

EXHIBITOR DEADLINES

PRISHOW

USE THIS HELPFUL LIST TO KEEP TRACK OF IMPORTANT DEADLINES.

MAY 15

- Deposit Due
- Booth Application Deadline - 2026 PRI Show | Exhibit Application

MAY 27-29

- Booth Plotting

JUNE 1

- Booth confirmations sent out
- Exhibitor Services Manual (ESM) goes live on PRI website
- Floorplan live on PRI Website
- Exhibitor Badge Registration opens

JUNE 9

- Housing Opens at 10am ET - Hotel & Travel | Performance Racing Industry

JULY 10

- 2nd Deposit Due

JULY 15

- Attendee Registration Opens

AUGUST 7

- 3rd Deposit Due

SEPTEMBER 4

- Final Payment Due

SEPTEMBER 16

- Deadline to submit Exhibitor Seminars to be included in printed November Show Directory - Exhibitor Seminar | Meeting Room Request
- Deadline for name changes or updates to the Exhibitor List that will print in the November Show Directory

OCTOBER 17

- Deadline to cancel hotel room to avoid penalty

NOVEMBER 13

- Final day to secure "Early Bird Pricing" for orders placed through Fern (furniture carpet, etc.), Indiana Convention Center (electric, air, gas, water, etc), Smart City (Internet), Markey's (A/V), etc.

NOVEMBER 14

- Exhibitor Registration Deadline for badges to be mailed
- Last day to book hotel rooms at discounted PRI rates

NOVEMBER 21

- Domestic Exhibitor Badges mailed. International Exhibitor Badges must be picked up onsite.