

EXHIBITOR REGISTRATION FAQ'S

PRISHOW

DOMESTIC (USA/CANADA) EXHIBITING COMPANIES

The deadline for domestic exhibitors to register and receive badges in the mail is Friday, November 13, 2026. After that date, you may still register your exhibiting personnel online, but badges will not be mailed and will be available for pick up at the show in Express Badge Pickup in the Registration area. Badges are shipped 3-day UPS Beginning on November 14th. PO Boxes will be sent regular mail beginning November 13th.

INTERNATIONAL EXHIBITING COMPANIES

No badges will be mailed for international exhibitors. All international exhibitors may pick up their badges at the show in Express Badge Pickup in the Registration area.

Exhibitors must **ONLY** register company personnel for an exhibitor badge. (Company attorneys and others working in your booth, such as translators and celebrities, may be registered as employees.) Do not register any other non-employees as exhibiting personnel under any circumstances. Additional badges over your company's complimentary allotment are \$40 per badge. Cash or checks are no longer accepted for registration payment. **CREDIT CARDS ONLY – NO EXCEPTIONS.**

Each exhibiting company's complimentary allotment is based on the contracted size of their exhibit space, according to the chart below:

BOOTH SIZE (SQUARE FEET) ALLOTMENT

- 100 – 4 badges
- 200 – 6 badges
- 300 – 8 badges
- 400 – 500 - 15 badges
- 600 – 800 - 20 badges
- 900 – 1100 - 25 badges
- 1,200 and up - 30 badges

FAQS

• I DID NOT GET A PASSWORD.

Your Password was included in your booth confirmation email after being plotted on the floor plan. If you cannot locate your booth confirmation letter, please contact advertise@performanceracing.com and request the password be emailed to your company's designated key contact. The password is confidential for your company's protection. Only the company key contact may receive the password.

• HOW DO I CHANGE MY COMPANY'S DESIGNATED KEY CONTACT?

If you need to change the designated key contact, please email advertise@performanceracing.com or call 949-499-5413.

• I DO NOT KNOW HOW MANY EXHIBITING PERSONNEL WE HAVE ALREADY REGISTERED.

When you sign into the online system, it will indicate how many badges you have used and how many remain in your complimentary allotment.

• IS THERE A LIMIT TO HOW MANY BADGES MY COMPANY CAN PURCHASE?

No, but we believe your allotment should cover all your booth personnel. If you need additional badges, the cost is \$40 per badge. Exhibitor spouse registrations count toward your company's comp allotment of badges.

EXHIBITOR REGISTRATION FAQ'S

PRISHOW

- **WHAT IF I NEED TO CHANGE A PERSON'S NAME?**

Exhibitors may change badges online until November 13th. After November 13th, changes must be made onsite at Express Badge Pickup in the Registration area. The incorrect badge will need to be surrendered onsite at Registration to receive the new, updated one at no charge.

- **MAY I BRING A CHILD TO THE SHOW?**

Children under 16 will not be permitted to enter the exhibit halls unless the minor is a licensed racer with valid sanctioning body affiliation. Child care is not provided.

- **MAY I HAVE MY EXHIBITOR BADGES MADE WITH A DIFFERENT COMPANY NAME?**

No. Exhibitor badges may only be issued with the official exhibiting company name provided on your company's ESRA (Exhibitor Space Reservation Application). Exhibitor badges will not be issued to non-exhibiting personnel, such as business associates, clients, relatives, friends, or guests.

- **I NEED TO ORDER A LARGE NUMBER OF EXHIBITOR BADGES.**

You must use the online form. A unique email address is still required for each exhibiting staff member you enter on the large group form. Company-created Excel spreadsheets sent via email as an attachment for registering large groups of exhibiting staff members for exhibit badges will not be accepted.

- **I AM THE DESIGNATED KEY CONTACT (KC) FOR MY COMPANY'S BOOTH. AM I AUTOMATICALLY REGISTERED TO RECEIVE AN EXHIBITOR BADGE TO ATTEND THE SHOW?**

No. Exhibiting company designated KCs are not automatically registered. If you are the designated KC and are planning on attending the Show to work in the booth or assist with setup or tear down of the booth onsite, you must register yourself for a badge. If you are not attending the Show, you should not register yourself to receive a badge. As the key contact, you are the designated individual to receive all (domestic) badges mailed pre-show, whether or not you are attending and/or registered. Exhibitor KC badge registrations count toward your company's comp allotment of badges.

- **OUR COMPANY IS LOCATED IN CANADA. WILL OUR EXHIBITOR BADGES BE MAILED TO OUR DESIGNATED KEY CONTACT (KC) PRE-SHOW?**

Yes. All US and Canadian exhibiting company addresses are considered domestic. All other non-US or non-Canadian company addresses are considered international. International exhibitor badges are not mailed pre-show and must be printed out onsite in Express Badge Pickup in the Registration area.

- **OUR COMPANY HAS A POST OFFICE BOX FOR OUR ADDRESS. CAN WE STILL GET OUR BADGES MAILED PRE-SHOW?**

Yes. Badges mailed to a Post Office Box will be sent regular USPS mail beginning on November 13th.

- **I HAVE QUESTIONS AND/OR NEED ASSISTANCE REGISTERING.**

Please contact customer service Monday – Friday, 9:00am – 6:00pm, Central Time 864-208-2612 or email; *Attendee* – PRIShow@Maritz.com, *Exhibitor* – PRIShowExh@Maritz.com

- **I HAVE QUESTIONS ABOUT MY BOOTH SPACE.**

Please contact advertise@performanceracing.com or call 949-499-5413.

- **CAN I JUST CALL PRI AND REGISTER MY BOOTH STAFF PERSONNEL OVER THE PHONE?**

No. Neither Show Management nor Customer Service can take your information over the phone. You must register staff online or in person onsite and provide payment for badges in excess of your company's comp allotment to receive a badge for the Show.

- **WHAT IS AN NEC (NON-EXHIBITING COMPANY)?**

Non-exhibiting companies that are qualified to exhibit but are not exhibiting in the Show this year (but want their personnel to attend the Show) are NECs. A higher registration fee of \$500 per person will be applied, with a limit of 2 badges per company. NECs are limited to one year of show attendance, by company or person. NEC badges are for the sole purpose of viewing the PRI Show to consider future exhibiting opportunities.