



*Dear Potential Central PA Dirt Trackin' Show Vendor,*

Last year was our first year as the Central PA Dirt Trackin' Show Producers. We learned many things that we can do to make the show better for everyone. After getting our feet wet last year, we are ready to move forward with some changes and improvements that have come from the show attendees last year. The biggest change is the show will now be a two-day show on Friday and Saturday. Thursday will still be the set-up day. Tear-down will begin at 10:00 p.m. on Saturday night. We need to vacate the building by 2:00 a.m. We believe this change will make the show much better for everyone involved. In the past, Sunday has always seemed to end the show with a slow ending. As with promoting races, we want the show to end on a high note with lots of excitement.

The focus of the show has changed over the past twenty years. Years ago, race fans would look forward to being able to get their schedules for the upcoming season and seeing the new paint designs on the racecars. The internet now allows them to do this well before the show happens. That's one reason we are trying to add more to the show that people cannot get on the internet. We want to create an atmosphere where fans and participants can come together during the off-season to relive the seasons past as well as looking forward to the upcoming racing season. We are continuing with the new additions to last season like the video theater and seminar series. The "slider car" racing was a huge hit last years as well as the Junior Miss Dirt Trackin' contest. The Ms. Dirt Trackin' contest on Friday night has always been and will continue to be a popular event as well.

The show is a valuable tool for everyone involved to communicate directly to their customers. We will also be focusing on more driver involvement in the show as well. This is not just our show, it is all of ours. We are just the organizers. We also need your help. If you have any ideas or suggestions to make the show better for you, please let us know. If you would like to be a seminar presenter, please let us know. With your help, we can make this a win-win for everyone in our ever changing environment to increase our business revenues. We look forward to you and your company joining us at the Central PA Dirt Trackin' Show on January, 23-24, 2015.

Sincerely,

A handwritten signature in black ink that reads "Todd Fisher". The signature is written in a cursive, flowing style.

Todd Fisher

**Central PA Dirt Trackin' Show Producer**