

ASRW PRESS CONTACT:
Shelby Hausler
(888) 529-1641/(972) 536-6318
www.NACEexpo.com
www.CARSevent.com



FOR IMMEDIATE RELEASE

October Dates Allow for Even Lower Hotel Rates for NACE, CARS

Dallas/May 26, 2010 — Online housing for the upcoming International Autobody Congress & Exposition (NACE) and Congress of Automotive Repair (CARS) is now open and features all-time-low hotel rates due to a strategic move to October show dates, resulting in outstanding savings for both attendees and exhibitors. The affordable rates are also attributable to ASRW's new day pattern, which allows attendees to take advantage of weekday hotel rates. These industry events, sponsored by the Automotive Service Association (ASA), will be co-located at the Mandalay Bay Convention Center in Las Vegas, Nev., Oct. 10-13, and take place during the third annual Automotive Service & Repair Week (ASRW).

"When we first contemplated moving the event to October, we knew hotel rates would be lower than what we've been able to negotiate in the past. But the rates we were able to secure for our room blocks exceeded our expectations," said Lindsay Roberts, director, Hanley Wood Exhibitions. "Our goal was to get rock-bottom rates that would make it even more attractive to our audience to travel to 'Vegas in October, and we did!"

There's a price-point for every budget with low rates available at all official NACE and CARS hotels – saving you 20 - 40 percent over 2009 rates. Weekday rates start as low as \$99 for Mandalay Bay; \$139 for THEhotel; \$89 for MGM; \$60 for Luxor; \$41 for Excalibur; and \$69 for New York-New York. Attendees are encouraged to go online and book housing before July 30 to secure the above early-bird rates. It is important to note that price-points fluctuate between weekend (Friday and Saturday) and weekday (Sunday through Thursday) rates. Complete rate structures are outlined on the NACE and CARS websites (www.NACEexpo.com and www.CARSevent.com).

American Airlines, Continental, Delta, Air Canada and WestJet will serve as official airlines, offering service from destinations worldwide to Las Vegas' McCarran Airport. Discounts are available off published airfares based on availability, offering the most cost-effective travel.

Avis offers discounted car rental rates to help show participants get around Las Vegas easily.

To ensure the best rates for travel and accommodations, attendees and exhibitors should book through the online reservation system at www.HanleyWoodHousing.com. Reservations may be made online 24-hours a day, seven days a week, or by calling (800) 895-3978 during the hours of 9 a.m.-7 p.m. ET, Monday through Friday.

As the exclusive, official housing provider for both NACE and CARS, HanleyWoodHousing.com is the only company that can sell rooms in the official housing blocks. Attendees and exhibitors are encouraged to only use HanleyWoodHousing.com for all their travel needs.

About the Events

The ASRW 2010 events will take place Oct. 10-13 at the Mandalay Bay Convention Center in Las Vegas (no longer during AAIW). ASRW is a stand-alone event specifically created for all automotive service and repair professionals, enabling even more industry segments to join under the umbrella. The high-quality educational program is scheduled Oct. 10-13, a Sunday through Wednesday day pattern; and the comprehensive exhibits will be open Oct. 11-13, Monday through Wednesday. ASRW currently features the International Autobody Congress & Exposition (NACE), sponsored by the Automotive Service Association (ASA), the only event of its kind designed for the collision repair professional; the Congress of Automotive Repair & Service (CARS), also sponsored by ASA, the premier event for automotive service professionals; as well as Auto Glass Week, dedicated to the automotive glass professional.

Many new show features and industry forums are currently in development for ASRW 2010. Online registration is scheduled to open next week and will offer various package options starting at \$210, and Expo registration available for just \$15, until the Aug. 17 early cut-off.

NACE – the world's collision repair event – represents the only B2B event of its kind specifically designed for collision repair industry professionals from around the globe. NACE features a comprehensive educational Conference and Exposition with hundreds of diverse exhibiting companies displaying the latest equipment, products, services and technology available to today's collision repair industry. www.NACEexpo.com

CARS – the premier event for automotive service professionals – features a high-quality education lineup led by industry leaders, along with an exhibitor showcase of automotive service and repair related equipment, products and services. www.CARSevent.com

Auto Glass Week – an event dedicated to delivering quality education and exhibits intent on advancing automotive glass service and repair professionals.

For additional information, contact Hanley Wood Exhibitions at P.O. Box 612128, Dallas, Texas 75261-2128 or call (888) 529-1641 or (972) 536-6444.

About the Sponsor

The Automotive Service Association (ASA) is the sponsor of ASRW and two of its shows, 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. ASRW, NACE and CARS are produced by Hanley Wood Exhibitions.