

NARM Show Facts

Were you aware of these facts about the National Auto Racing Memorabilia Show?

- The NARM Show is the second oldest sports memorabilia show in the United States. It is one year younger than the show held in Philadelphia; and one year older than The National Sports Collectors Convention. The 2012 event is #34.
- Over the last eight years, despite economic conditions, the NARM Show has had an increasing number of exhibitors; and an increasing number of attendees, each year. The 2011 Show had record attendance.
- The NARM Show consistently has a quality lineup of former Indy 500 personalities who appear at the annual event. A very nominal autograph ticket fee (\$3-\$6 for most) is charged for signatures to offset appearance fees.
- NARM Show exhibitors can drive their merchandise to their booths in the hall at the Indiana State Fairgrounds for set-up.
- On-site concessions are conveniently available to exhibitors and attendees.
- The cost-per-hour to the exhibitor is one of the lowest of any major show held. This year's Show will be open to the public 13 ½ hours.
- Almost 80% of NARM Show attendees have previously attended a NARM Show at some time in the past.
- Attendees can conveniently park a short distance from the Show's site.
- Exhibitors receive convenient free parking.
- At the Show's conclusion, exhibitors can drive back to their booths to load their vehicles.
- The Show is equipped with an ATM for the public.
- Free appraisals were offered in 2010 and 2011 and will be promoted again in 2012.
- The NARM Show has promoted two charity fundraising auctions for Riley Children's Hospital: in 2009 and again in 2010.
- Dealer set-up is conveniently scheduled from 3:00-6:00 on Thursday; and again from 11:00-1:45 on Friday.
- There is no need for the public to waste endless time periods waiting in lines for free autographs.
- The Fairgrounds is equidistant from the Speedway as Downtown Indy is from the Speedway.
- The NARM Show has both overnight security and on-site security during Show hours.
- The NARM Show is heavily publicized both locally and regionally. The Show is also promoted nationally in the months leading up to May.
- The Hoosier Hundred sprint car race takes place on Friday evening on the track adjacent to the Show's exhibit hall.
- The NARM Show is not weather-dependent. The public attends in sunshine, or a downpour.
- The NARM Show is constantly publicized on the Indiana State Fairgrounds' electronic billboards on both Fall Creek Parkway and 38th Street.
- The NARM show consistently attracts buyers, not just 'lookers.'
- Out-of-town Exhibitors have access to a very nice Promoter-contracted area hotel at the amazing rate of \$69 per night- including the night before the Race. Some vendors claim that their hotel savings pays for their booth space at the Show.