

PRI

PERFORMANCE RACING INDUSTRY



THE BUSINESS OF RACING STARTS HERE

Welcome to First Lap: Getting Started

A practical starting point for first-time and seasoned exhibitors

- Understand how the PRI Show works from an exhibitor perspective.
- Know what to do first—and what can wait.
- Find the resources, systems and people who can help.
- Leave with a clear checklist for your next steps.



PRI SHOW
DECEMBER 10-12, 2024 INDIANAPOLIS



[PRI Show: The Ultimate Motorsports Business Event of the Year!](#)



PRI
PERFORMANCE RACING INDUSTRY

The PRI Show at a Glance

December 10–12, 2026 • Downtown Indianapolis

3 Days

Three days of business, networking, product discovery and racing-industry connection.

One Big Opportunity

Your booth is more than space—it's a platform to meet customers, partners and prospects.

Come Prepared

The best Show experience starts well before move-in. Planning early reduces stress and surprises.

Think of your exhibiting experience in four phases:

PLAN → ORDER → PREPARE → SHOW



Key Dates & Deadlines

Build your own exhibitor calendar—and don't wait for the last minute.

Start Here

Review your booth confirmation, exhibitor account and official Show communications. ([Exhibitor Application Link](#))

Watch the Deadlines

Registration, ordering, marketing opportunities, shipping and move-in all have their own timelines. ([Exhibitor FAQs](#))

Always Double Check Show Dates for Travel

Always verify dates in the current exhibitor resources before placing orders or making travel plans. ([Show Schedule](#))

Your Action

Create a simple deadline tracker today.

- ☐ Booth confirmation reviewed
- ☐ Exhibitor account active
- ☐ Service manual reviewed
- ☐ Orders planned
- ☐ Staff registered
- ☐ Shipping / move-in plan started
- ☐ Marketing opportunities reviewed



Know Your Exhibitor Resources

The fastest way to get answers is knowing where to look.

Exhibitor Portal

Your central starting point for account access, exhibitor information and payments.

[Login](#)

Exhibitor Service Manual

Ordering, rules, deadlines, vendors, shipping, labor and other operational details.

[Exhibit | Performance Racing Industry](#)

Map Your Show

Manage your company listing, products, booth information and other digital exhibitor details.

[Exhibitor Resource Center | Map Your Show](#)

Official Show Communications

Watch your inbox for deadlines, updates, reminders and important Show information.



Your Booth + Your Account

Two things to confirm early: where you are and who has access.

Booth Assignment

- Confirm your booth number and size.
- Review the floorplan and neighboring exhibitors.
- Confirm your company name and listing information.
- Flag questions or changes as early as possible.
- Keep your booth confirmation for reference.

Account Setup

- Make sure the right team members have access.
- Confirm your primary company contact.
- Complete required exhibitor information.
- Know which systems you'll use for Show planning.
- If you cannot access something, ask early—not during move-in.



Sponsorship & Marketing Opportunities

Put your brand in front of thousands of racing industry professionals **before, during and after the PRI Show.**

BUILD AWARENESS

- Digital newsletter advertising
- PRI Magazine advertising
- Featured online exposure

DRIVE BOOTH TRAFFIC

- Map Your Show / Floorplan upgrades
- Featured Exhibitor opportunities
- Enhanced company and product listings

GET NOTICED ONSITE

- Carpet and floor graphics
- Meter boards and signage
- High-visibility sponsorship placements

Ready to get more from your PRI investment?

Contact sales@performanceracing.com for sponsorship opportunities and more information.



5 Tips for a Successful First Show

Small planning decisions can make a big difference onsite.

1

Set a goal — Decide what success means: leads, meetings, launches, sales conversations or relationships.

2

Plan your people — Know who is staffing the booth, when they're needed and what each person should own.

3

Design for conversation — Make it easy for attendees to understand what you do and start a conversation.

4

Promote before you arrive — Invite customers and prospects to visit. Don't rely on foot traffic alone.

5

Leave room for the unexpected — Build time and budget buffers for shipping, labor, changes and last-minute needs.



Your First-Lap Checklist

Before you leave this webinar, make sure these are on your radar.

- ☐ Confirm booth assignment, size and location.
- ☐ Make sure your exhibitor account is accessible.
- ☐ Identify the key contact responsible for Show planning.
- ☐ Review the Exhibitor Service Manual and current deadlines.
- ☐ Start a list of booth services, furnishings and other needs.
- ☐ Determine who will staff the booth.
- ☐ Set your goals for the PRI Show.
- ☐ Add important deadlines to your team calendar.



What's Next?

Keep the momentum going with the rest of the Exhibitor Success Webinar Series.

Session 2 — Decor, Shipping & Booth Guidelines (September 24, 2026)

We'll get into the practical details of building and servicing your booth—including decor, shipping, move-in considerations and key booth guidelines.

Session 3 — Onsite Logistics & Safety (November 17, 2026)

We'll cover what to expect onsite, how move-in and move-out work, safety expectations and the details that help your Show run smoothly.

Watch your inbox for invitations and session details.



Questions?

Let's make sure you know your next step.

2026 PRI Show • December 10–12 • Indianapolis

