



FOR RELEASE: March 12, 2025

Total Value Concepts to Host Track Preparation & Maintenance Seminar as part of High Performance Expo's Education Series

CHARLOTTE – The High Performance Expo (HPX) announced today the educational series scheduled during the inaugural show will include a two-day seminar for racetrack operators, covering all aspects of racetrack preparation and maintenance. Workshop participants will gain practical experience (both classroom and hands-on at the track) using Total Venues Concepts complete equipment inventory – including every piece of equipment typically used at a racetrack to ensure a record-setting and consistent race surface. The track location is being finalized.

“For years, I have been requesting one of the big shows conduct an on-site seminar to share my expertise in preparing a championship-level racetrack,” said Kurt Johnson, president and majority owner of Total Venue Concepts. “HPX is giving us the chance to facilitate a hands-on drag racing track preparation event at a local Charlotte area track.”

Created in 2015, Total Venue Concepts (TVC), is a full-service racetrack project management solution. TVC is based in Petersburg, Indiana and currently works with more than 215 drag racing, circle track and road racing clients in more than 13 countries worldwide.

The two-day seminar will cover the entire process, including stripping the track, repairing the surface, cleaning it and rebuilding the surface. Additionally, the seminar will include discussion on traction compounds, mixtures and best practices in relation to weather conditions – all in a real race environment.

Topics covered during the two-day Track Preparation & Maintenance Seminar:

Day One – Monday, June 2, 10 a.m. – 5 p.m.

- Equipment familiarization and review
- Personal safety
- Racetrack scraping

Day Two – Tuesday, June 3 – 10 a.m. – 5 p.m.

- Surface patching

- Cleaning
- Rubber application
- Event surface maintenance
- Traction compounds
- Track building and surface reclamation

The cost for the seminar is \$125 per person, which includes classroom time at the Charlotte Convention Center, hands-on practical lab at the racetrack, boxed lunch, shuttle transportation to and from the racetrack and an all access pass to the High Performance Expo at the Charlotte Convention Center.

“Holding a track operators’ workshop during HPX brings hands-on real-world training to professionals who are looking to improve their skills and experience,” said Dana Teague, HPX general manager. “This is another example of how we are working to bring the newest and most exciting show to the industry and enthusiasts.”

Kurt Johnson has made professional motorsports the focus of his career for more than 25 years and has experience in concrete production, design and control. His professional experience includes being the director of operations at Don Schumacher Racing. Before starting TVC, Johnson managed Lucas Oil Raceway in Indianapolis, Indiana and Summit Motorsports Park in Norwalk, Ohio. Additionally, Johnson spent six years as a United States Marine Aircraft Fire Fighter during Operation Desert Shield and Desert Storm.

The inaugural High Performance Expo (HPX), the exclusive business and enthusiast show hosted by the North Carolina Motorsports Association (NCMA), will be held from June 3-5, 2025, at the Charlotte Convention Center (CCC), followed by weekend activations at HPX LIVE at the zMAX Dragway in Concord, North Carolina, in partnership with MotorTrend (June 6-7). The event will bring together all segments of the automotive aftermarket industry for the first time in the heart of the auto racing community.

HPX registration and housing for the June 3-5 trade show at the Charlotte Convention Center is OPEN. Sign up for an All-Access Pit Pass and don’t miss any of the action! Registration for HPX LIVE (June 6-7) will open soon. Manufacturers and merchandise vendors are welcome to email interest in securing exhibit space.

To get more information about HPX 2025, please visit www.TheHPX.com. HPX is on Instagram @HighPerformanceExpo, and @TheHPX on X, YouTube, LinkedIn and Facebook.

###

About the High Performance Expo

HPX's mission is to advance the automotive industry, racing, and the high-performance lifestyle. The High Performance Expo is dedicated to advancing the business of the automotive aftermarket. HPX will be a modern customer-focused expo for the car enthusiast and professional. The first HPX is scheduled for June 3-5, 2025, in Charlotte.

About the North Carolina Motorsports Association (NCMA)

NCMA is the leading organization for motorsports in North Carolina. NCMA is committed to promoting, preserving and advancing this thrilling sport. Founded in 2002 to promote and serve the motorsports community in North Carolina, the association has members that range from race teams and tracks to attorneys and accountants. Its mission includes legislative representation at the state level to ensure that the industry's best interests are served. NCMA also offers opportunities for members to interact as well as attend seminars that benefit the self-employed as well as large corporations.

Media Contacts:

High Performance Expo
Dan Flores
danflo7273@gmail.com
313.418.2374

Pam Flores
Pamflores06@gmail.com
313.590.9627