

THE BUSINESS OF RACING STARTS HERE

2024

# SPONSORSHIP OPPORTUNITIES



**PRI**

PERFORMANCE RACING INDUSTRY  
TRADE SHOW

DECEMBER 12-14, 2024 • INDIANAPOLIS, IN



# FLOOR PLAN UPGRADES

STAND OUT PRIOR TO THE 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.

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

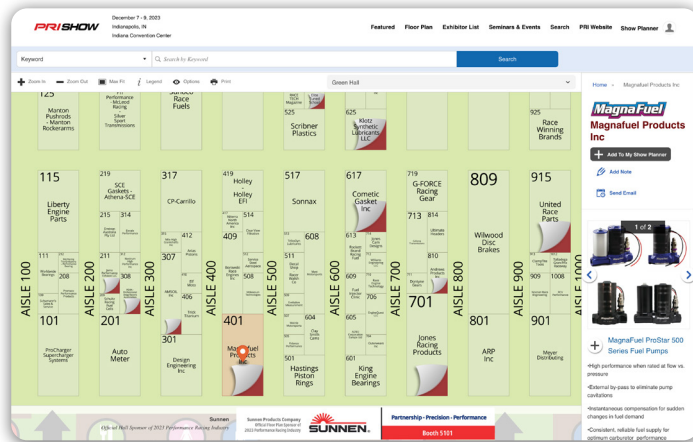


## FLOOR PLAN: UPGRADE

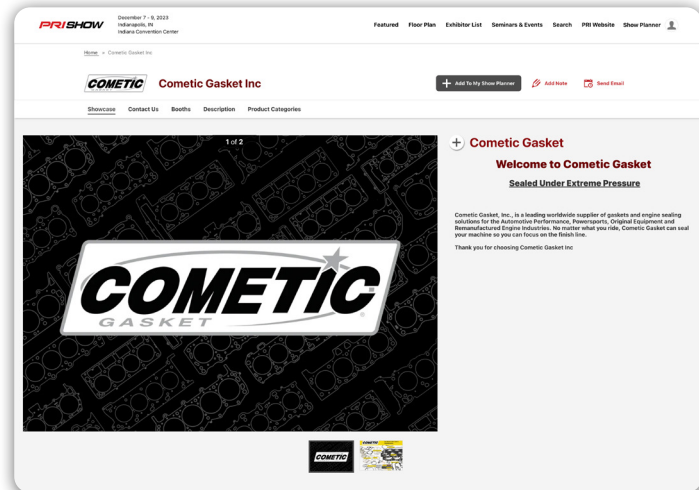
PRICE: **\$545**

### INCLUDES:

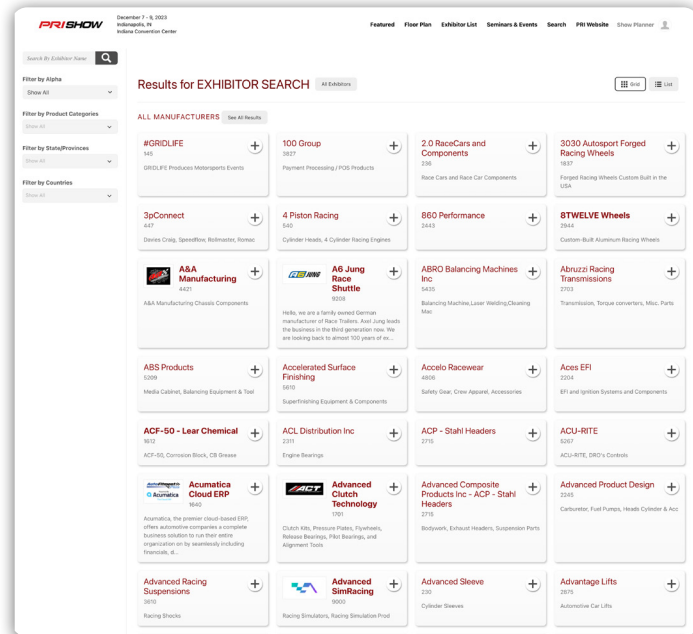
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Floor Plan
- Links to press releases
- Floor plan "corner peel graphic"
- Listing as "Featured Exhibitor"



Floor Plan View



Online Showroom (Photos)



Exhibitor Listing

## EXHIBITOR ESSENTIALS PACKAGE

PRICE: **\$4,500**

### INCLUDES:

- Double-sided aisle sign
- Double-sided meterboard
- 1/2 page ad November PRI Magazine (Show Issue)
- 1/2 page ad December PRI Magazine (Buyers Guide)

## FLOORED PACKAGE

PRICE: **\$4,000**

### INCLUDES:

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

## OWN THE AISLE PACKAGE

PRICE: **\$4,500**

### INCLUDES:

- Double-sided aisle sign
- Carpet ad
- Full-page ad November PRI Magazine (Show Issue)
- Full-page ad December PRI Magazine (Buyers Guide)

### ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Meterboard Sample



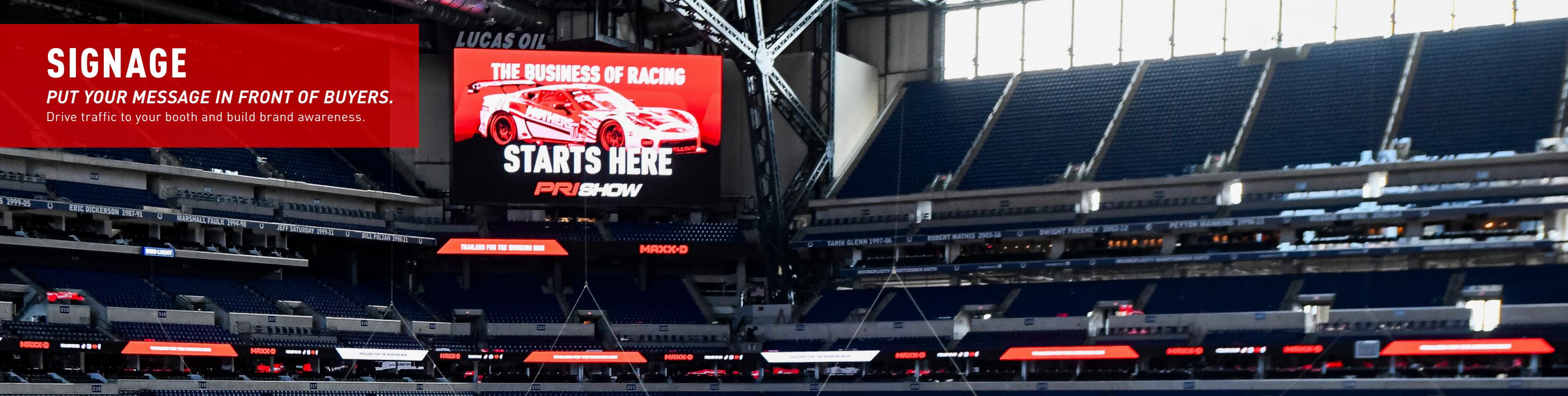
Aisle Sign Sample



# 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 82" H



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: **INQUIRE**

### ONLY (5) SPONSORSHIPS AVAILABLE

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

*\*Does not run during the Happy Hour events.*

## STAIR SIGNAGE

PRICE: **INQUIRE**

VARIES ON STAIR RISER, SOME LARGER THAN OTHERS



Stair Signage Sample

## LUCAS OIL STADIUM HAPPY HOUR SPONSORSHIP

PRICE: **\$2,500**

- Branding on Lucas Oil Stadium scoreboards & ribbons (branding does not run during show hours)
- Happy Hour events: Wednesday, Dec. 11, 2024 and Thursday, Dec. 12, 2024
- Scoreboard branding runs for 2 hours during happy hour. All (5) sponsors will display on all screens for 2 minutes on a rotating schedule.
- Limit 5 sponsorships per happy hour



Happy Hour



# SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.

Drive traffic to your booth and build brand awareness.



## HANGING BANNERS

PRICE: **INQUIRE** FOR LOCATIONS & PRICING



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 A-D

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

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

### Location E

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

PRICE: **\$7,500**



Locations A-D



Location E

## FOOD COURT - MARYLAND

### Location F

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

PRICE: **\$10,000**

### Location G

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

PRICE: **\$4,000**



Location F



Location G



# FOOD COURT SPONSORSHIPS

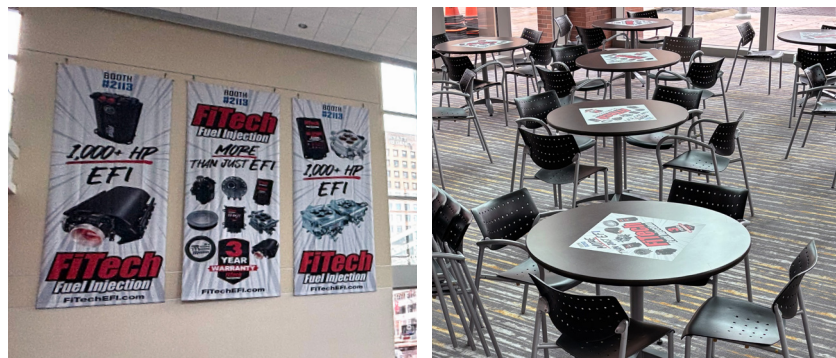
**INCREASE BRAND AWARENESS.**

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

## FOOD COURT - CAPITOL LOCATION A

PRICE: **\$12,500**

- (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)



## FOOD COURT - CROSSROADS LOCATION B

PRICE: **\$15,000**

- (1) Large mural along back wall  
Finished size: 25.5" W x 60" H
- (12) 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)

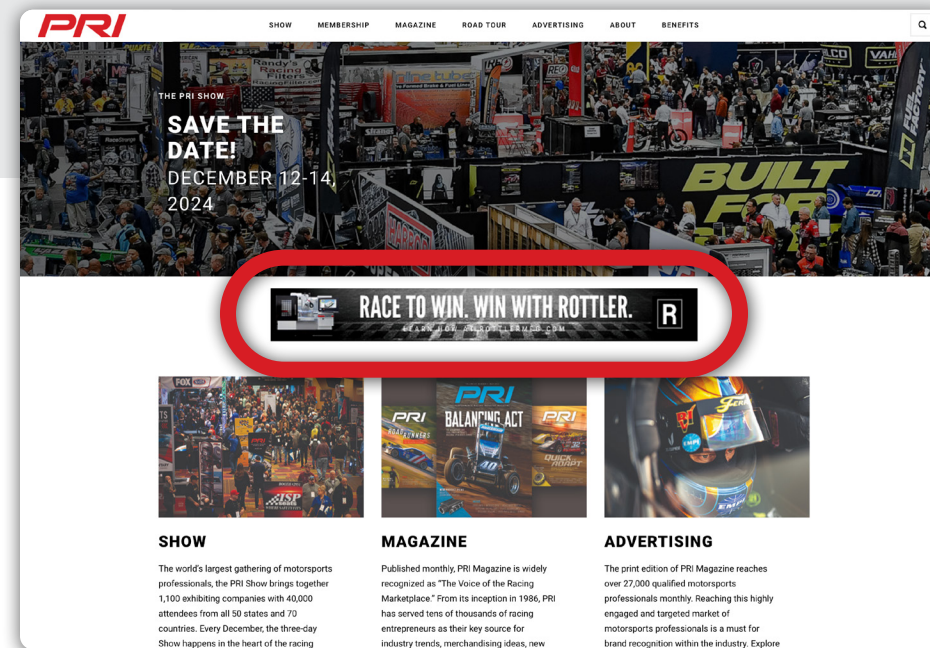




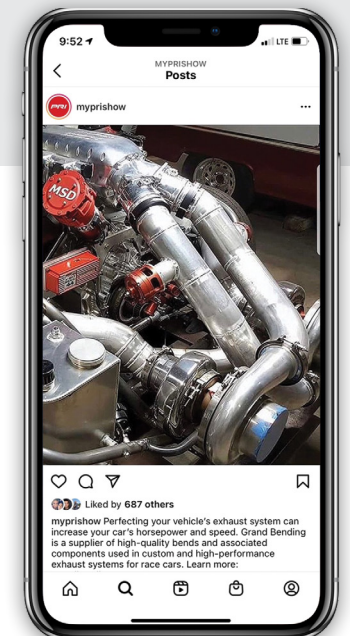
# DIGITAL SPONSORSHIP

## EXPAND YOUR REACH.

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



Webpage Ad Sample

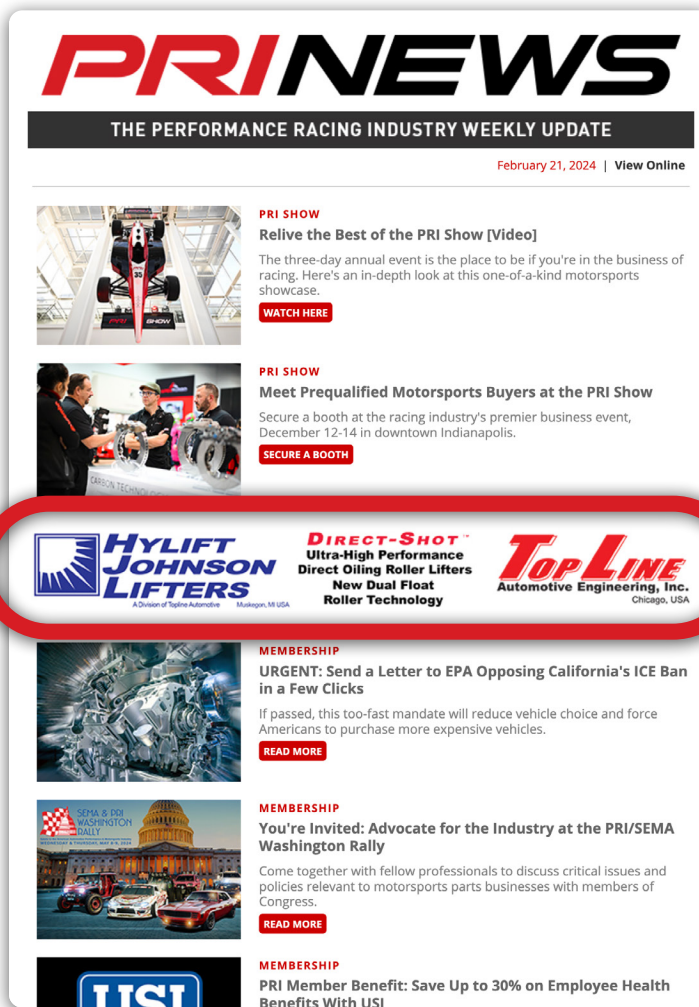


Social Media Sample

### WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625** PER eNEWSLETTER, **\$1,250** PER eNEWSLETTER NOVEMBER 2<sup>ND</sup>-DECEMBER 14<sup>TH</sup> (PREMIUM PRI SHOW LEAD UP)

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



PRI eNewsletter Ad Sample

### WEB BANNERS

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

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

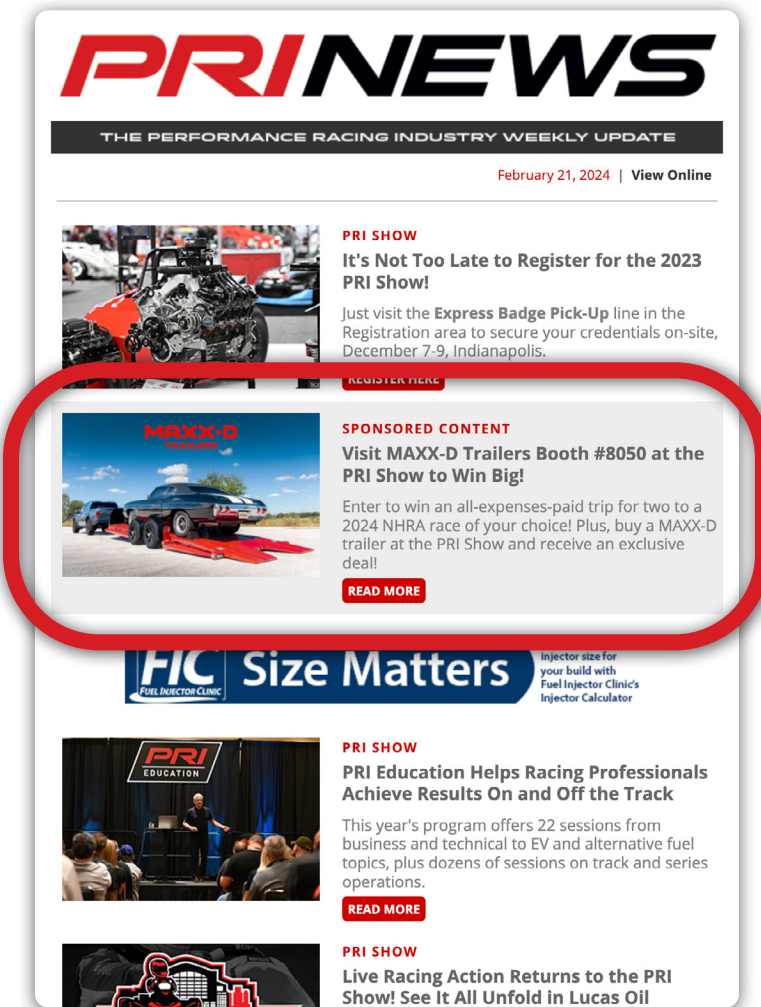
### PRI eNEWSLETTER SPONSORED CONTENT

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

Custom article featured prominently in the eNewsletter of your choice.

#### INCLUDES:

- Featured position in PRI eNewsletter
- Includes photo and article summary with link to full article
- Complete article (maximum 1000 words) hosted on performanceracing.com
- Website content can include photo slideshow with captions
- Shared on PRI's social media accounts (Facebook, Instagram)



PRI eNewsletter Sponsored Content Sample



# PREMIUM SPONSORSHIPS

**GAIN MAXIMUM EXPOSURE.**

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

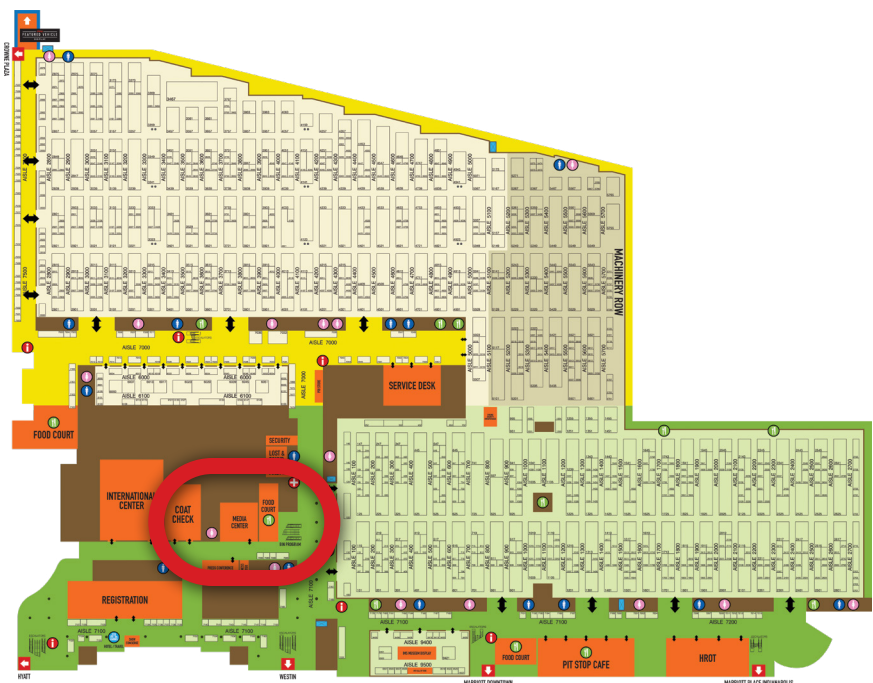


## MEDIA CENTER

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 Trade 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

Quantity: 16,250 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

#### ARTWORK AND DELIVERY:

- Artwork must be submitted for approval
- Must arrive on show site by November 27, 2024
- Lanyards need to have double bully clips and must be submitted to show management for approval
- Sponsor is responsible for all production and shipping expenses



# 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 TRADE SHOW PREVIEW

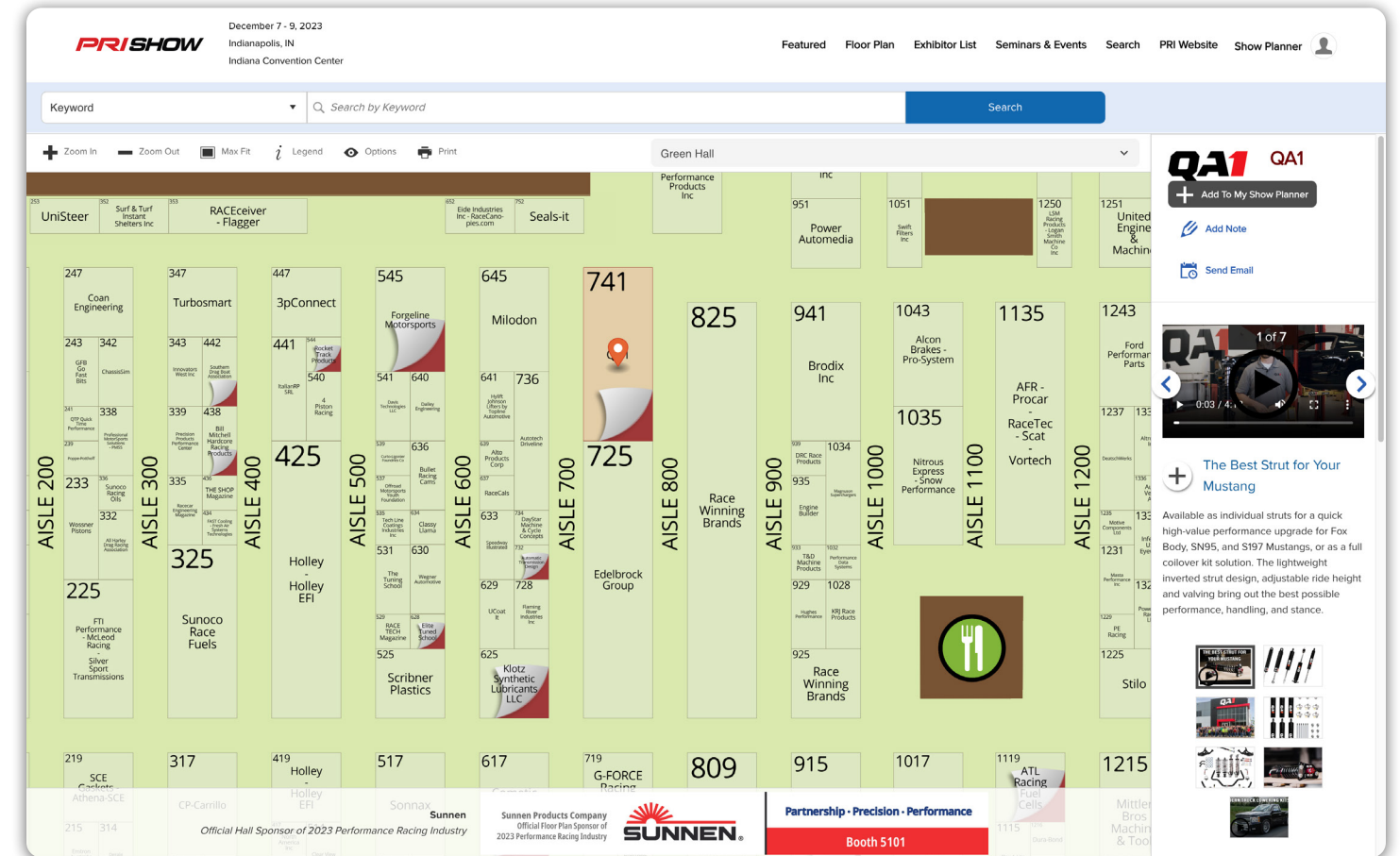
ARTWORK DUE: **AUGUST 26**  
Bonus distribution at the SEMA Show.

## NOVEMBER PRI TRADE SHOW DIRECTORY

ARTWORK DUE: **SEPTEMBER 23**  
Bonus distribution at the PRI Show.

## DECEMBER PRI BUYERS GUIDE

ARTWORK DUE: **OCTOBER 25**  
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 digital floor plan upgrade.

\*Complimentary ad must run in September 2024 or January 2025. Must be of equal or lesser value.

SEPTEMBER ARTWORK DUE: **JULY 24** JANUARY ARTWORK DUE: **NOVEMBER 21**

## 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 DIGITAL 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 Floor Plan
- Floor plan "corner peel graphic"
- Listing as "Featured Exhibitor"





**RESERVE YOUR SPONSORSHIP TODAY!**

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