito with Innocean Worldwide representing Hyundai, Glenn Reinhackel with Exhibit Works representing Ford/Lincoln/Mercury, Tim Pruitt with Exhibit Works representing Mitsubishi, Teri Gudenau with Exhibit Works representing Subaru, and Greg Gilpin with Exhibit Works representing Volkswagen.

"MTAS has always been a great auto show partner," said Tim Peters of General Motors. "They work with us to make sure that each show is beneficial to both parties. I really appreciate the cost containment measures they are taking this season, as it allows us to present product messages to key markets throughout the U.S."

The entire MTAS team appreciated everyone taking the time to attend this year's Summit. We look forward to working with our clients, exhibitors and our partners to incorporate many of the new ideas during the upcoming show season and for years to come.

Lisa Gelb Named MTAS Vice President, Sales & Marketing

MTAS is pleased to announce that Lisa Gelb has been promoted to vice president, sales & marketing. In her 13 years with the company, Lisa's efforts have steadily increased revenue related to exhibit space, booth space, sponsorships, program book advertising and Ride & Drives, enabling MTAS to grow from 15 shows to the current portfolio of 24 shows.

"While the past year has been an extremely challenging environment for revenue generation, Lisa has delivered exceptional results," said John Marriott, MTAS senior vice president and general manager. "Her hard work and ability to create opportunities that offer additional value for manufacturers and the public, has not only helped each auto show, but has also increased the level of interactivity at every show we produce."

A resident of Detroit, Lisa grew up in the automotive industry and started her career selling cars. Please join us in congratulating Lisa on her promotion.

[Click here to view our 2010-Model Year Schedule!](#)



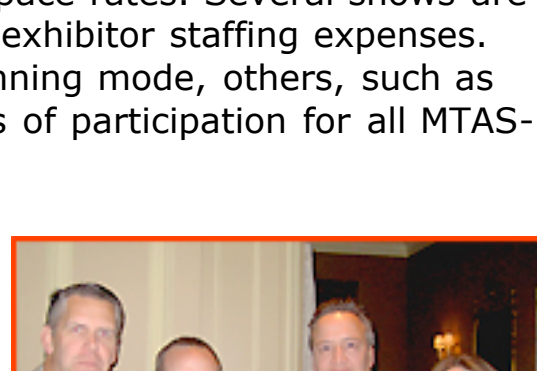
From L to R: Craig Bickmore (Utah Int'l Auto Expo), John Cobb (Motor Trend) and Knox Ramsey (Arizona Int'l Auto Show)



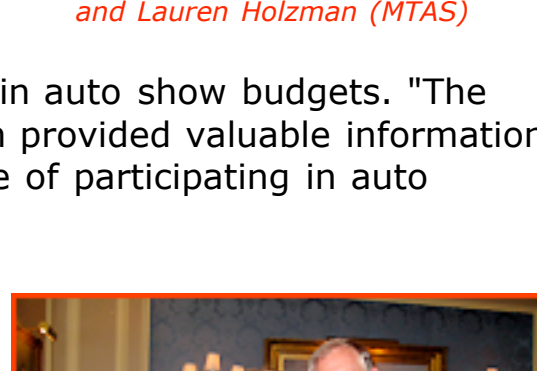
From L to R: Kristina Halsig (GPJ/Toyota), Donna Walter (Toyota) and Mark Rapin (Central California Auto Show) meet during the Manufacturer Break-Out Sessions.



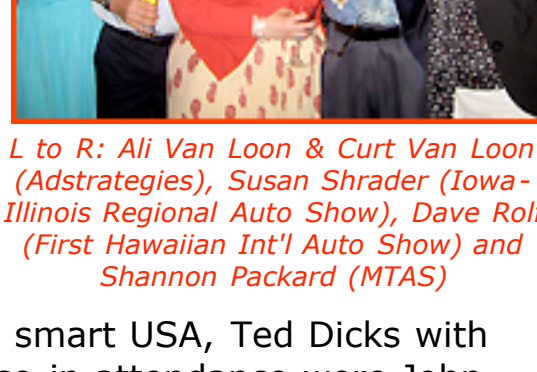
Scott Settlemire (General Motors) and Johnny Cates (Virginia Motor Trend Int'l Auto Show) make plans for 2010 show.



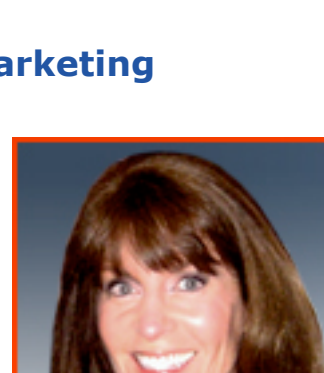
From L to R: Keith Kesler (AES), Steve Freeman (MTAS), Ernie Beckham (AES) and Lauren Holzman (MTAS)



L to R: Ali Van Loon & Curt Van Loon (Adstrategies), Susan Shrader (Iowa-Illinois Regional Auto Show), Dave Rolfe (First Hawaiian Int'l Auto Show) and Shannon Packard (MTAS)



Tim Peters (General Motors) and John Marriott (MTAS) discuss cost-saving initiatives for up-coming season.



Lisa Gelb (MTAS)