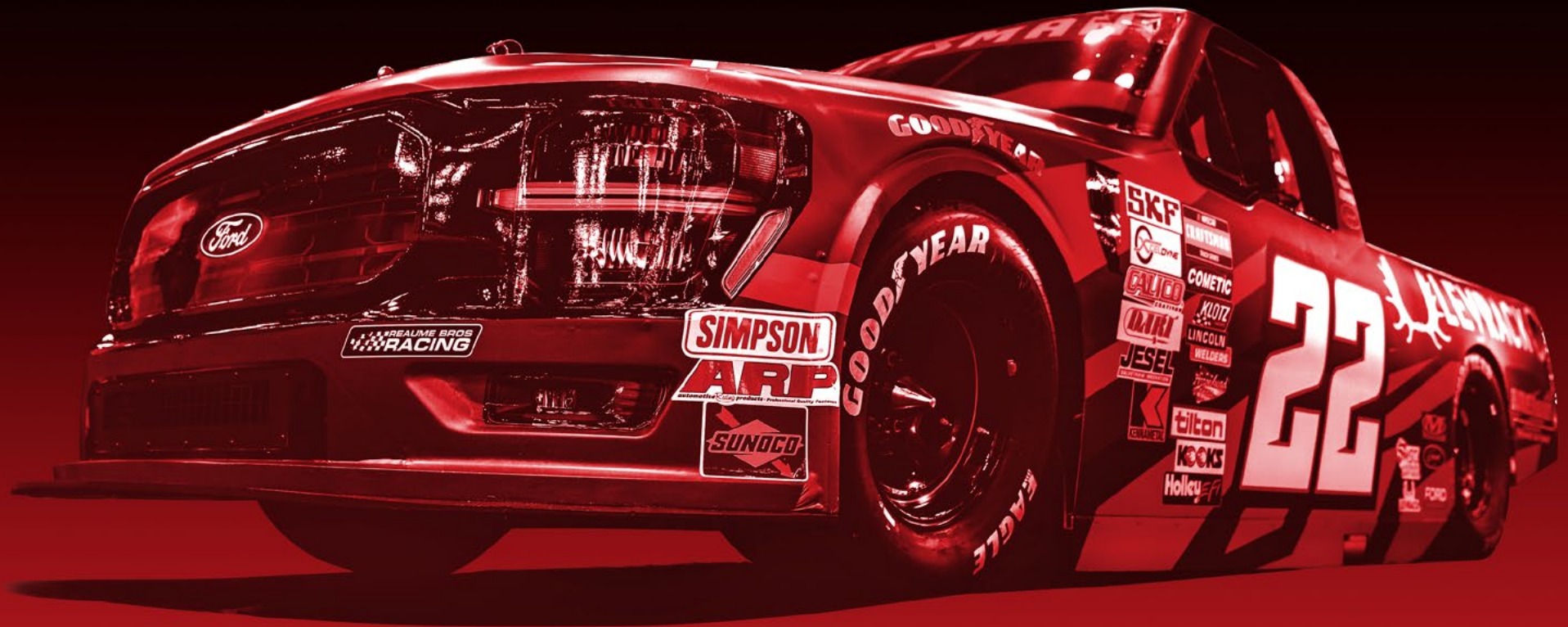


PRI

THE BUSINESS OF RACING STARTS HERE

PRI SHOW

DECEMBER 11-13, 2025 | INDIANAPOLIS



2025 EXHIBITOR KIT

PRI IS HARDCORE RACING

A UNIQUE AND POWERFUL MARKET

The racing market delivers some of the world's most motivated buyers. And they are looking for the best technology to keep the competitive advantage. For more than 30 years, the PRI SHOW has brought together all forms of racing, all under one roof. In fact, racing professionals benefit by discovering new ideas from other segments of motorsports at the PRI SHOW. As a trade-only event, the PRI SHOW targets the racing industry's distribution pipeline.

RACING REPRESENTATION

MODIFIEDS **STOCK CAR** MARINE PERFORMANCE

STREET/STRIP

TRUCK /
 TRACTOR /
 PULLING

OPEN
 WHEEL
 SHORT
 TRACK

**DRAG
 RACING**

ROAD RACING

OFF-ROAD

DIRT LATE MODELS

KARTING

MOTO

EV

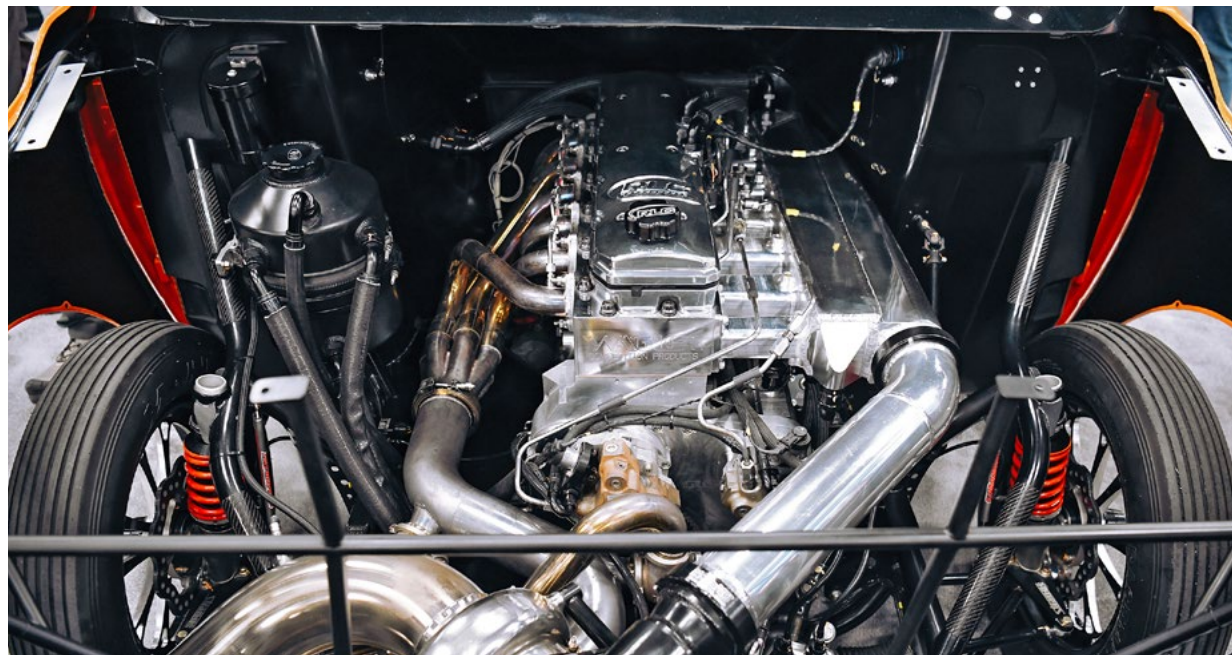
RALLY RACING

UTV

DIESEL

DRIFT

COMPETITION DRIVEN MARKET



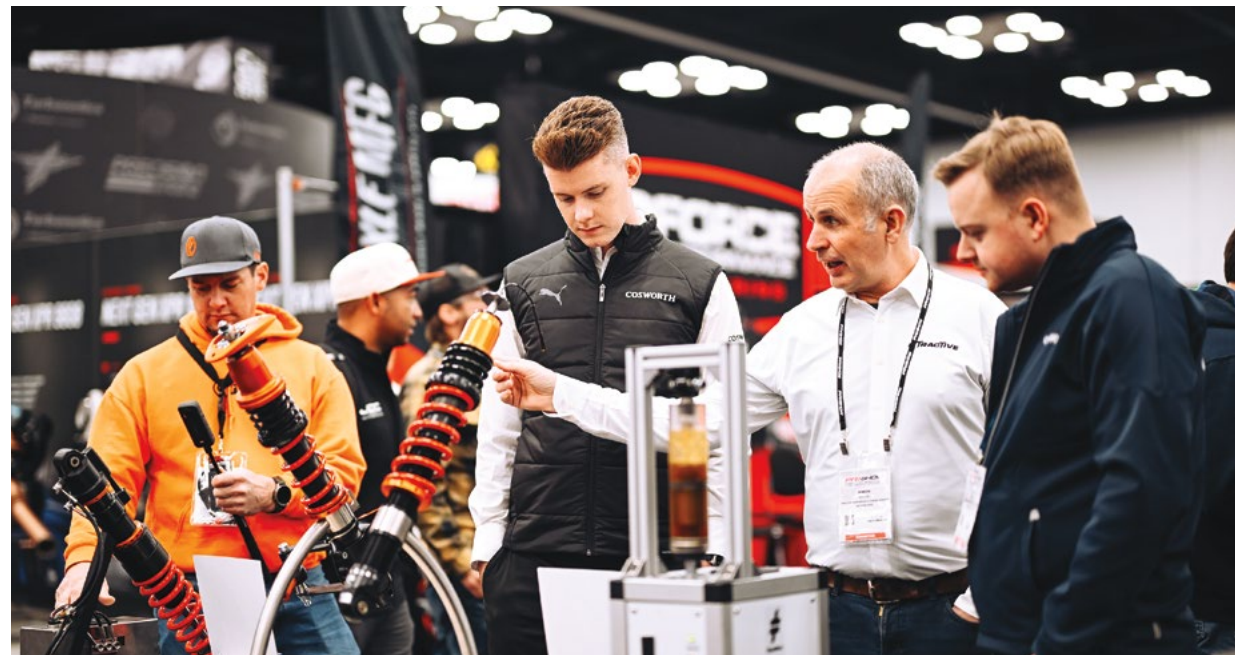
PRI SHOW IS THE GLOBAL MARKETPLACE

FOR NEW RACING TRENDS AND PRODUCTS











PRI SHOW attendees come from all 50 states and more than 35 countries, conducting business as volume buyers of racing products, technology, shop equipment and services. The PRI SHOW is the source for new racing trends and products.

PRI SHOW IS TRADE ONLY. Attendees must provide identification confirming that they are members of the racing trade. At PRI SHOW, you're selling to a prequalified, targeted market. This is where the motorsports industry meets to conduct business.

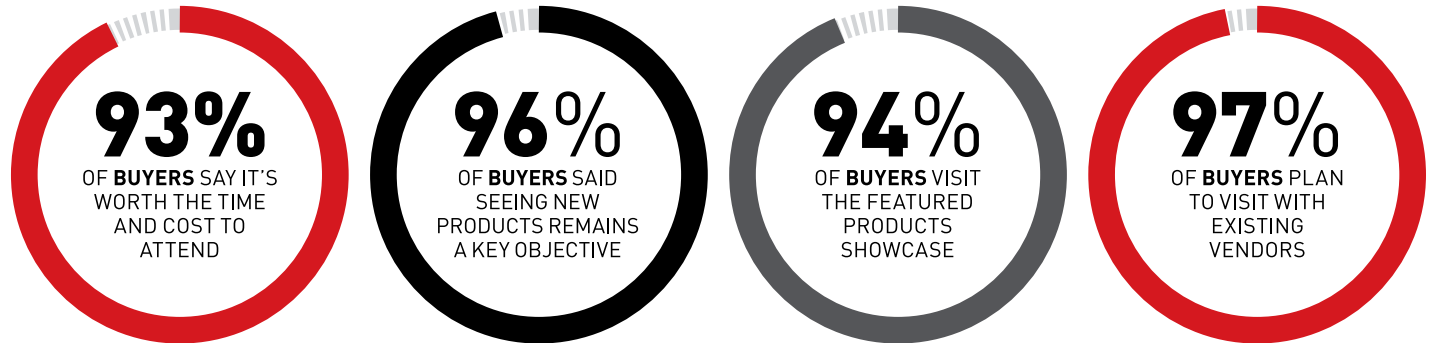
**BUYERS FROM ALL
50 STATES
AND MORE THAN
35 COUNTRIES**



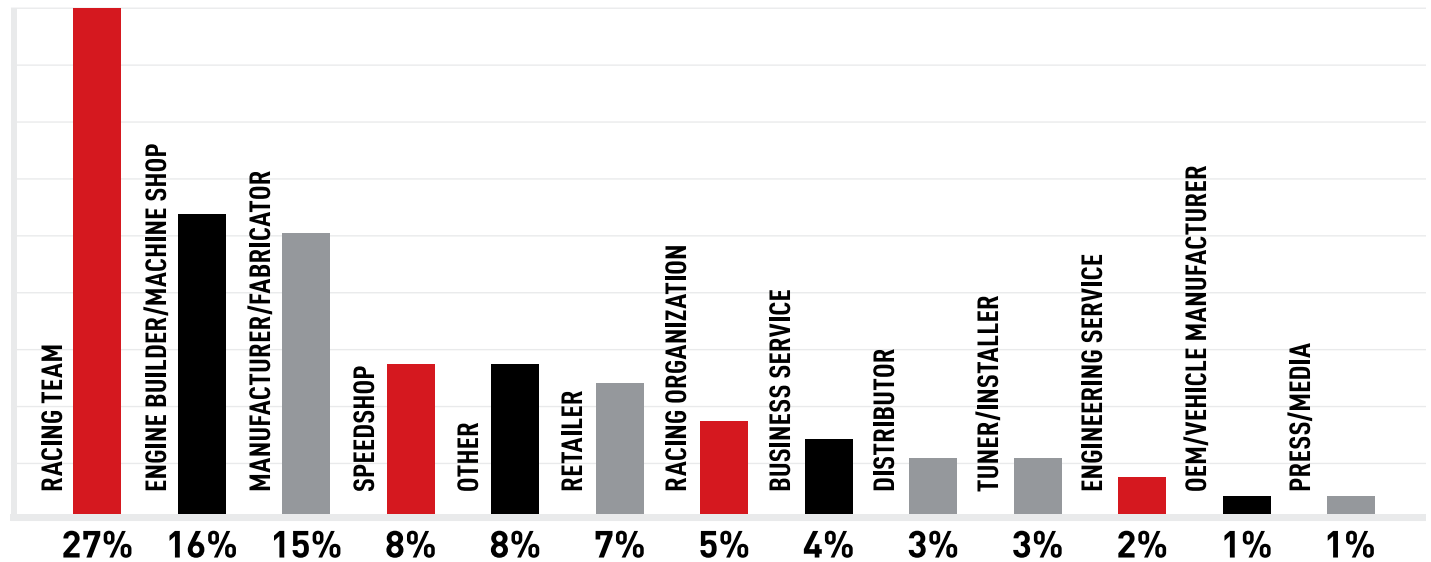
TOP COUNTRIES

1. UNITED STATES 
2. CANADA 
3. AUSTRALIA 
4. UNITED KINGDOM 
5. NEW ZEALAND 
6. CHINA 
7. ITALY 
8. MEXICO 
9. SWEDEN 
10. BRAZIL 

PRI SHOW DELIVERS QUALITY BUYERS



BUYERS BY BUSINESS TYPE



*Statistics from 2019 PRI SHOW registration and Show Survey results.

SPECIAL PRODUCT SECTIONS

THESE SPECIAL SHOW SECTIONS PROVIDE ADDED VALUE EXCLUSIVE TO THE PRI SHOW

MACHINERY ROW: More than 100 race shop machining manufacturers all in one place, side by side & fully operational for live demonstrations on actual race parts.

INDOOR TRAILER, MOTORCOACH AND RV EXHIBITS: The indoor trailer area on the field at Lucas Oil Stadium provides ample space for PRI SHOW's large-scale display of state-of-the-art race trailers, haulers, RVs and accessories.

FEATURED PRODUCTS SHOWCASE: The best way to highlight your top products and direct buyers to your booth. Take advantage of the 96% of PRI SHOW attendees looking for new products!
Learn more or submit products at pri2025.com/fps.

SIM RACING ARENA: Over 40,000 sq ft of the Lucas Oil Stadium transforms into the vibrant & popular PRI SIM Racing Arena! The SIM Racing Arena will bring world class companies from across the SIM racing/Esports world. It will feature daily invitational SIM races for sim racers and professional drivers, education sessions, and live action demonstrations.



SPONSORSHIPS

PRI SHOW PROVIDES EXTENSIVE MARKETING OPPORTUNITIES

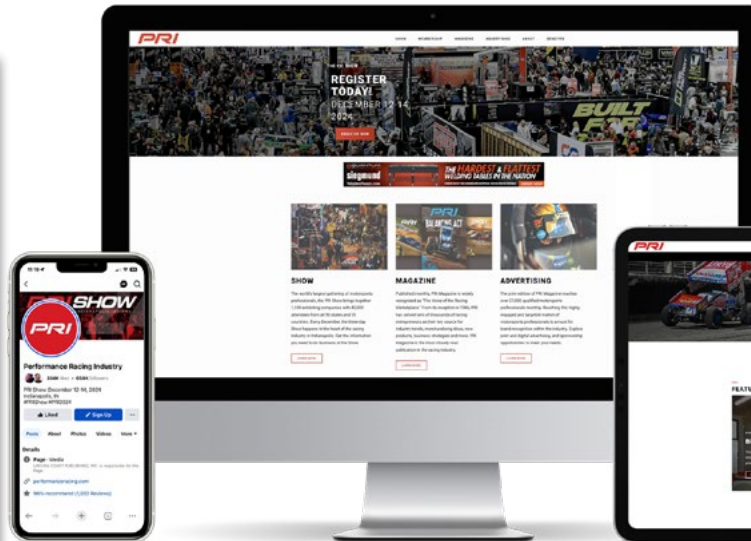
- **DRIVE TRAFFIC**
- **CREATE BRAND AWARENESS**
- **COMMUNICATE YOUR MESSAGE OUTSIDE OF THE BOOTH**



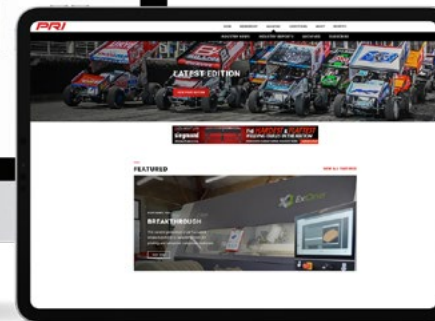
SIGNAGE



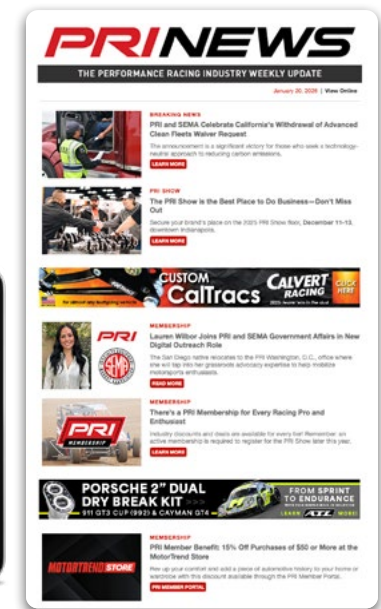
PRI MAGAZINE



SOCIAL



WEBSITE



eNEWSLETTER

NETWORKING

- **GRAND OPENING BREAKFAST**
- **EDUCATION**
- **INDUSTRY RECEPTIONS**
- **AFTER HOURS EVENTS**



BUSINESS MEMBERSHIP

Join your peers and become a PRI Business Member today! By joining PRI, we will advocate together to unite the racing industry. This is our best chance to overcome the challenges our industry faces now and in the future.

Business Members who exhibit at the PRI SHOW receive a discount on booth space and will also gain access to exclusive discounts and benefits.



To learn more about PRI Business Membership, visit the www.performanceracing.com/membership or contact membership@performanceracing.com





MEMBERSHIP PRICING	\$18.00 SQ. FT.
NON-MEMBERSHIP PRICING	\$20.00 SQ. FT.
MEMBERSHIP PRICING FOR TRAILERS, RVs & MOTOR COACH	\$14.00 SQ. FT.
NON-MEMBERSHIP PRICING FOR TRAILERS, RVs & MOTOR COACH	\$15.50 SQ. FT.

MAKE PLANS TO EXHIBIT!

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