

ASRW PRESS CONTACT:  
Pamela Miller  
888-529-1641 / 972-536-6318  
[www.NACEexpo.com](http://www.NACEexpo.com)  
[www.CARSevent.com](http://www.CARSevent.com)

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## **NACE and CARS Launch New Cutting-Edge Event Websites**

*Dallas / April 24, 2009* — Cutting-edge NACE and CARS websites have been launched achieving a new level of innovation within the trade show industry, thereby setting the standard in which to follow. The redesigned websites were successfully launched for the upcoming International Autobody Congress & Exposition (NACE – [www.NACEexpo.com](http://www.NACEexpo.com)) and the Congress of Automotive Repair & Service (CARS – [www.CARSevent.com](http://www.CARSevent.com)). The websites significantly streamline the broadcast of event information, registration and housing, promote industry networking and much more. These industry events, sponsored by Automotive Service Association (ASA), are co-located at the Mandalay Bay Convention Center in Las Vegas, Nevada, November 4-7 and take place during the second annual Automotive Service & Repair Week (ASRW).

“The integration of all event systems come together in our new website redesign,” said Lindsay Roberts, director, Hanley Wood Exhibitions. “The sites create an intelligent, one-stop shop for attendees and exhibitors, allowing them to find all the information they seek and easily make all event arrangements online.”

The website redesign is truly cutting-edge within the trade show community and is designed for no-nonsense navigation. “It is our hope that both sites become a 24/7/365 online reality and trusted resource within the automotive service and repair community by providing timely event updates, RSS feeds from online industry publications and tools for driving positive networking among industry professionals,” continued Roberts.

Coming soon... ConnectionPOINT is a portal system enabling attendees to sign in and create a customized online environment. ConnectionPOINT will provide quick show updates, house individual event agendas, registration details, event history and networking channels, all within a single area. Exhibitors are already enjoying the benefits of ConnectionPOINT. Since 99% of exhibitor event arrangements can now be done online, ConnectionPOINT provides access to all the relevant tools they need, as well as third-party provider communications required for a successful exhibit experience.

For more details visit [www.NACEexpo.com](http://www.NACEexpo.com) or [www.CARSevent.com](http://www.CARSevent.com).

### **About the Events**

NACE -- the world's collision repair event -- annually draws an estimated attendance of 20,000+ industry professionals from around the globe, featuring a comprehensive educational Conference and Exposition of 350+ exhibiting companies. To exhibit at NACE 2009, call toll-free 888.529.1641 or 972.536.6316. For more NACE information, visit the NACE website at [www.NACEexpo.com](http://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 40+ exhibiting companies. To exhibit at CARS 2009, call toll-free 866.704.8069 or 972.536.6399. For more CARS information, visit the CARS website at [www.CARSevent.com](http://www.CARSevent.com).

For additional information, contact Hanley Wood Exhibitions at P.O. Box 612128, Dallas, Texas 75261-2128 or call toll-free 888.529.1641 or 972.536.6444.

### **About the Sponsor**

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](http://www.ASAshop.org). ASRW, NACE and CARS are produced by Hanley Wood Exhibitions.