

PRI SHOW

DECEMBER 11-13, 2025 | INDIANAPOLIS



2025 SPONSORSHIP KIT

FLOOR PLAN UPGRADE

STAND OUT PRIOR TO THE PRI SHOW.

Enhance your online floorplan listing by adding photos and video to engage buyers ahead of the PRI Show.

TURNKEY SPONSORSHIP PACKAGES

DRIVE TRAFFIC TO YOUR BOOTH.

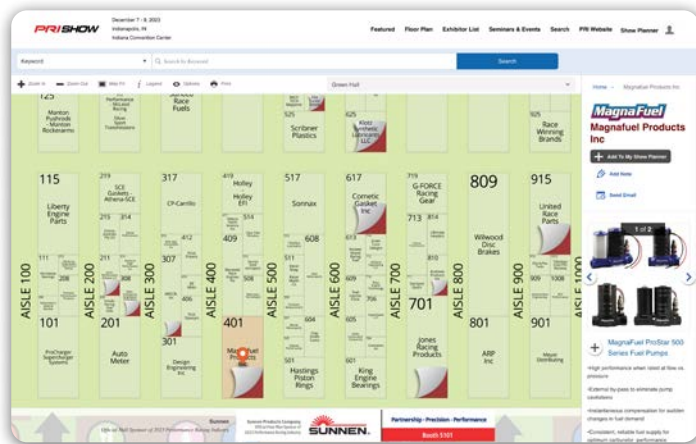
Integrated marketing packages combining print and onsite signage guide buyers to your booth and build brand awareness.

ONLINE FLOOR PLAN UPGRADE

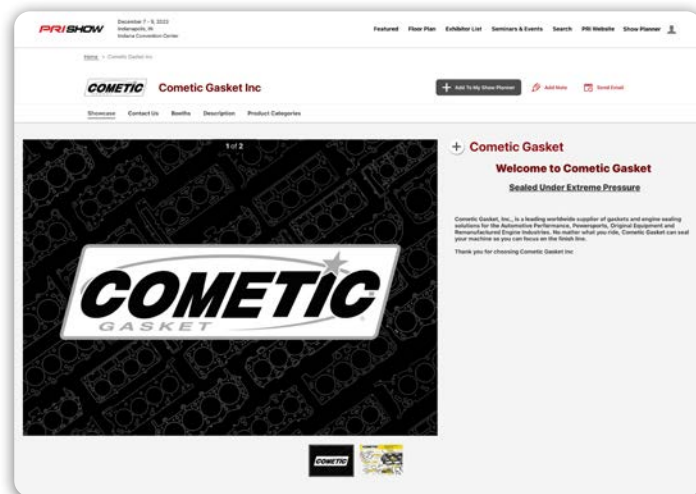
PRICE: **\$545**

INCLUDES:

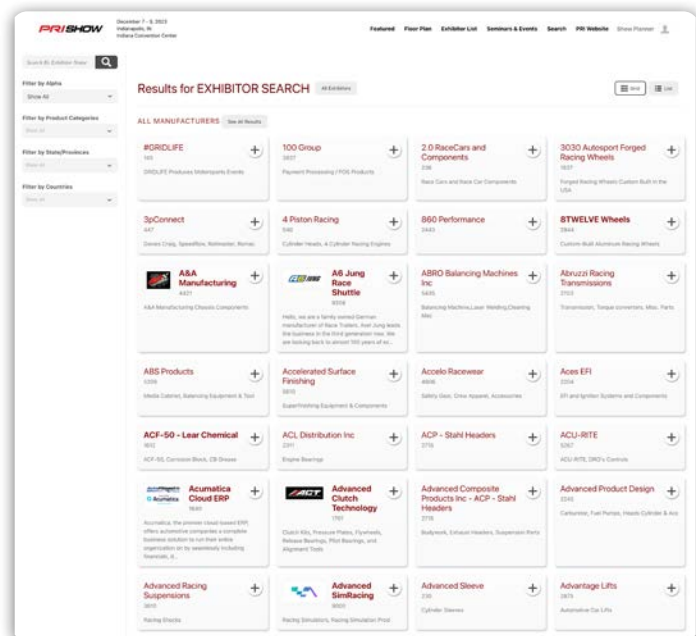
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floor Plan
- Links to press releases
- Floor plan "corner peel graphic"
- Listing as "Featured Exhibitor"



Floor Plan View



Online Showroom (Photos)



Exhibitor Listing

EXHIBITOR ESSENTIALS PACKAGE

PRICE: **\$4,750**

INCLUDES:

- (1) 2 digital newsletter ads to run October/November pre-show
- (1) 1/2 page ad November PRI Magazine (Show Issue)
- (1) 1/2 page ad December PRI Magazine (Buyers Guide)
- (1) Online Floor Plan Upgrade
- (1) Carpet Ad
- (1) Double-sided meter board

FLOORED PACKAGE

PRICE: **\$4,200**

INCLUDES:

- Double-sided meterboard
- (2) Carpet ads
- (1) 1/2 page ad November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Meterboard Sample



Aisle Sign Sample

SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.

Drive traffic to your booth and build brand awareness.



CARPET ADS

PRICE: **\$1,000** EACH

- Finished size: 48" W x 48" H



Carpet Ad Sample

WINDOW CLINGS

PRICE: **INQUIRE**

- Finished size: 18" W x 18" H



Window Cling Sample

METERBOARD

PRICE: **\$2,500** EACH

- Finished size: 38" W x 88" H
please keep artwork 6" from bottom to avoid the base



Meterboard Sample

AISLE SIGN

PRICE: **\$1,500** EACH

- Finished size: 60" W x 27.5" H
- Includes 1/4 page ad



Aisle Sign Sample

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install

LUCAS OIL STADIUM SCOREBOARDS & RIBBONS

PRICE: **\$7,500**

ONLY (5) SPONSORSHIPS AVAILABLE

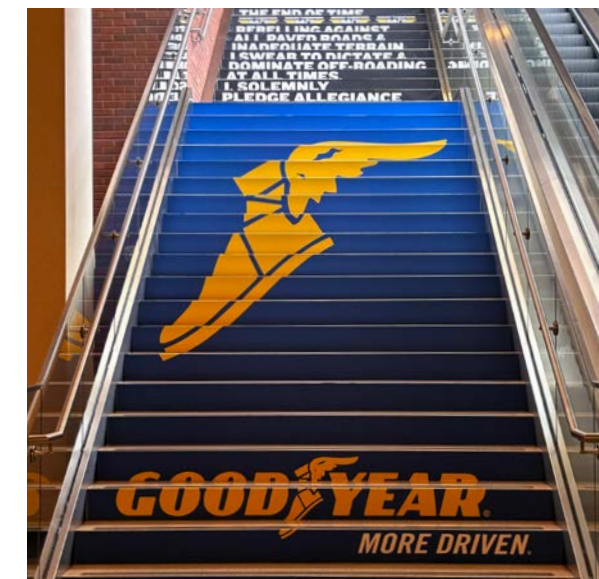
All (5) sponsors will display on all screens for 2 minutes on a rotating schedule

- (1) 1/2 page ad in November PRI Magazine (Show Issue)
- *Does not run during the Happy Hour event.

STAIR SIGNAGE

PRICE: starting at: **\$7,500**

VARIES ON STAIR RISER, SOME LARGER THAN OTHERS



Stair Signage Sample

LUCAS OIL STADIUM HAPPY HOUR SPONSORSHIP

PRICE: starting at: **\$2,500**

- Branding on Lucas Oil Stadium scoreboards & ribbons (branding does not run during show hours)
- Happy Hour event on Thursday, Dec. 11, 2025
- Scoreboard branding runs for duration of happy hour. All sponsors will display on screens for 2 minutes at a time on a rotating schedule.
- Opportunity for additional branding including but not limited to: providing cups, providing koozies, on-site display to engage with attendees, etc. Inquire for custom sponsor package pricing.



Happy Hour

SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.

Drive traffic to your booth and build brand awareness.



HANGING BANNERS

PRICE: starting at: **\$5,000**



Hoosier Lobby Sample
20' W x 18' H



Crossroads Lobby Sample
13' W x 6' H



Crossroads Lobby Sample
20' W x 7' H



Green Hall Sample
20' W x 15' H

COLUMN BANNERS

PRICE: **\$5,500**

8 LOCATIONS AVAILABLE - INSIDE LOBBY AREAS
INCLUDES:

- (1) Column banner - sizes vary
- (1) 1/2 page ad in PRI Magazine

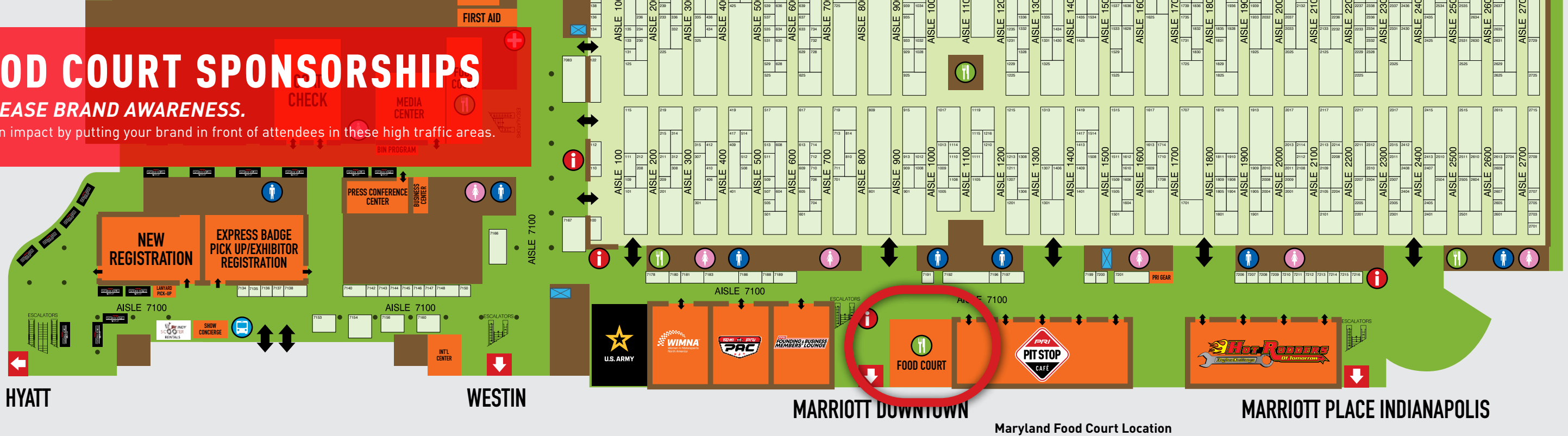


Column Banner Sample

FOOD COURT SPONSORSHIPS

INCREASE BRAND AWARENESS.

Make an impact by putting your brand in front of attendees in these high traffic areas.



FOOD COURT - MARYLAND

Locations D1, D2, D3, D4

- (4) Opportunities for LED screens above concession stands
- Finished size: 960px W x 1188px H
- Static image only

PRICE: **\$5,000** EACH

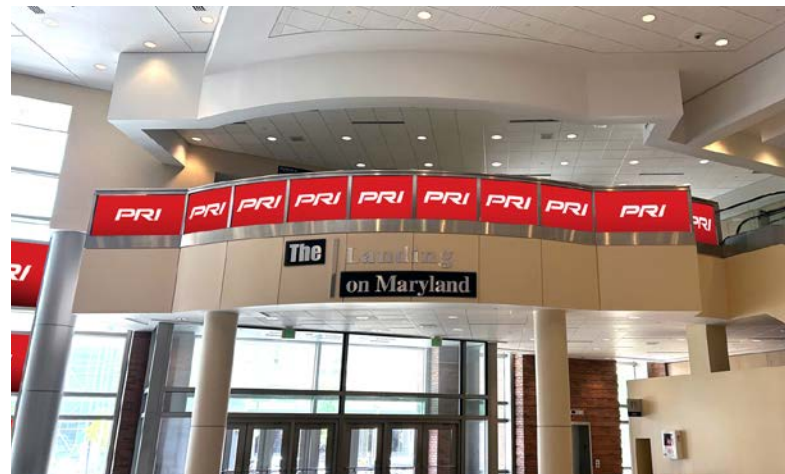
Location 500

- (12) Window clings custom fit to all 12 panes

PRICE: **\$7,500**



Locations D1, D2, D3, D4



Location 500

FOOD COURT - MARYLAND

Location 501

- (12) Window clings custom fit to all 12 panes

PRICE: **\$10,000**

Location 502

- (50) Concession stand table top clings
- Finished size: 20" W x 20" H

PRICE: **\$4,000**



Location 501



Location 502

FOOD COURT SPONSORSHIPS

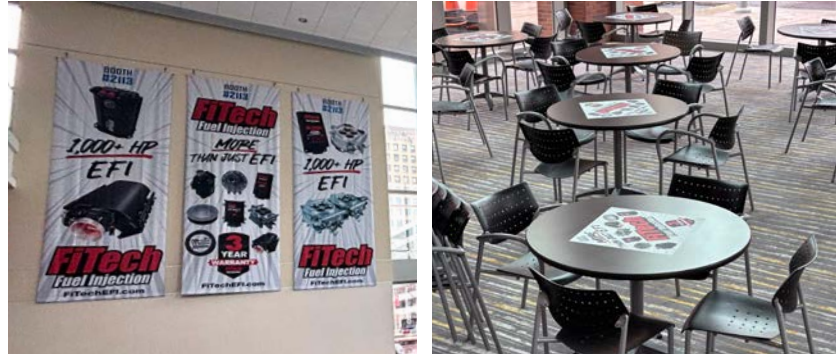
INCREASE BRAND AWARENESS.

Make an impact by putting your brand in front of attendees in these high traffic areas.

FOOD COURT - CAPITOL

PRICE: **\$14,000**

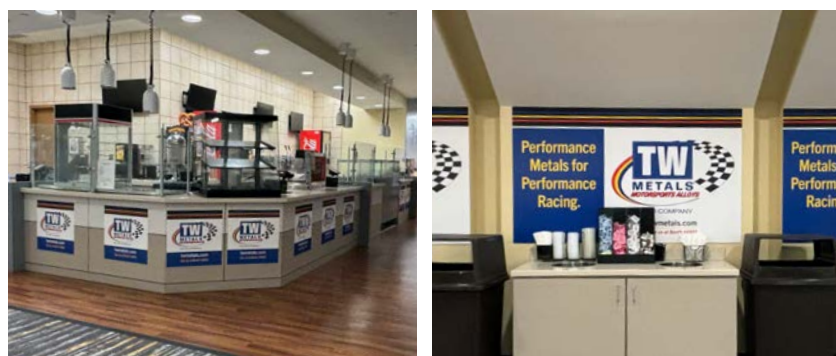
- (3) Vertical banners along back wall of seating area
Finished size: 84" W x 216" H
- Concession stand table top clings
Finished size: 20" W x 20" H
- (4) Large window ad clings
Finished size: 49.5" W x 41" H
- (20) Regular window clings
Finished size: 18" W x 18" H
- (1) Full-page ad November PRI Magazine (Show Issue)
- LED Screen, One static image - specs: 1120x720 pixels



FOOD COURT - CROSSROADS

PRICE: **\$15,000**

- (1) Large mural along back wall
Finished size: 312" W x 60" H
- (10) Footer laminate clings to food court
Finished size: 18" W x 18" H
- (3) Wall boards across from concession stand
Finished size: 71" W x 42" H
- (12) Foam core wall images
Finished size: 32" W x 41" H
- Concession stand table top clings
Finished size: 20" W x 20" H
- (1) Full-page ad November PRI Magazine (Show Issue)



DIGITAL SPONSORSHIP

EXPAND YOUR REACH.

Reach members of the PRI community year-round outside of the PRI SHOW through digital sponsorship.



WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625** PER eNEWSLETTER, **\$1,250** PER eNEWSLETTER NOVEMBER 5TH-DECEMBER 13TH (PREMIUM PRI SHOW LEAD UP)

Advertisers who purchase four or more regular PRI eNewsletter banner ads qualify to keep their pricing for premium weeks.

Specs:

- 728 x 90 pixel banner ad.
- File format: .jpg, .png or .gif. (2mb max file size)
- Includes banner tracking (impressions and clicks).

Please provide banner and URL link for clickthrough traffic.

WEB BANNERS

PRICE: **\$580-\$760** PER MONTH BASED ON FREQUENCY

- Banner ads rotate with other advertisers on landing pages of performanceracing.com

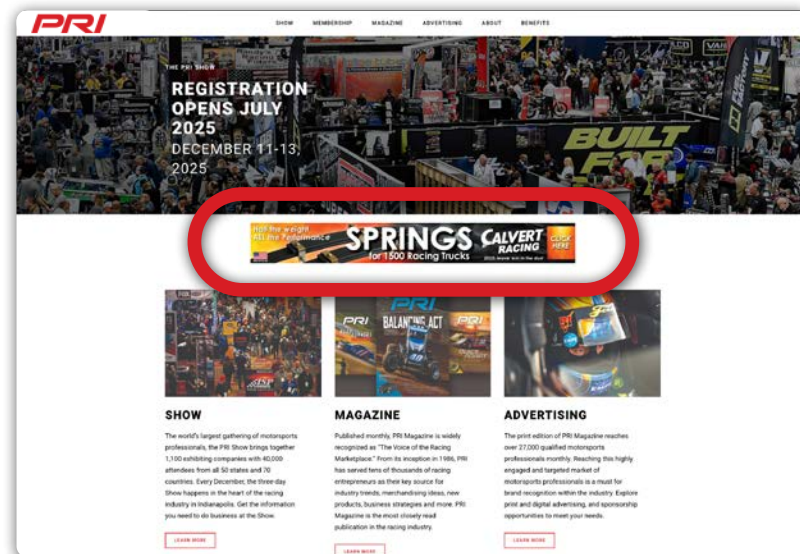
Specs:

- 728 x 90 pixel banner ad (Desktop)
- 300 x 250 pixel banner ad (Mobile)
- Includes banner tracking
- (impressions and clicks).

Please provide banner and URL link for click-through traffic.

Ad Preparation:

- File format: .jpg, .png or .gif. (40k max file size)
- Animated .gifs ok up to :15 seconds



Web Banner Ad Sample

PRI eNEWSLETTER SPONSORED CONTENT

PRICE: **\$2,500** EACH

Custom article featured prominently in the eNewsletter of your choice.

INCLUDES:

- Headline (around 50-65 characters).
- Subhead/article summary (around 140-160 characters).
- Up to 1,000 word article on PRI's website.
- Up to five high-res images, including one main/lead image sized to 1410x790px.
- (Up to five captions to accompany each image, around 200 characters each).
- (Optional) One YouTube video URL to be embedded into the article body.
- One teaser/lead image sized to 322x220px for the eNews email.
- Sharing on PRI's Instagram and Facebook pages

OFFICIAL SHOW APP SPONSOR

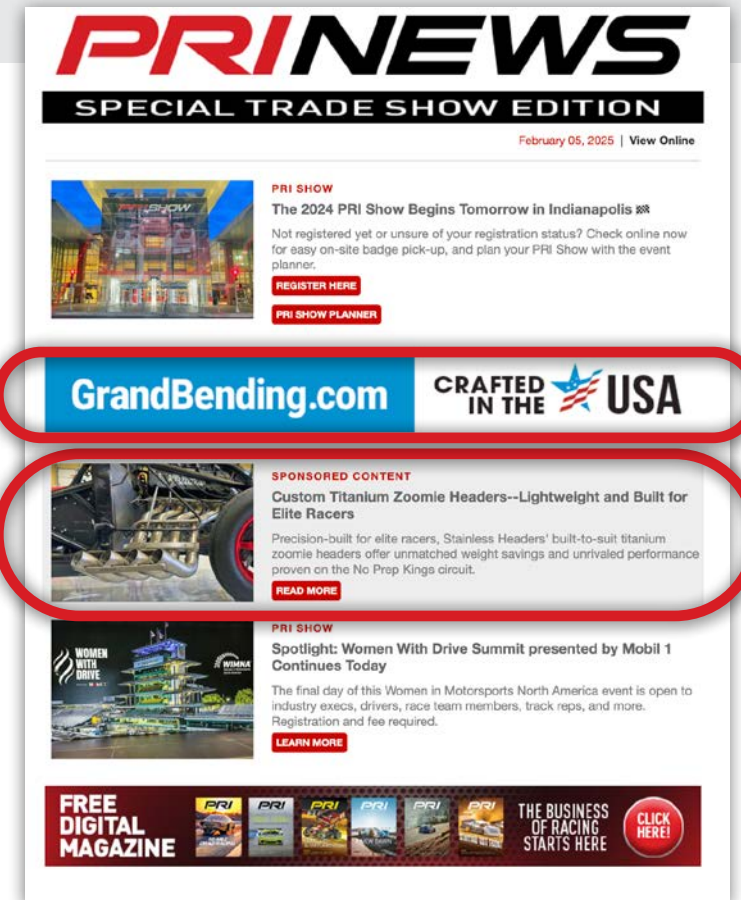
PRICE: **\$10,000**

- Includes a 1242 x 195 pixel banner ad
- Includes link to landing page with sponsor location on floorplan.

OFFICIAL FLOORPLAN SPONSORSHIP

PRICE: **\$20,000**

- 1242 x 195 pixel banner ad on all landing pages of the PRI Online Floorplan
- Includes link to landing page with sponsor location on Floorplan



PRI eNewsletter Ad Sample and Sponsored Content



Official Show App Sponsor



Official Floorplan Sponsorship

PREMIUM SPONSORSHIPS

GAIN MAXIMUM EXPOSURE.

The most innovative ways to reach attendees of the PRI SHOW.



MEDIA CENTER

PRICE: **\$15,000**

INCLUDES:

- Company logo on the entrance unit to Media Center
- (2) Double-sided meterboard panels with company logo and information inside the Media Center
- (1) 4' x 8' banner inside Media Center
- Logo on media back drop
- Placement of sponsor's literature in the Media Center
- Recognition of sponsor on signage outside the Media Center and on all double-sided meterboard directional signage
- Placement in all printed and web-based PRI Show Media Center marketing efforts
- (1) Full-page ad October PRI Magazine (Pre-Show Issue)
- (1) Full-page ad November PRI Magazine (Show Issue)



LANYARDS

SPONSOR TO SUPPLY

PRICE: **\$7,500** EACH

PRI TO SUPPLY

PRICE: **\$20,000** EACH

QUANTITY: 5,000 LANYARDS FOR EACH SPONSOR

(4) SPONSORSHIPS AVAILABLE

INCLUDES:

- Single color image prints on both sides of the lanyard
- (1) Full-page ad in PRI Magazine



Lanyard Sample

SHOW BAGS

SPONSOR TO SUPPLY

PRICE: **\$10,000** EACH

Quantity: 7,500 bags for each sponsor

(4) SPONSORSHIPS AVAILABLE

INCLUDES:

- Distribution of sponsor bags at show
- (1) Full-page ad in PRI Magazine



Show Bag Sample

BIG 3 SPECIAL

PROMOTION BEFORE, DURING AND AFTER THE SHOW.

Promote Your Company and Products in the BIG 3 Issues of PRI Magazine.

OCTOBER PRI SHOW PREVIEW

ARTWORK DUE: **AUGUST 25**
Bonus distribution at the SEMA Show.

NOVEMBER PRI SHOW ISSUE

ARTWORK DUE: **SEPTEMBER 22**
Bonus distribution at the PRI Show.

DECEMBER PRI BUYERS GUIDE

ARTWORK DUE: **OCTOBER 24**
Bonus distribution at the PRI Show.



MAXIMIZE YOUR EXPOSURE - BUY 3 GET 1 FREE

When you purchase an ad in each of the BIG 3 issues, you will receive a complimentary ad* and a PRI Show online floor plan upgrade.

*Complimentary ad must run in September 2025 or January 2026. Must be of equal or lesser value.

SEPTEMBER ARTWORK DUE: **JULY 23** JANUARY ARTWORK DUE: **NOVEMBER 25**

SPECIAL BIG 3 ADVERTISING RATES PRICE PER ISSUE

1-FULL PAGE

PRICE: **\$3,034.50**
VALUE: \$3,259.75

2/3-PAGE

PRICE: **\$2,363.00**
VALUE: \$2,486.25

1/2-PAGE

PRICE: **\$1,942.25**
VALUE: \$2,095.25

1/3-PAGE

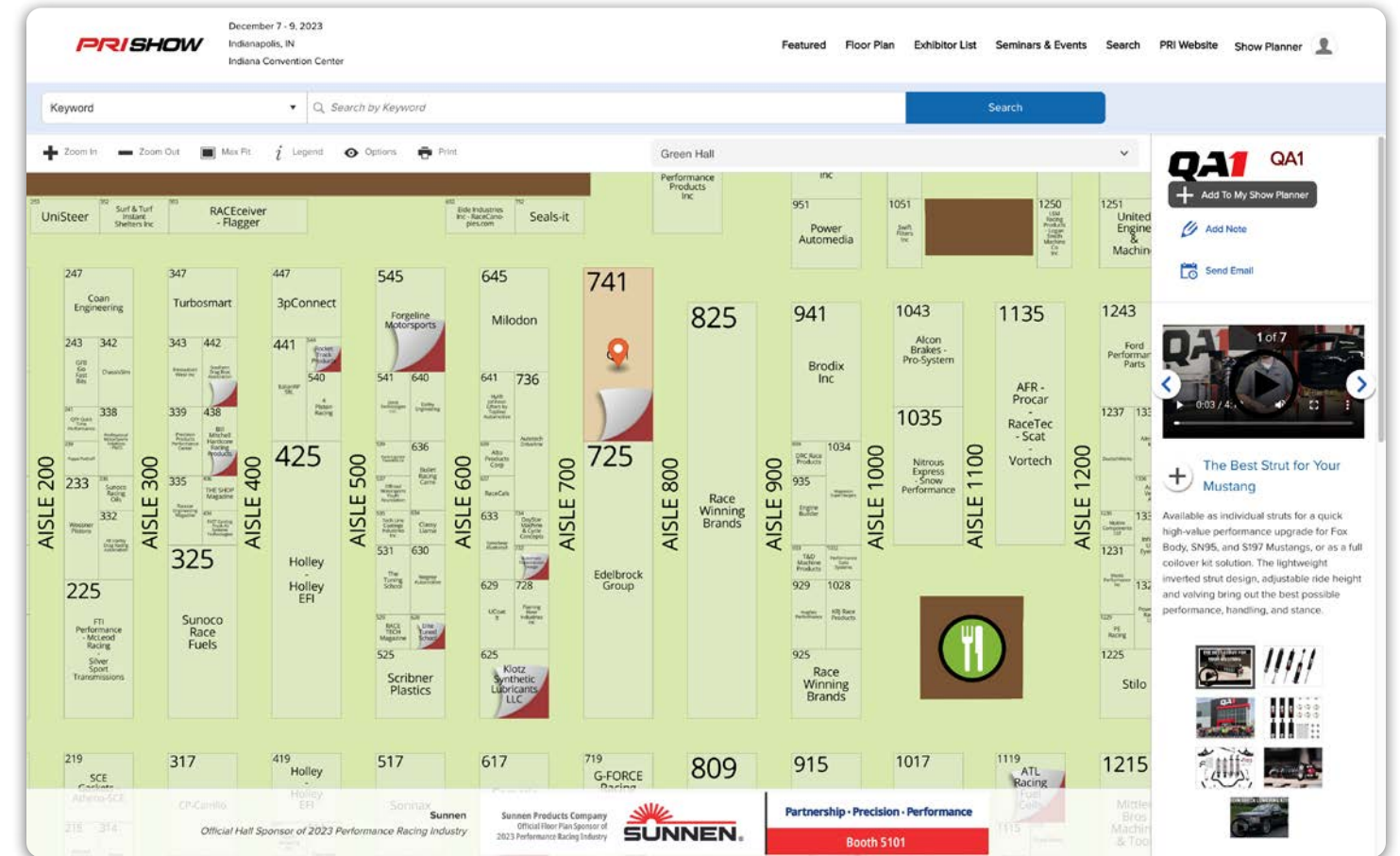
PRICE: **\$1,474.75**
VALUE: \$1,619.25

1/4-PAGE

PRICE: **\$994.50**
VALUE: \$1,075.25

1/6-PAGE

PRICE: **\$824.50**
VALUE: \$901.00



RECEIVE A FREE ONLINE FLOOR PLAN UPGRADE WITH PURCHASE OF BIG 3

- Company information
- Booth number
- Product images/video
- Links to press releases
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floor Plan
- Floor plan "corner peel graphic"
- Listing as "Featured Exhibitor"



RESERVE YOUR SPONSORSHIP TODAY!

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