

BACK TO BACK PENINSULAS

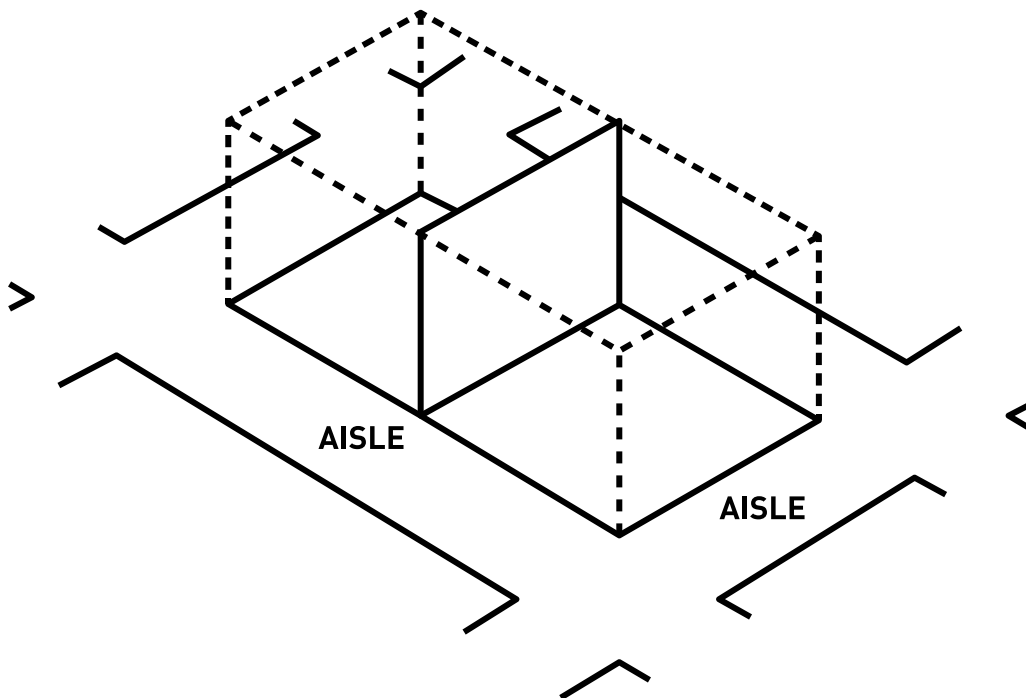
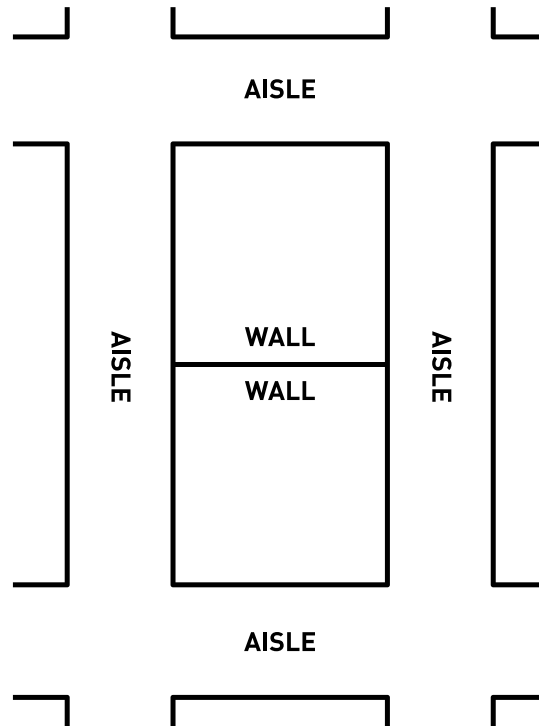
PRISHOW

BACK-TO-BACK PENINSULAS

A back-to-back Peninsula shares a common back wall of standard 8' pipe and drape with another Peninsula and has no linear booths directly adjacent.

DIMENSIONS AND USE OF SPACE

The entire Cubic Content of this peninsula may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height allowance is 16ft. The entire Cubic Content of the space may be used up to the maximum allowable height.



DEFINITION

An exhibit component supported over an exhibitor's space for decorative purposes only.

HEIGHT

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 10' in height in a standard booth configuration.

INTENT

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

DEPTH

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space provided that the support structure will not exceed 3" in width when placed within 10 linear feet of an adjoining exhibit and not confined to that area of the exhibitor's space, which is at least 5' from the aisle line.

INTENT

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

LINE-OF-SIGHT

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor.

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors and that is the basis for including a linear booth line-of-site setback rule. Linear booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibits on their immediate left and right, leaving only one side exposed to the aisle.

Regardless of the number of linear booths, display materials should be arranged in such a manner so as not to obstruct site lines of neighboring exhibitors.

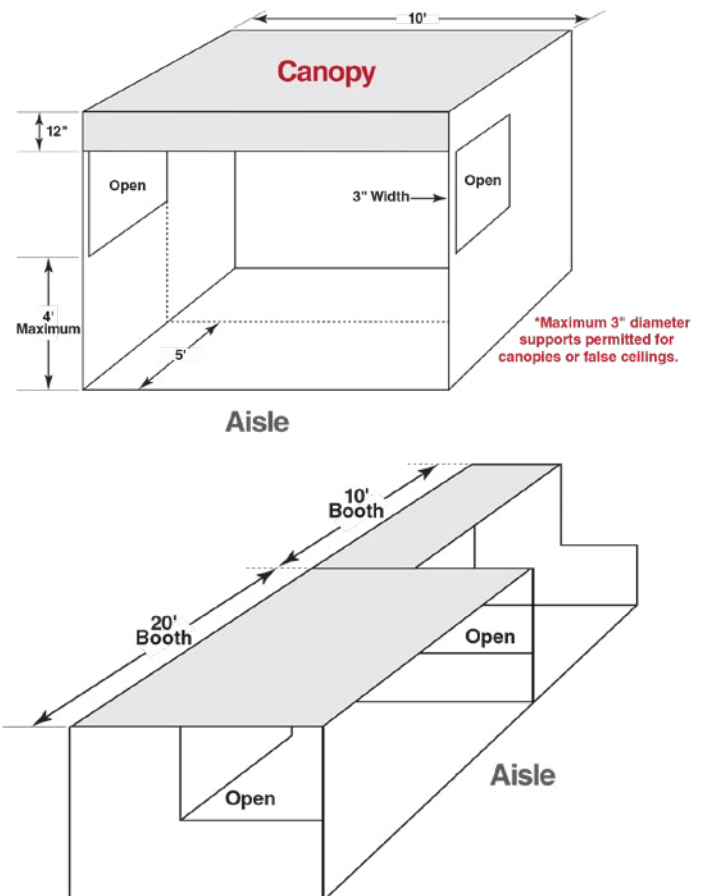
GRAPHICS

Signage and Graphics facing directly into a neighboring booth over the 8' high drape must be free of graphics or signage.

ANY/ALL CANOPIES USED AT THE PRI SHOW MUST NOT DISPLAY COMPANY LOGOS VISIBLE TO NEIGHBORING EXHIBITS ON THE BACK OR SIDES OF THE CANOPY.

IMPORTANT!

Canopy materials must meet all fire code regulations. Exhibitor must provide at least (1) 2-A, 10-BC portable, dry chemical fire extinguisher. Fire extinguisher(s) must be mounted in a visible location and be accessible at all times.



PENINSULA SIGN HANGING

PRISHOW

DEFINITION

A sign suspended from the Convention Center ceiling above a peninsula exhibitor for the purpose of displaying graphics or company identification.

IMPORTANT

Exhibitors must make arrangements with the Convention Center labor for suspended sign installation.

HEIGHT

Hanging identification signs and graphics will be permitted to a maximum height of 24' from the floor to top of sign. (Maximum height of sign not to exceed 8' in height.)

INTENT

Hanging signs are part of the overall exhibit presentation and therefore must be treated as a component of the total exhibit configuration.

DEPTH

All hanging signs must be set back at least 10' from the back line of the booth.

INTENT

Hanging signs, whether double-faced or not, should be set back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.

SIZE

Hanging signs and graphics will be permitted to a total length of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth. (Please refer to diagram.)

EXAMPLE: 20' x 20' = 8' High x 10' Wide
20' x 30' = 8' High x 15' Wide
20' x 40' = 8' High x 20' Wide
20' x 50' = 8' High x 25' Wide
20' x 60' = 8' High x 30' Wide

INTENT

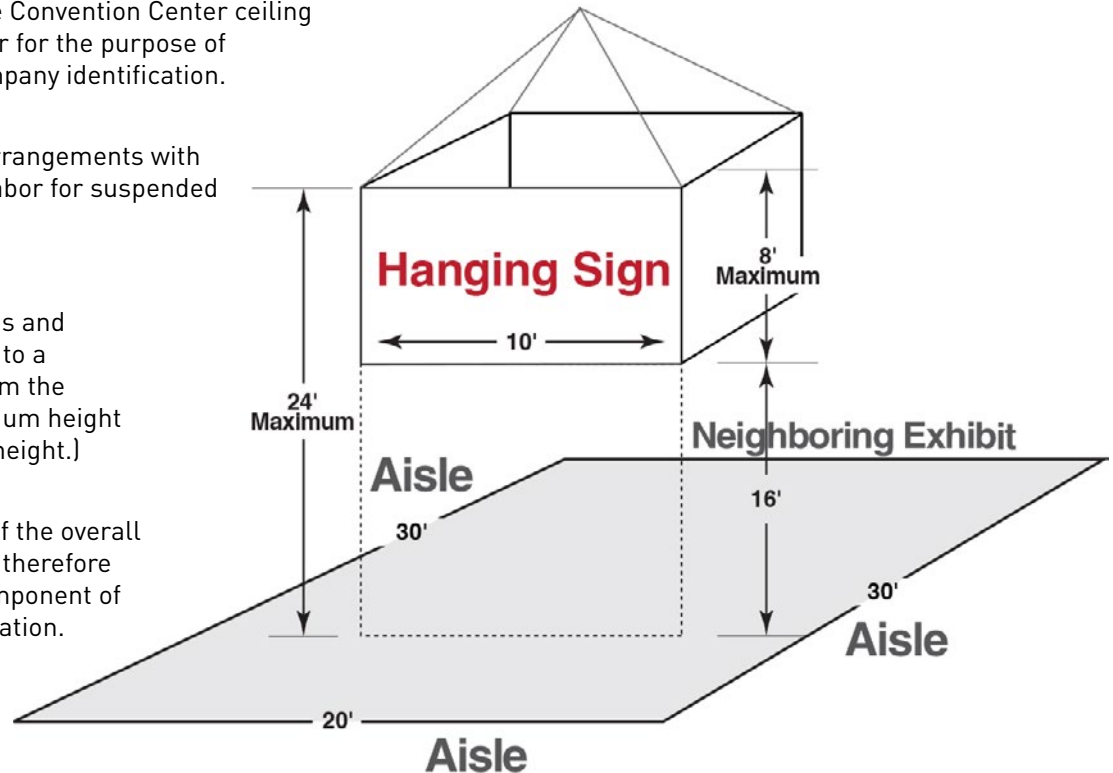
The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.

STRUCTURAL INTEGRITY

All hanging signs must meet Indiana Convention Center engineering requirements as to structural integrity.

PLEASE NOTE:

Any type of balloon or helium filled device may not be hung, distributed, used or displayed.



● SCHEDULED TARGET MOVE-IN & MOVE-OUT TIMES

All trailer exhibits at Lucas Oil Stadium will be contacted in October by PRI to schedule a mandatory move-in and move-out time for each trailer.

Please check in at Gate 10 off McCarty St. All trailers must be checked in a minimum of 15 minutes prior to your scheduled move-in time.

MOVE-IN

Tuesday, December 8	8:00 a.m. – 5:00 p.m.
Wednesday, December 9	8:00 a.m. – noon

MOVE-OUT

Saturday, December 12*	4:30 p.m. – 10:00 p.m. (*Immediately after aisle carpet is rolled up)
Sunday, December 13	8:00 a.m. – 12:00 p.m.

● TRAILER WIDTHS

If any portion of the motorcoach, trailer, hauler, exceeds 10' in width, a double-wide booth must be purchased.

ELECTRICITY

- Electricity may be purchased through the utility department at the Indiana Convention Center. Please refer to the Exhibitor Resources for ordering online.

TWO-STORY PENINSULA

PRISHOW

*** ALL TWO-STORY PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE TWO-STORY PENINSULA EXHIBIT PRIOR TO THE SHOW TO SHOW MANAGEMENT, THE CONVENTION CENTER AND THE FIRE MARSHAL FOR APPROVAL.**

DEFINITION

Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides on the bottom level, with a second story. Exhibitor cannot create an island effect with flooring variations, within 10 linear feet of a neighboring exhibit.

All drawings must meet structural criteria codes.

GUIDELINES

1. All 2-story peninsula exhibitors are required to submit accurate renderings and dimensions of the 2-story peninsula exhibit prior to the show to Show Management, the Indiana Convention Center and the Fire Marshal for approval.
2. Plans should be submitted and approved before exhibit construction begins and must adhere to the following:
 - Plans must be scaled, signed and dated by a registered architect or engineer.
 - Plans must include the show name and dates.
 - Plans must include exhibitor's name and assigned booth number.
 - Plans must include directional information (i.e. indicate neighboring aisles and/or booth numbers).
 - Plans must indicate maximum exhibit height, within the booth. Height guidelines are established, per event, by show management. Refer to the Booth Guidelines section in this Exhibitor Resources.
 - Please submit a copy of a scaled and dated blueprint (with front and side elevations), by a registered architect or engineer, to: Tiffany Hale at tiffanyh@performanceracing.com

PENINSULA BOOTH

PRISHOW

*** ALL PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE PENINSULA EXHIBIT TO SHOW MANAGEMENT FOR APPROVAL PRIOR TO THE SHOW.**

(For questions, please contact Tiffany Hale at 949.373.9248 or email: tiffanyh@performanceracing.com)

DEFINITION

Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides. Exhibitor cannot create an island effect with flooring variation, within 10 linear feet of a neighboring exhibitor.

INTENT

Peninsula booths are normally faced toward the cross aisle. However, if you wish to have a different configuration, Show Management must approve your booth designs.

HEIGHT*

The maximum height permitted for any non-hanging sign, display, product, fixture, or decoration within the exhibit is 16'.

DIMENSIONS

Exhibit structures must be constructed to allow 9" for utility service access at the rear, i.e. a 20' x 30' exhibit space has 29' 3" usable space from front to back wall.

LINE-OF-SIGHT

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor.

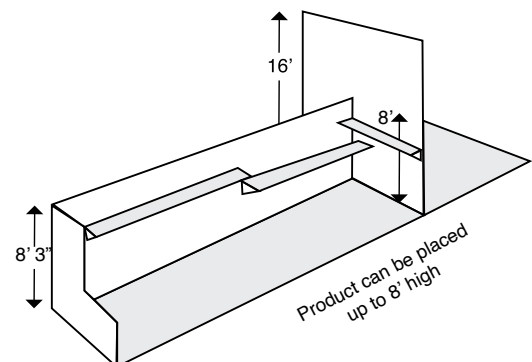
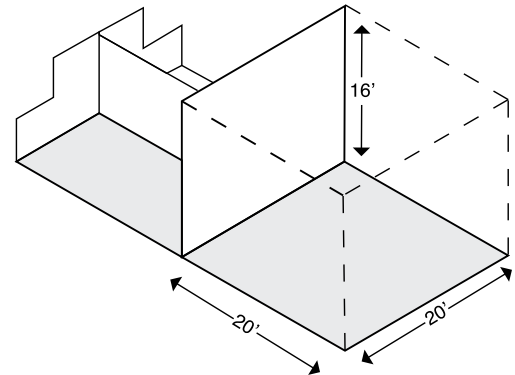
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors and that is the basis for linear booth line-of-site setback rule.

GRAPHICS

Signage and Graphics facing directly into a neighboring booth over the 8' high drape must be free of graphics or signage.

FINISHED BOOTH SURFACES

Peninsula exhibits must have a finished back wall and finished sides. Plain drape or unfinished hard-walls are not permitted. Drapes and hard-wall may be silk-screened with company identification. Any portion of the exhibit bordering another exhibitor's exhibit space must have the back side of that portion finished, and must not have any company identification.



AISLE CARPET

Exhibitor carpet must not extend out past the show aisle carpet.

BOOTH POLICY

PRI reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which the application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee, location of exhibition space. Change to booth locations may occur at any time from the initial assignment through show opening. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, model's attire, and noise levels, may be made by PRI Show Management at any time.

BRIDGING PENINSULAS

An exhibitor may "bridge" the aisle between two side-by-side peninsula booth spaces in accordance with the following regulations:

- Minimum height – 10'
- Maximum height – 16'
- The actual bridge structure may not exceed 4' in height.
- The "bridge" must be a bona fide structural component of the booth, such as a roof.
- Signs and banners are prohibited unless they conform to the architectural integrity of the booth and the bridge.
- Architectural renderings must be submitted and approved by Show Management at least three months prior to the first day of the show.

SHIPPING INFORMATION

PRISHOW

ADVANCED WAREHOUSE

Please note:

Advance Warehouse receiving is November 5, 2026 – December 4, 2026, Monday – Friday: 8:00am – 3:30pm.

Your Company Name
c/o Fern Exposition & Event Services
1147 S. White River Parkway East Drive
Indianapolis, IN 46225
For: PRI Trade Show
Booth # _____

DIRECT TO SHOW SITE

Please note:

Direct to Show Site is December 6, 2025 – December 9, 2025, 8:00am – 5:00pm.

Machinery Row, by assigned target date.

Your Company Name
c/o Fern Exposition & Event Services
Indiana Convention Center
100 S. Capitol Ave.
Indianapolis, IN 46225
For PRI Trade Show
Booth # _____

SHIPPING OPTIONS

FERN TRANSPORTATION – Please refer to the Suppliers section. Take advantage of Fern's Freedom Shipping product.

COMMON CARRIERS – If you plan on shipping your materials via common carrier (UPS, FedEx, etc.) after the show, please note that you must make arrangements directly with the common carrier to schedule a **pick up for Monday morning**.

MOST COMMON CARRIERS DO NOT OFFER SUNDAY PICK UP.

PLEASE NOTE: For freight pick up on Monday, all carriers must be checked in by 10:00 a.m. Common carriers must pick up your materials by noon Monday, otherwise Fern Exposition will redirect your materials via Fern Transportation. When you ship via common carriers, multiple packages don't always get delivered together, therefore incurring additional charges/costs.

RICOH BUSINESS CENTER – Please note: The Ricoh Business Center gives you the option to ship FedEx, UPS or any other available carrier to and from Indianapolis.

MAGAZINE BIN PROGRAM SHIPPING INFORMATION

PRISHOW

ADVANCED WAREHOUSE

Please note:

Advance Warehouse receiving is November 5, 2026 – December 4, 2026, Monday – Friday: 8:00am – 3:30pm.

Your Company Name
c/o Fern Exposition & Event Services
1147 S. White River Parkway East Drive
Indianapolis, IN 46225
For: PRI Trade Show Magazine Bin Program

Box ____ of ____
Room: 116

DIRECT TO SHOW SITE

Please note:

Direct to Show Site is December 6, 2025 – December 9, 2025, 8:00am – 5:00pm.

Your Company Name
c/o Fern Exposition & Event Services
Indiana Convention Center
100 S. Capitol Ave.
Indianapolis, IN 46225
For PRI Trade Show

Box ____ of ____
Room: 116

SHIPPING OPTIONS

FERN TRANSPORTATION – Please refer to the Suppliers section. Take advantage of Fern's Freedom Shipping product.

COMMON CARRIERS – If you plan on shipping your materials via common carrier (UPS, FedEx, etc.) after the show, please note that you must make arrangements directly with the common carrier to schedule a **pick up for Monday morning**.

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RICOH BUSINESS CENTER – Please note: The Ricoh Business Center gives you the option to ship FedEx, UPS or any other available carrier to and from Indianapolis.

MOVE-IN PROCEDURES & INFORMATION

PRISHOW

MOVE-IN DAYS & TIMES

Saturday, December 5	No Move-in Available
Sunday, December 6	8 a.m. – 5 p.m. Machinery Row (targeted appointment only!)
Monday, December 7	8 a.m. – 5 p.m. Machinery Row (targeted appointment only!) and Green Hall
Tuesday, December 8	8 a.m. – 5 p.m. Machinery Row (targeted appointment only!) and Green Hall, Yellow Hall, and Lucas Oil Stadium
Wednesday, December 9	8 a.m. – 5 p.m. All Areas

STEP #1: UPON ARRIVAL

• SELF-UNLOAD:

1. Drive to marshaling yard entrance on McCarty Street, Gate 10.
2. Once checked in, you will be given instructions on what lane to stage your vehicle until it's your turn to drive over to the Convention Center to unload.
3. Please note - Exhibit materials must be hand carried or "rolled" into the ICC to avoid drayage fees.
4. Absolutely no parking will be allowed along the backwall of the loading docks. Any cars parked in this area will be towed at the exhibitor's expense.
5. NO exhibitor move-in permitted inside the Maryland St. canopy.

• EXHIBITORS REQUIRING SERVICES BY FERN:

1. Please follow self-unload directions listed above.
2. Once checked in, please inform marshaling yard personnel you will need assistance from the Fern Company to unload. You will be given instructions to stage in the pink ICC dock lane, then once a dock space opens you will be sent to ICC docks and a Fern representative will be there at the dock to assist you.
3. Fern Company drayage fee will apply.

• COMMERCIAL FREIGHT:

1. Commercial marshaling yard is designated for all over-the-road common carriers (YRC, UPS, FedEx, etc.)
2. Drive to the commercial marshaling yard off Ray Street.
3. Location - 602 W. Ray Street, Indianapolis, Indiana 46225

STEP #2: DETERMINE CLOSEST UNLOADING AREA TO YOUR EXHIBIT SPACE

Pink : Convention Center Loading Docks

Green : Convention Center Tarmac

Yellow : Flat Parking Lots

Blue : South Street

 : Off Street Unloading

***PLEASE NOTE - EXHIBITORS UTILIZING THE YELLOW AREAS WILL NEED TO CLEAR A RAILROAD BRIDGE HEIGHT OF 10' 11".**

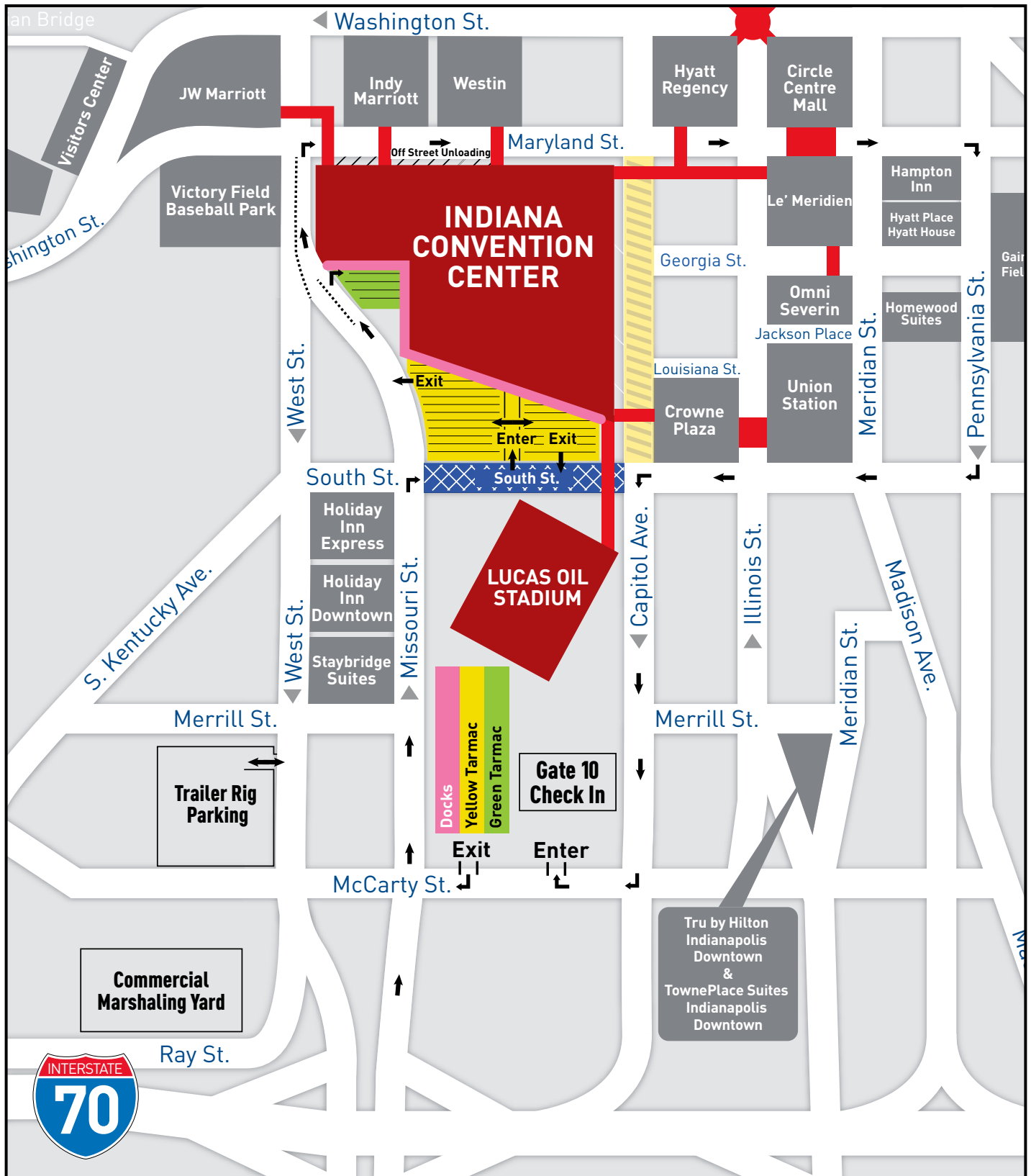
SELF-UNLOAD ON MARYLAND ST. — YOU CAN BYPASS MARSHALING YARD CHECK IN

Exhibitors who do not need to use Convention Center loading docks or flat lot parking lots may choose to self-unload by pulling up to the Convention Center curb lane on Maryland St..

- No move-in passes are needed.
- First-come first-served as space is available.
- Exhibit materials must be carried or "rolled."
- NO off street unloading under the Maryland St. canopy is permitted

MARSHALING YARD MAP

PRISHOW



MOVE-IN PROCEDURES & INFORMATION *(CONTINUED)*

PRISHOW

● DOOR WIDTHS AND CEILING HEIGHTS OF THE INDIANA CONVENTION CENTER:

- Due to building structure of meeting rooms: No hanging banners can be hung.

BOOTHS 6000 – 6159

- Door Width - W 95" x H 83.5"
- Ceiling Height - 15'

BOOTHS 9400 – 9527

- Door Width - W 95" x H 83.5"
- Ceiling Height - 24'

LUCAS OIL STADIUM FOYER DOOR INTO CONNECTOR

- Door Width - W 94" x H 94"

● FREIGHT ELEVATORS/ROLL UP DOORS

FREIGHT ELEVATORS

- C - W 9' x H 9.5' x D 16.5'
- D - W 9' x H 9.5' x D 16'
- E - W 11' x H 8.5' x D 12'
- G - W 8.5' x H 10' x D 12.5'

D ROLL UP DOORS • K - W 8' x H 9.9'

MARYLAND ROLL UP DOOR • W 7'1" x H 6'9"

● DRAYAGE/FREIGHT HANDLING

Freight handling (drayage) is the movement of your exhibit and materials from the facility's dock to your booth and return after the trade show to the loading dock. This service includes storage of your empty crates and boxes during the show by the drayage contractor. The empty crates will be returned to your booth after the close of the show and aisle carpet is removed. You can order drayage service from Fern either in advance or at show site.

● EQUIPMENT

PERMITTED EQUIPMENT:

- Freight dollies
- Freight carts
- Wheeled dollies

PROHIBITED EQUIPMENT:

- Forklifts
- Electric pallet jacks
- Manual pallet jacks
- ATV/golf carts
- Skid jacks
- Any other building or contractor equipment

● BOOTH VEHICLES

All display vehicles must be in the exhibit hall no later than Tuesday by 4:00 p.m. Please be sure the fuel tank is DRY or less than a quarter full. If there is a battery ignition, be sure the battery cables are disconnected. Show Management Security Personnel will inspect your vehicle BEFORE it will be allowed to be pushed inside the building and positioned. Please note: All vehicles must be placed at least 10 inches away from the aisle, per Indiana Convention Center Fire Codes. Display vehicles must conform to the line-of-sight rules stated in the PRI Booth Guidelines section of the Exhibitor Service Manual.

● INSTALLATION AND DISMANTLING

Information on installation and dismantling of exhibits will be sent to you with enough time to prepare for these activities. Exhibitor agrees to abide by the schedule for setting up and dismantling in accordance with the individual instruction bulletins. No exhibitor shall be allowed to remove any part of their booths' display until the show is officially closed. Exhibitors shall be responsible for any expenses incurred by Trade Show Management caused by their delay in removing their equipment. Exhibitors must not damage or deface property. Should such damage occur, the exhibitor is liable to the damaged property's owner.

● LABOR

Exhibitors are permitted to set up their own booths with their own full-time employees. Outside display houses can be employed to set up displays (please see Exhibitor Appointed Contractors "EAC's" under regulations and policies). If additional labor is required, it must be provided through the correct local union and can be hired through the show contractor to assist in installation and dismantlement (please see Fern labor form under supplier section).

POV STORAGE (SELF UNLOAD STORAGE)

- PRI Exhibitors now have the option for Fern to store your empties on-site instead of hauling them out yourself (please see Fern POV storage form under supplier section).

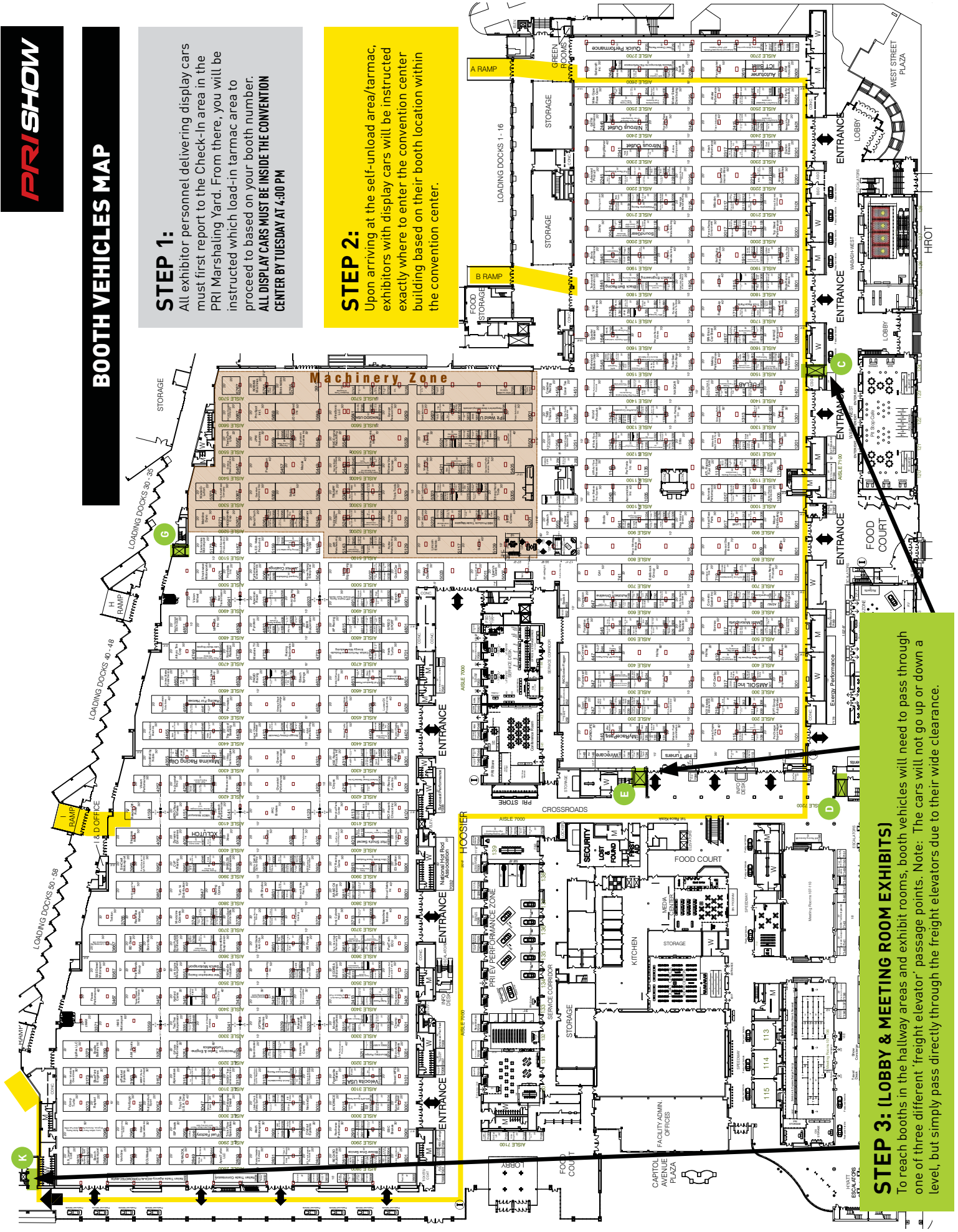
BOOTH VEHICLES MAP

STEP 1:

All exhibitor personnel delivering display cars must first report to the Check-in area in the PRI Marshaling Yard. From there, you will be instructed which load-in tarmac area to proceed to based on your booth number. **ALL DISPLAY CARS MUST BE INSIDE THE CONVENTION CENTER BY TUESDAY AT 4:00 PM**

STEP 2:

Upon arriving at the self-unload area/tarmac, exhibitors with display cars will be instructed exactly where to enter the convention center building based on their booth location within the convention center.



STEP 3: (LOBBY & MEETING ROOM EXHIBITS)

To reach booths in the hallway areas and exhibit rooms, booth vehicles will need to pass through one of three different 'freight elevator' passage points. Note: The cars will not go up or down a level, but simply pass directly through the freight elevators due to their wide clearance.

MOVE-OUT PROCEDURES

PRISHOW

THE PRI TRADE SHOW CLOSES SATURDAY AT 4 P.M. ANY EXHIBITOR THAT BEGINS BREAKING DOWN THEIR BOOTH PRIOR TO 4 P.M. WILL CAUSE EXHIBITOR TO BE SUBJECT TO A FINE AND LOSS OF SENIORITY.

- Empty crates are stored off-site and will start to be returned as soon as the aisle carpet has been rolled up and forklifts can get through the aisles.
- Please push all display vehicles out the back of the convention center, under the bridge to South Street for loading. Absolutely no vehicles will be staged along the back wall of the loading docks.
- The docks will open to POV exhibitors after all 90 Fern trailers filled with exhibitor empty crates are unloaded. Once Fern's trailers are unloaded and removed, the marshaling yard personnel will send over POV's staged in the pink dock lanes.
- It will take up to (6) hours following the close of the Show to return all empty crates to exhibitors.

MOVE-OUT DAYS & TIMES

SATURDAY, DECEMBER 12 **4 P.M. – MIDNIGHT**
SUNDAY, DECEMBER 13 **8 A.M. – 5 P.M.**
MONDAY, DECEMBER 14 **8 A.M. – NOON***

*Outbound carrier pick up only! Carrier must be checked in by 10 a.m.

STEP #1: UPON ARRIVAL

• SELF-LOAD:

1. Drive to marshaling yard entrance on McCarty Street, Gate 10.
2. Once checked in, you will be given instructions on what lane to stage your vehicle until it's your turn to drive over to the Convention Center to load.
3. Please note - Exhibit materials must be hand carried or "rolled" into the ICC to avoid drayage fees.
4. Absolutely no parking will be allowed along the backwall of the loading docks. Any cars parked in this area will be towed at the exhibitor's expense.

• EXHIBITORS REQUIRING SERVICES BY FERN:

1. Please follow self-load directions listed above.
2. Once checked in, please inform marshaling yard personnel you will need assistance from the Fern Company to unload. You will be given instructions to stage in the pink ICC dock lane, then once a dock space opens you will be sent to ICC docks and a Fern representative will be there at the dock to assist you.
3. Fern Company drayage fee will apply.

• COMMERCIAL FREIGHT:

1. Commercial marshaling yard is designated for all over-the-road common carriers (YRC, UPS, FedEx, etc.)
2. Drive to the commercial marshaling yard off Ray Street.
3. Location - 602 W. Ray Street, Indianapolis, Indiana 46225

SELF-LOAD ON MARYLAND STREET—YOU CAN BYPASS MARSHALING YARD CHECK IN

Exhibitors who do not need to use Convention Center loading docks or flat lot parking lots may choose to self-load by pulling up to the Convention Center curb lane on Maryland Street.

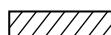
- No move-out passes are needed.
- First-come first-served as space is available.
- Exhibit materials must be carried or "rolled."
- NO exhibitor move-in permitted inside the Maryland St. canopy.

STEP #2: DETERMINE CLOSEST LOADING AREA TO YOUR EXHIBIT SPACE

Pink : Convention Center Loading Docks

Blue : South Street

Green : Convention Center Tarmac

 : Off Street Unloading

Yellow : Flat Parking Lots

***PLEASE NOTE - EXHIBITORS UTILIZING THE YELLOW AREAS WILL NEED TO CLEAR A RAILROAD BRIDGE HEIGHT OF 10' 11".**

MOVE-IN/OUT PROCEDURES AT LUCAS OIL STADIUM

PRISHOW

MOVE-IN DAYS & TIMES

TUESDAY, DECEMBER 8 8 A.M. – 5 P.M.*

WEDNESDAY, DECEMBER 9 8 A.M. – 5 P.M.

* PLEASE NOTE – Trailer / Haulers / Coaches will be contacted prior to the show and receive a scheduled TARGET move in time.

TRAILERS/HAULERS/COACHES INSIDE LUCAS OIL STADIUM

1. Drive to the Marshaling Yard entrance on McCarty Street, Gate 10.
2. Inform the marshaling yard personnel you are displaying a trailer in Lucas Oil Stadium.
3. Upon check-in, you will be given instructions to stage your trailer at the top of the LOS ramp going into the stadium.
4. Marshaling yard personnel will guide your trailer to your booth.

SIM EXHIBIT BOOTHS INSIDE LUCAS OIL EXHIBIT HALL (NOT INCLUDING TRAILERS/HAULERS/COACHES IN THE STADIUM)

1. Drive to marshaling yard entrance on McCarty Street, Gate 10.
2. Marshaling yard personnel will direct you to Lucas Oil loading docks once space become available.
3. Please note – the Lucas Oil Stadium loading dock area is very small, so please unload your vehicle as quickly as possible to help make room for the next exhibitor to unload.
4. Exhibit materials must be hand carried or rolled into LOS to avoid drayage fees.
5. Absolutely NO parking in the loading docks or bay areas in Lucas Oil Stadium.

MOVE-OUT DAYS & TIMES

SATURDAY, DECEMBER 12 4 P.M. – MIDNIGHT

SUNDAY, DECEMBER 13 8 A.M. – NOON

SIM EXHIBIT BOOTHS INSIDE LUCAS OIL EXHIBIT HALL (NOT INCLUDING TRAILERS/HAULERS/COACHES IN THE STADIUM)

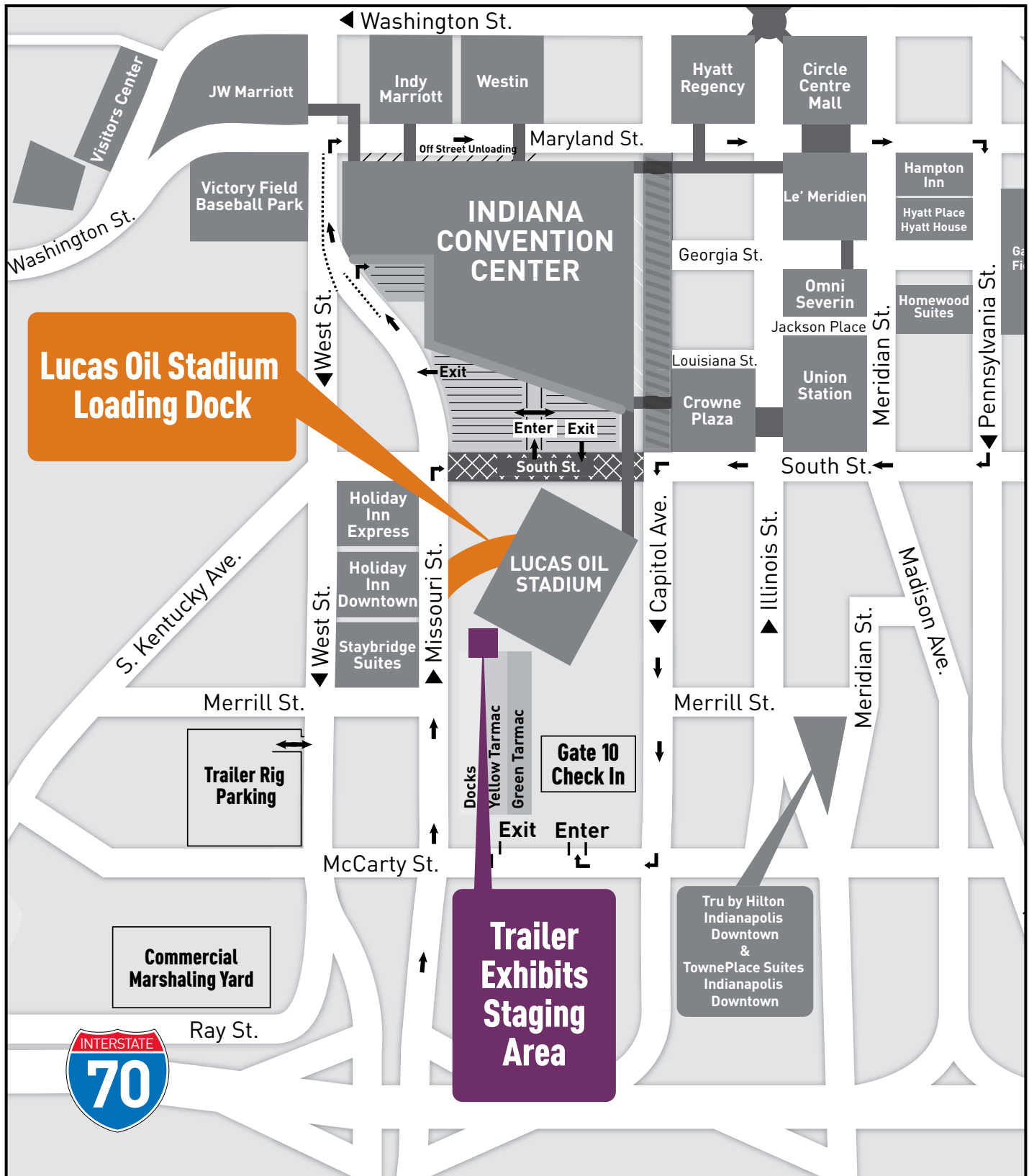
1. Please follow the same procedures as move in.

TRAILERS/HAULERS/COACHES INSIDE LUCAS OIL STADIUM

1. On Saturday, December 13th at 4pm, the aisle carpet will be rolled up and pushed to the side.
2. Move out consists of "last in, first out", so trailers/haulers/coaches that are located at the rear of the stadium will need to move out first.
3. The PRI team will move exhibitors out as quickly as possible. Your preparedness to move out at the appropriate time and your patience in this process is greatly appreciated.

LUCAS OIL STADIUM MARSHALING YARD MAP

PRISHOW



PENINSULA BOOTH

PRISHOW

*** ALL PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE PENINSULA EXHIBIT TO SHOW MANAGEMENT FOR APPROVAL PRIOR TO THE SHOW.**

(For questions, please contact Tiffany Hale at 949.373.9248 or email: tiffanyh@performanceracing.com)

DEFINITION

Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides. Exhibitor cannot create an island effect with flooring variation, within 10 linear feet of a neighboring exhibitor.

INTENT

Peninsula booths are normally faced toward the cross aisle. However, if you wish to have a different configuration, Show Management must approve your booth designs.

HEIGHT*

The maximum height permitted for any non-hanging sign, display, product, fixture, or decoration within the exhibit is 16'.

DIMENSIONS

Exhibit structures must be constructed to allow 9" for utility service access at the rear, i.e. a 20' x 30' exhibit space has 29' 3" usable space from front to back wall.

LINE-OF-SIGHT

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor.

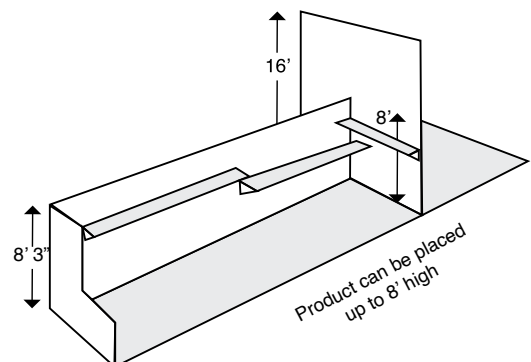
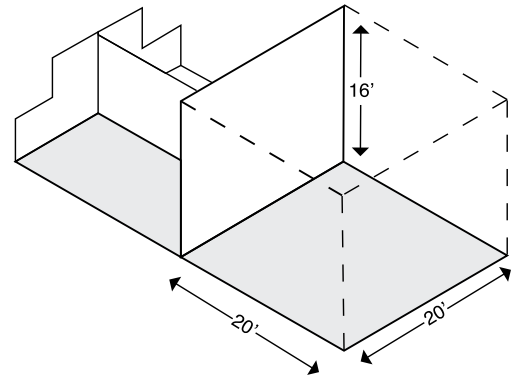
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors and that is the basis for linear booth line-of-site setback rule.

GRAPHICS

Signage and Graphics facing directly into a neighboring booth over the 8' high drape must be free of graphics or signage.

FINISHED BOOTH SURFACES

Peninsula exhibits must have a finished back wall and finished sides. Plain drape or unfinished hard-walls are not permitted. Drape and hard-wall may be silk-screened with company identification. Any portion of the exhibit bordering another exhibitor's exhibit space must have the back side of that portion finished, and must not have any company identification.



AISLE CARPET

Exhibitor carpet must not extend out past the show aisle carpet.

BOOTH POLICY

PRI reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which the application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee, location of exhibition space. Change to booth locations may occur at any time from the initial assignment through show opening. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, model's attire, and noise levels, may be made by PRI Show Management at any time.

BRIDGING PENINSULAS

An exhibitor may "bridge" the aisle between two side-by-side peninsula booth spaces in accordance with the following regulations:

- Minimum height – 10'
- Maximum height – 16'
- The actual bridge structure may not exceed 4' in height.
- The "bridge" must be a bona fide structural component of the booth, such as a roof.
- Signs and banners are prohibited unless they conform to the architectural integrity of the booth and the bridge.
- Architectural renderings must be submitted and approved by Show Management at least three months prior to the first day of the show.

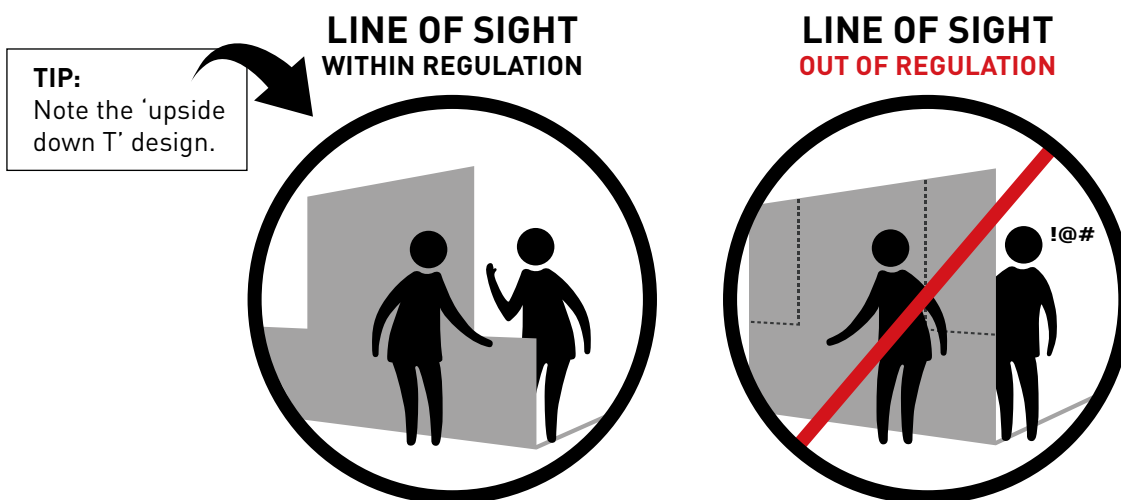
GOOD NEIGHBOR POLICY

In order to provide all PRI exhibitors with effective access to buyer traffic, exhibits must adhere to PRI booth design regulations that protect line-of-sight for all exhibitors.

BEWARE — OUT OF REGULATION: PENINSULA EXHIBITS WITH A SOLID BACK WALL OVER 4' IN HEIGHT THAT STRETCHES FROM AISLE TO AISLE AND BLOCKS LINE OF SIGHT ACCESS TO LINEAR EXHIBITS BEHIND THE WALL.

PRI requires all peninsula exhibitors to uphold the following “Good Neighbor Policy”:

1. Every peninsula exhibitor must submit a peninsula exhibit drawing to PRI. No exceptions.
 - a. The schematics must demonstrate that the exhibit is designed according to the PRI booth guidelines.
 - b. For any special accommodations, exhibitors must request in advance a variance from the guidelines and receive written approval for the variance from PRI.
2. **Every peninsula exhibitor must submit a peninsula booth drawing, and get approval no later than November 14.**
3. If an exhibitor constructs an out-of-regulation booth without approval from PRI, one of the following actions will take place:
 - a. Exhibitor will comply with PRI booth guidelines by modifying their peninsula booth design on-site during move in.
 - b. Exhibitor will completely disassemble their peninsula exhibit and choose not to exhibit in the show. The exhibitor will forfeit booth fees and booth location in following year's show.
 - c. For any out-of-code booth design that remains out of code through the duration of the current show, the exhibitor may be penalized with loss of first right of refusal. PRI management will have sole discretion of future booth locations; and fines may be incurred.



Examples illustrate the peninsula booth backwall's line of sight guidelines.

TWO-STORY PENINSULA

PRISHOW

*** ALL TWO-STORY PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE TWO-STORY PENINSULA EXHIBIT PRIOR TO THE SHOW TO SHOW MANAGEMENT, THE CONVENTION CENTER AND THE FIRE MARSHAL FOR APPROVAL.**

DEFINITION

Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides on the bottom level, with a second story. Exhibitor cannot create an island effect with flooring variations, within 10 linear feet of a neighboring exhibit.

All drawings must meet structural criteria codes.

GUIDELINES

1. All 2-story peninsula exhibitors are required to submit accurate renderings and dimensions of the 2-story peninsula exhibit prior to the show to Show Management, the Indiana Convention Center and the Fire Marshal for approval.
2. Plans should be submitted and approved before exhibit construction begins and must adhere to the following:
 - Plans must be scaled, signed and dated by a registered architect or engineer.
 - Plans must include the show name and dates.
 - Plans must include exhibitor's name and assigned booth number.
 - Plans must include directional information (i.e. indicate neighboring aisles and/or booth numbers).
 - Plans must indicate maximum exhibit height, within the booth. Height guidelines are established, per event, by show management. Refer to the Booth Guidelines section in this Exhibitor Resources.
 - Please submit a copy of a scaled and dated blueprint (with front and side elevations), by a registered architect or engineer, to: Tiffany Hale at tiffanyh@performanceracing.com

BACK TO BACK PENINSULAS

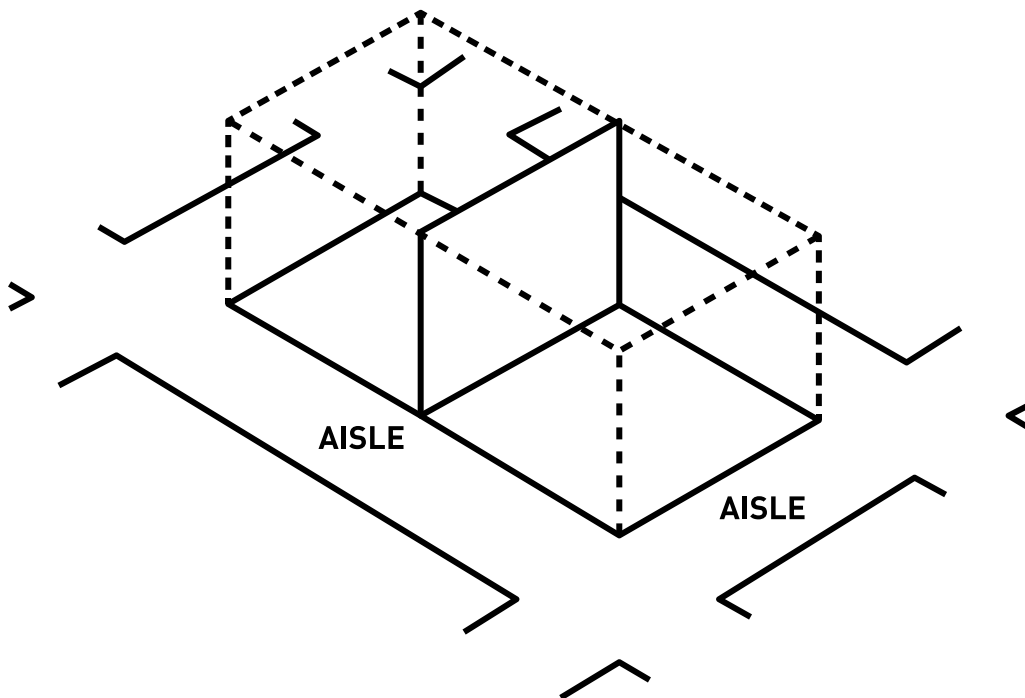
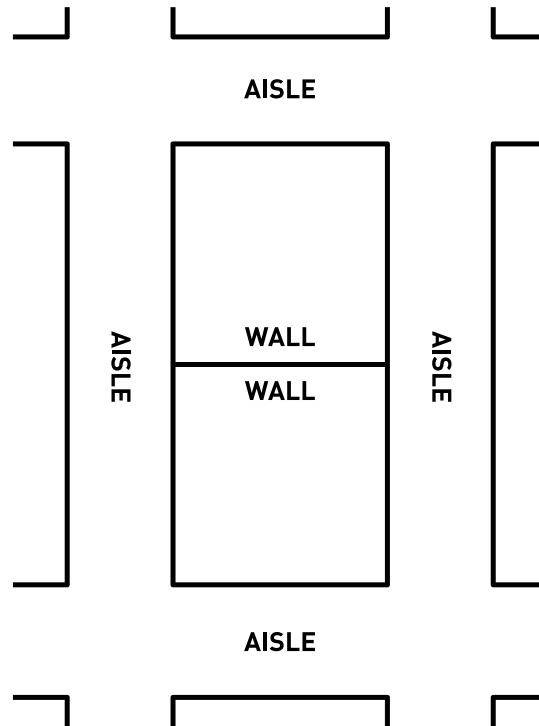
PRISHOW

BACK-TO-BACK PENINSULAS

A back-to-back Peninsula shares a common back wall of standard 8' pipe and drape with another Peninsula and has no linear booths directly adjacent.

DIMENSIONS AND USE OF SPACE

The entire Cubic Content of this peninsula may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height allowance is 16ft. The entire Cubic Content of the space may be used up to the maximum allowable height.



PENINSULA SIGN HANGING

PRISHOW

DEFINITION

A sign suspended from the Convention Center ceiling above a peninsula exhibitor for the purpose of displaying graphics or company identification.

IMPORTANT

Exhibitors must make arrangements with the Convention Center labor for suspended sign installation.

HEIGHT

Hanging identification signs and graphics will be permitted to a maximum height of 24' from the floor to top of sign. (Maximum height of sign not to exceed 8' in height.)

INTENT

Hanging signs are part of the overall exhibit presentation and therefore must be treated as a component of the total exhibit configuration.

DEPTH

All hanging signs must be set back at least 10' from the back line of the booth.

INTENT

Hanging signs, whether double-faced or not, should be set back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.

SIZE

Hanging signs and graphics will be permitted to a total length of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth. (Please refer to diagram.)

EXAMPLE: 20' x 20' = 8' High x 10' Wide
20' x 30' = 8' High x 15' Wide
20' x 40' = 8' High x 20' Wide
20' x 50' = 8' High x 25' Wide
20' x 60' = 8' High x 30' Wide

INTENT

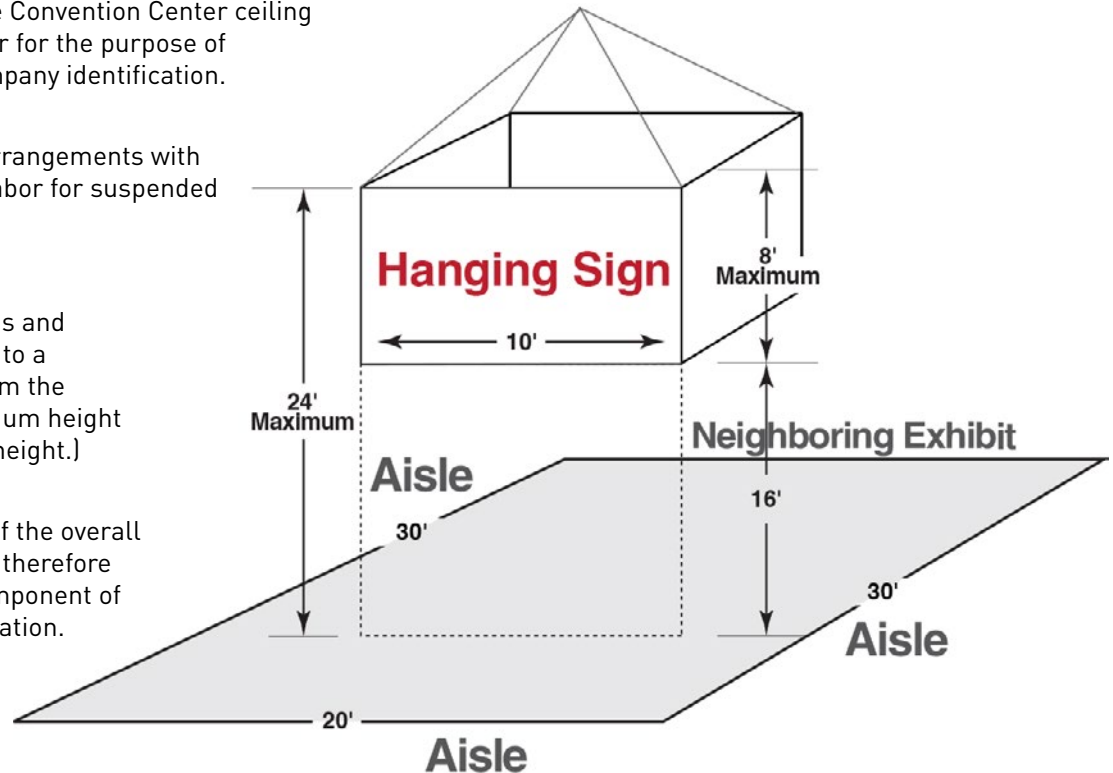
The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.

STRUCTURAL INTEGRITY

All hanging signs must meet Indiana Convention Center engineering requirements as to structural integrity.

PLEASE NOTE:

Any type of balloon or helium filled device may not be hung, distributed, used or displayed.



STANDARD LINEAR BOOTH

PRISHOW

DEFINITION

One or more standard 10'x10' units in a straight line configuration.

HEIGHT

Exhibit, fixtures, components and identification signs will be permitted to a maximum height of 10'. (An 8' pipe and drape is provided along the back with 3' side rails.)

INTENT

If a portion of an exhibit booth extends above 10' high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

DEPTH

All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space, which is at least 5' from the aisle line. (Please refer to diagram.)

INTENT

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with large space—30 linear feet or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4' and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these aims.

IMPORTANT!

Space dimensions shown on floor plan are from centerline of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

LINE-OF-SIGHT

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor.

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors and that is the basis for including a linear booth line-of-site setback rule. Linear booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibits on their immediate left and right, leaving only one side exposed to the aisle.

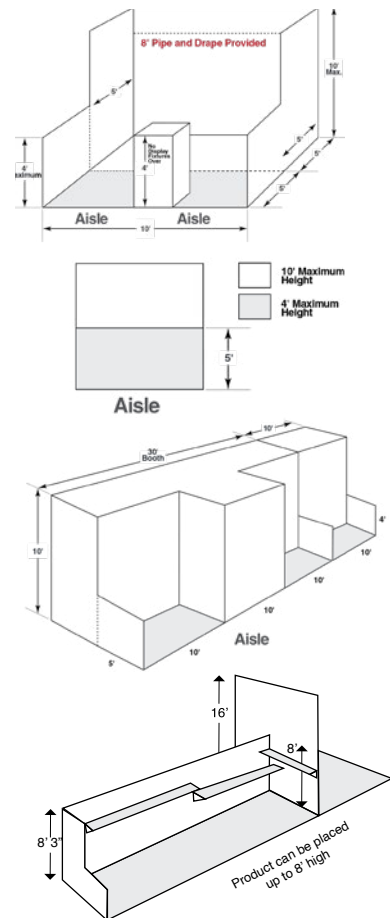
Regardless of the number of linear booths, display materials should be arranged in such a manner so as not to obstruct site lines of neighboring exhibitors.

GRAPHICS

If your display faces directly into a neighboring booth above the 8' high drape, it must be free of graphics or signage.

AISE CARPET

Exhibitor carpet must not extend out past the show aisle carpet.



Linear booths sharing a wall with a Peninsula booth, may utilize that side wall up to the maximum allowable height of 8' for product only.

BOOTH POLICY

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DEFINITION

An exhibit component supported over an exhibitor's space for decorative purposes only.

HEIGHT

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 10' in height in a standard booth configuration.

INTENT

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

DEPTH

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space provided that the support structure will not exceed 3" in width when placed within 10 linear feet of an adjoining exhibit and not confined to that area of the exhibitor's space, which is at least 5' from the aisle line.

INTENT

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

LINE-OF-SIGHT

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor.

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors and that is the basis for including a linear booth line-of-site setback rule. Linear booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibits on their immediate left and right, leaving only one side exposed to the aisle.

Regardless of the number of linear booths, display materials should be arranged in such a manner so as not to obstruct site lines of neighboring exhibitors.

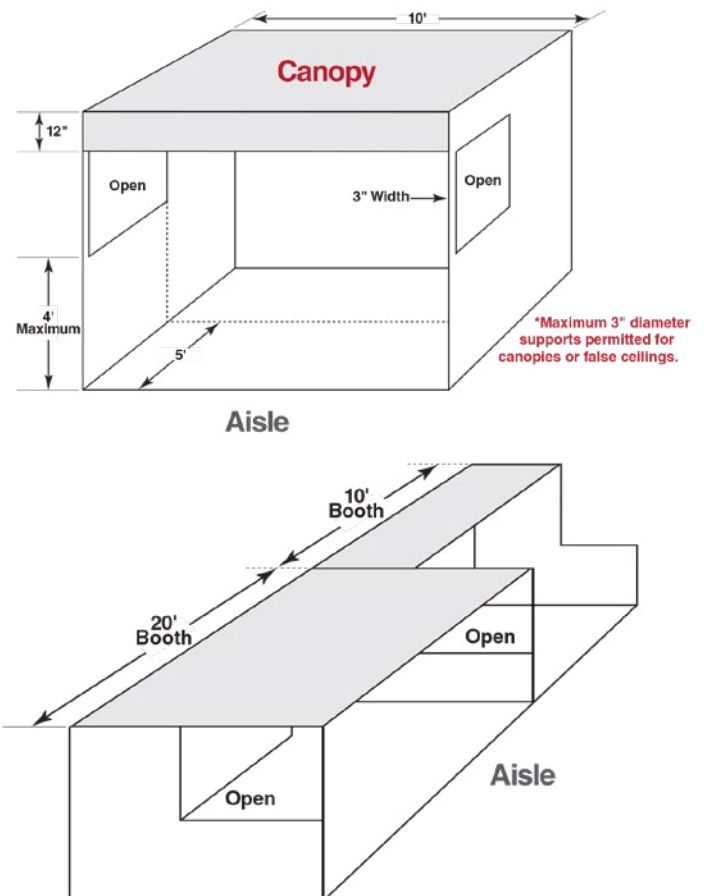
GRAPHICS

Signage and Graphics facing directly into a neighboring booth over the 8' high drape must be free of graphics or signage.

ANY/ALL CANOPIES USED AT THE PRI SHOW MUST NOT DISPLAY COMPANY LOGOS VISIBLE TO NEIGHBORING EXHIBITS ON THE BACK OR SIDES OF THE CANOPY.

IMPORTANT!

Canopy materials must meet all fire code regulations. Exhibitor must provide at least (1) 2-A, 10-BC portable, dry chemical fire extinguisher. Fire extinguisher(s) must be mounted in a visible location and be accessible at all times.



MACHINERY ROW GUIDELINES

PRISHOW



Machinery Row Exhibitors who order services over 208 volts or 480 volts of 100 amps up to 200 amps will have the pictured transformer located inside their booth space. Anything ordered over 200 amps could require (2) transformers.



Machinery Row Exhibitors who order services up to 208 volts or 480 volts of 100 amps will have the pictured disconnect box located inside their booth space.

TO ALL MACHINERY ROW EXHIBITORS

There is a possibility that even if your company did not order this level of power (208v or 480v), due to special power distribution needs for the show, exhibitors may still experience a large outlet/plug from the floor within or near your booth space ordered by a neighboring exhibitor.

● SCHEDULED TARGET MOVE-IN & MOVE-OUT TIMES

All trailer exhibits at Lucas Oil Stadium will be contacted in October by PRI to schedule a mandatory move-in and move-out time for each trailer.

Please check in at Gate 10 off McCarty St. All trailers must be checked in a minimum of 15 minutes prior to your scheduled move-in time.

MOVE-IN

Tuesday, December 8	8:00 a.m. – 5:00 p.m.
Wednesday, December 9	8:00 a.m. – noon

MOVE-OUT

Saturday, December 12*	4:30 p.m. – 10:00 p.m. (*Immediately after aisle carpet is rolled up)
Sunday, December 13	8:00 a.m. – 12:00 p.m.

● TRAILER WIDTHS

If any portion of the motorcoach, trailer, hauler, exceeds 10' in width, a double-wide booth must be purchased.

ELECTRICITY

- Electricity may be purchased through the utility department at the Indiana Convention Center. Please refer to the Exhibitor Resources for ordering online.

GENERAL BOOTH GUIDELINES

PRISHOW

● AISLE CARPET

Exhibitor carpet must not extend out past the show aisle carpet.

● BOOTH POLICY

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● BRIDGING PENINSULAS

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- Minimum height – 10'
- Maximum height – 16'
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- The "bridge" must be a bona fide structural component of the booth, such as a roof.
- Signs and banners are prohibited unless they conform to the architectural integrity of the booth and the bridge.
- Architectural renderings must be submitted and approved by Show Management at least three months prior to the first day of the show.

● MACHINERY ROW PENINSULAS

Machinery Row Peninsula exhibitors may exercise a variance from PRI booth guidelines due to the nature of the size and bulk equipment being displayed.

PLEASE NOTE: MACHINERY ROW ELECTRICAL NEEDS:



Machinery Row Exhibitors who order services over 208 volts or 480 volts of 100 amps up to 200 amps will have the pictured transformer located inside their booth space. Anything ordered over 200 amps could require (2) transformers.



Machinery Row Exhibitors who order services up to 208 volts or 480 volts of 100 amps will have the pictured disconnect box located inside their booth space.

TO ALL MACHINERY ROW EXHIBITORS

There is a possibility that even if your company did not order this level of power (208v or 480v), due to special power distribution needs for the show, exhibitors may still experience a large outlet/plug from the floor within or near your booth space ordered by a neighboring exhibitor.

SHOW SCHEDULE

PRISHOW

PHYSICAL ADDRESS

Indiana Convention Center
100 S. Capitol Ave.
Indianapolis, IN 46225

MOVE-IN DATES & HOURS

Sunday, December 6	8:00 a.m. – 5:00 p.m. Machinery Row (Targeted Appointments Only!)
Monday, December 7	8:00 a.m. – 5:00 p.m. Machinery Row (Targeted Appointments Only!) and Green Hall
Tuesday, December 8	8:00 a.m. – 5:00 p.m. Machinery Row (Targeted Appointments Only!) and Green Hall, Yellow Hall, and Lucas Oil Stadium
Wednesday, December 9	8:00 a.m. – 5:00 p.m. All Areas

SHOW DATES & HOURS

Thursday, December 10	9:00 a.m. – 5:00 p.m.
Friday, December 11	9:00 a.m. – 5:00 p.m.
Saturday, December 12	9:00 a.m. – 4:00 p.m.

EXHIBITOR DATES & HOURS

Thursday, December 10	7:00 a.m. – 9:00 a.m.
Friday, December 11	8:00 a.m. – 9:00 a.m.
Saturday, December 12	8:00 a.m. – 9:00 a.m.

MOVE-OUT DATES & HOURS

Saturday, December 12	4:00 p.m. – Midnight
Sunday, December 13	8:00 a.m. – 5:00 p.m.
Monday, December 14	8:00 a.m. – Noon*

*Outbound carrier pick up only!
Carrier must be checked in by 10 a.m.

ON-SITE NUMBERS

EXHIBITOR MESSAGES

Show Office Phone Number – **317.262.5904**
THERE WILL BE NO GENERAL PAGING DURING SHOW HOURS.
Show Office Email – mail@performanceracing.com

HOTEL & TRAVEL INFORMATION

Hotel & Travel Services – Visit Indy Housing at prihousing@visitindy.com
or **317.262.8191**
PLEASE NOTE: After November 14, 2026, all reservation changes can be made
by contacting your hotel directly.

FREQUENTLY ASKED QUESTIONS



1. WHEN IS THE FINAL PAYMENT DUE?

Final payment is due September 4, 2026.

2. HOW CAN I AVOID EXTRA DRAYAGE COSTS?

Send smaller packages via UPS, FedEx, etc., to your hotel, not the Convention Center, to eliminate extra drayage and delivery costs from the decorator—use the Fern Company's all-inclusive shipping and drayage program.

3. CAN I MOVE IN / MOVE OUT MY OWN BOOTH MATERIALS? YES!

An exhibitor may utilize rolling carts and casters, hand dollies and push carts. Move in your own freight! No drayage charges!

4. WHEN IS THE DEADLINE TO CANCEL MY HOTEL RESERVATION??

October 16, 2026.

5. WHY SHOULD I MAKE MY EXHIBIT BOOTH SERVICE REQUESTS EARLY?

Take advantage of the pre-show early-bird savings when you order early.

6. WILL I RECEIEVE MY BADGES PRIOR TO THE SHOW?

All exhibitor credentials received by the November 13 deadline will be sent via UPS to the exhibiting company address. All credentials received after the deadline will be processed, but must be picked up on-site in the registration area.

7. HOW DO I GET IN TOUCH WITH THE PRESS ATTENDING THE PRI TRADE SHOW?

Trade and consumer media attend the PRI Trade Show, so make sure they know you are there. Bring your media kits for display in the Media Center.

8. CAN I BREAK DOWN MY BOOTH PRIOR TO THE CLOSE OF THE SHOW? NO!

The PRI Trade Show ends at 4:00 p.m. on Saturday. Any exhibitor that begins packing or breaking down their booth prior to 4:00 p.m. will cause Exhibitor to be subject to a fine and loss of seniority points.

9. WHAT TIME CAN EXHIBITORS ENTER THE EXHIBIT HALL PRIOR TO OPENING OF THE SHOW DAY?

Thursday – 7:00 a.m. • Friday – 8:00 a.m. • Saturday – 8:00 a.m.

10. WHERE CAN I SHIP MATERIALS OR HAVE COPIES MADE DURING THE TRADE SHOW?

A Ricoh Business Center is located in the lobby. All shipment types are available: FedEx, UPS, etc.

11. ARE CHILDREN ALLOWED AT THE PRI TRADE SHOW?

Children under the age of 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.

EXHIBITOR DEADLINES



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 21

- 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 16

- 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.
- Last day to book hotel rooms at discounted PRI rates

NOVEMBER 14

- Exhibitor Registration Deadline for badges to be mailed

NOVEMBER 20

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