










2026 PRI | Track Operator | Promoter | Sanctioning Body (T.O.P.S.) SHOW SCHEDULE

# THURSDAY DEC. 10

GEARHEAD EFFECT | ACCUTIME | NASCAR LOCAL RACING | MyRacePass | PJH TrackBite

## ROOM A (245)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 10:00 AM | 10:45 AM | TOPS | 6th Annual Drag Racing Track Operator, Promoter & Sanctioning Body Meeting. **Building an event from Ground up! Know Your Track & Customer** | Building an event from Ground up! Know Your Track & Customer. A case study on building an event from the ground up. Staffing, security, track prep, ingress/egress, ticketing, promotions and the little stuff that we forget! | Moderator: Jason Galvin: Panelists: Tom Bailey - SICK Tour, |
| 11:00 AM | 12:00 PM | MyRacePass | Updates in Technology for Ticketing, Scoring, and Event Management | Learn how the new technology fits in your business making your operation more efficient. | Panelist: Kris Krug, Austin Lloyd, Zach Holcombe, Jim Sweener - MyRacePass.com |
| 12 NOON | 1:00PM | ANA | LUNCH and LEARN - WORKING RACE TRACK LUNCH - ANA<br>Join ANA Inc., the next generation of power supply, for a complimentary race track lunch in the T.O.P.S. HQ. | | ANA |
| 1:00 PM | 1:50 PM | TOPS | 6th Annual Drag Racing Track Operator, Promoter & Sanctioning Body Meeting. **Driving Revenue Through Non-Racing Events** | Driving Revenue Through Non-Racing Events. How do you make your track make money for you, even when there are not race cars going down a drag strip? | Moderator: Jason Galvin, Panelists: Tim Huddleson - Formosa, Elon Werner - Motorplex |
| 2:00 PM | 2:50 PM | GITS | Social Media Do's & Don'ts: | The Social S*** that's killing your business and the strategies that can grow it | Scott Kosak |
| 3:00 PM | 3:50 PM | | The Inside Line: Motorsports & Public Policy | This session will cover performance racing's economic impact, federal and state advocacy efforts, and Driving Force Action's work to engage and mobilize the motorsports community. | Moderator/Host: Christian Robinson, Panelists: Tierra Hubbard, Coby LoBack, Gavin Knapp, Eric Snyder |
| 4:00 PM | 5:00 PM | | Getting More Butts in the Seats and Building Community Support | Ideas to get more fans... And participants - Bring your ideas! | Moderator: Gregg McKarns, Panelists: Ron Giroux - Legion Speedway, Dennis Wheeler - Owosso, Rich Farmer - Freemont, Jason Reed - Knoxville, Doug Hobbs - Evergreen |
| 5:15 PM | 6:00p | Speedway | Ken Schraders' Real Racer of the Year Award | Annual awards ceremony honoring an individual who demonstrate perseverance and represent the absolute best of oval-track racing. | Presented by Speedway Illustrated |

## ROOM B (244)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:00 AM | 9:50 AM | Digital Throttle | Social Media Advertising - Best Practices | Are you doing social advertising? Are you doing it correctly? A look at real examples and results. | Moderator: Bryan Robb, Digital Throttle |
| 10:00 AM | 10:50 AM | | Making the In-Person Experience MORE Meaningful in an AI World | What are you doing to create the live event experience? Creating the attraction to see REAL - LIVE - EXCITING Action | Moderator: Chris Grainer, - FUEL, Ron Drager - Flat Rock, Ryan Warning - Freedom Factory |
| 11:00 AM | 12:00 PM | | Women on the Front Line - at the Track and Series | A networking and sharing roundtable focused on the business and opportunities | Moderator: Michelle Lackey - Alaska Raceway Park, Panelists: Veronica Steder - Byron Dragway, Sara Walker - Brainerd I.R., Kendra Jacobs - High Limit, Nikki Gamell - Portland I.R. |
| 12 NOON | 1:00PM | ANA | LUNCH and LEARN - WORKING RACE TRACK LUNCH - ANA<br>Join ANA Inc., the next generation of power supply, for a complimentary race track lunch in the T.O.P.S. HQ. | | ANA |
| 1:00 PM | 1:50 PM | | Making Small Tracks / Small Facilities Great Again | Different Scale, Same Mission: What Small Tracks Share with Major Facilities and How to Make Them Work | Moderator; Larry Boos - , Panelists: Steve Sinclair - IRA, AJ Moore - Lake Erie, Kolton Gouse - BAPS, Matt Tift - Mansfield |
| 2:00 PM | 2:50 PM | RPM | Paved Racing Panel | A roundtable discussion of the Pavement Racing Tracks and Series discussing creative ideas to grow the sport. | Moderator : Joe Skotnicki, Panelists; Chad Anderson - Colorado National, Kip Childress - CARS National, Scott Menlen - CRA, Marty Melo - ASA, |
| 3:00 PM | 3:50PM | | Drifting Roundtable | The DRIFTING Effect: How to capture a growing Motorsports Audience | Moderator: AJ Moore - Lake Erie Panelists: Michael Cummings - CMP, Edgar Sarmiento - Drift Group, Brian Eggert - The Drift Group, |

## ROOM C (243)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:30 AM | 12:00 Noon | ROAD RACING INDUSTRY FORUM | 6th Annual Road Course Racing Industry Forum | A participatory panel discussion for All Road Course Tracks and Sanctions focusing on operations for facilities looking at track operations and current Industry Challenges. | Host: Mike Gritter - Autobahn, Moderator Tim Frost, RTBC - Panelist: David Burman - Road America, Dan Telfer- Business Development- MyLaps<br>Michael Cummings- Carolina Motorsports Park |
| 12 NOON | 1:00PM | ANA | LUNCH and LEARN - WORKING RACE TRACK LUNCH - ANA<br>Join ANA Inc., the next generation of power supply, for a complimentary race track lunch in the T.O.P.S. HQ. | | ANA |
| 1:00 PM | 1:50 PM | ROAD RACING INDUSTRY FORUM | 6th Annual Road Course Racing Industry Forum | Road Racing Sanctioning Body Breakout Session from the small regional series to the big guys - Open discussion of the trends, successes and challenges of the traveling series. | Moderator: Jason Smith - USAC, Panelist: |
| 2:00 PM | 3:30 PM | | Club and Member Track Breakout | Looking at the opportunities and unique challenges in the promotion, marketing and operation of Road Racing Membership Club Tracks. | Host: Mike Gritter - Autobahn, Moderator Tim Frost, RTBC |
| 4:00 PM | 5:00 PM | PRI INDUSTRY LEADERSHIP FORUM | Industry Leadership Forum<br>**Racing's Next Chapter: What Will Drive Our Success?**<br>***An executive perspective on the future of motorsports.*** | | Moderator: Doug Bresnahan - PRI. Panelists: Joey Denewitz - NASCAR, Kasey Coler - USAC, Doug Boles - IndyCar, Michael Cobb - SCCA, |

## ROOM H

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 10:00 AM | 10:50 AM | | Pulling Groups Roundtable | Roundtable of the Pulling Business, working together and supporting the sport. | Moderator : Chuck Deery - Open Forum Discussion! |
| 11:00 AM | 2:00 PM | | Sprint Car Racing Council - (Invite Only) | Annual gathering of stakeholders in sprint car racing. Contact Tom Devitt for information: 704-778-7296 | Tom Devitt - 704-778-7296 |
| 12 NOON | 1:00PM | ANA | LUNCH and LEARN - WORKING RACE TRACK LUNCH - ANA<br>Join ANA Inc., the next generation of power supply, for a complimentary race track lunch in the T.O.P.S. HQ. | | ANA |
| 2:30 PM | 4:00 PM | | NRC Board Meeting- (Invite Only) | NRC Board Meeting- (Invite Only) | |

# FRIDAY DEC. 11

GEARHEAD EFFECT

## ROOM A (245)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:00 AM | 9:50 AM | | Industry update on the business of Live Streaming | Leading steaming executives discuss the direction, the technology and the future for the regional and weekly events. | Moderator: Josh Holt - MRP ; Panelists: Chris Grainer - Speed Sport, Brian Dunlap - DIRTVision, Colin Smith - Racing America, Michael Rigsby - FLO Sports, Chris David - RaceOn |
| 10:00 AM | 10:50 AM | TOPS | 6th Annual Drag Racing Track Operator, Promoter & Sanctioning Body Meeting. **Marketing and Promotions 101** | Marketing and Promotions 101 - How to refine your marketing to meet the needs of your racers, sponsors and target audience. What are the latest social media trends? Is AI effective in marketing? | Moderator: Jason Galvin, Panelists: Mark Dawson - NHRA D1, Nykki Scheele - NHRA Social, |
| 11:00 AM | 11:50 PM | | Making Weekly Racing Work | What does it take to keep weekly racing successful. A panelist of Paved and Dirt Oval Tracks, Drag Strips, Go Karts, 3/4's and Micro 600's. | Moderator: Chuck Deery, Panelist: Brandon Hamby - Flat Rock, Veronica Steder - Byron Dragway, Roger Hyden - Eagle, Josh Carroll - Pevely I-55, Don O'Neal - Southern Georgia MP, Doug Hobbs - Evergreen |
| 12 NOON | 1:00PM | StubHub | Stub Hub LUNCH and LEARN - - Complimentary Race Track Lunch in T.O.P.S. HQ.<br>Open Distribution: Putting Your Tickets in Front of More Fans | | StubHub |
| 1:00 PM | 1:50 PM | TOPS | 6th Annual Drag Racing Track Operator, Promoter & Sanctioning Body Meeting. **Track Prep for your dragstrip.** | Track Prep for your dragstrip : A specific dive this year. How do we fix bare spots? What's the latest on cleaning up transmission and rear-end spills? How do we adjust for a hot track, or excessive humidity? | Moderator: Jason Galvin, Panelists: Josh Peake - PJ, Kurt Johnson - TVC, Bryan Teed - |
| 2:00 PM | 2:50 PM | GITS | Growing Your Front Gate Fan Base | The Fans you have VS the ones you need and how to pull them in. | Scott Kosak |
| 3:00 PM | 4:00 PM | RPM | Dirt Track Panel and Roundtable | Discussion of issues facing dirt tracks. From dust to dirty diapers, this session will be ready to discuss every aspect of the business. | Moderator: Joe Skotnicki - RPM Panelists: Steve Sinclair - IRA, Kelley Carlton - KELCARMS, Nikki Gamell - Silver Bullet Series |
| 4:30 PM | 6:30 PM | BS BREWS | Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories".<br>Hosted by: Accutime, ARCA NASCAR, MyRacePass.com, PJH Trackbite, Professional Motorsports Solutions, RaceTrack Wholesale, RPM Promoters Workshop & Sportsman Racing League | | ACCUTIME, NASCAR LOCAL RACING, MyRacePass, PJH TrackBite, Professional Motorsports Solutions, RPM, RACETRACK WHOLESALE, SPORTSMAN RACING LEAGUE |

## ROOM B (244)

Trends and Tactics of Motorsports Safety by ICMS

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:00 AM | 10:30 AM | | Trends and Tactics of Motorsports Safety by ICMS. **It's a Risky Business - Don't Lose Everything** | A Deep Dive of Motorsports Insurance for Tracks, Promoters and Teams. | Moderator; Laurie Eberhardt Panelists: Steve Sinclair -K&K, Ryan Staub -EPIC, Bob Allen - Safehold, Dave Laber - SIS |
| 10:40 AM | 11:50 AM | | Trends and Tactics of Motorsports Safety by ICMS. **Youth Racing Safety Workshop** | Open discussion of ideas, managing , successes and protecting youth divisions. | Moderator: Warren Alston, Panelist: Katelyn Larson, Shane Stewart, Antron and Brown, |
| 12 NOON | 1:00PM | StubHub | Stub Hub LUNCH and LEARN - - Complimentary Race Track Lunch in T.O.P.S. HQ. Open Distribution: Putting Your Tickets in Front of More Fans | | StubHub |
| 1:00 PM | 2:00PM | | Trends and Tactics of Motorsports Safety by ICMS. **Safety Equipment Innovation** | A look at what is New, what we are learning and ideas on making it better!! | Moderator: TOM weisenbach, Panelists: Hong Zhang - Snell, David Green - NASCAR, Luis Ortiz - Simpson, Al Lowe - AED |
| 2:10 PM | 3:20 PM | | Trends and Tactics of Motorsports Safety by ICMS. **Preparation and Resources for Emergencies and Safety Management at your events** | It is going to happen - having a written plan is important... however real time is different! | Moderator: Terry Kibler, Panelists: Tyler Bachman - World Racing Group, Pete Reynolds - Cracker Events, Ryan Stanton - AMR, Steve Hyatt - SCCA/Rally |
| 3:30 PM | 4:30 PM | | Trends and Tactics of Motorsports Safety by ICMS. **Adapting your Safety Team to Special, Unique and Crazy Events** | We're doing WHAT?!? Lessons on being ready for the out of the ordinary events! | Moderator: Chuck Deery, Panelists: Shelley Greemweld - Slinger, Joe Balish - Anderson, Kelley Carlton - KELCARMS, Mike Gibson - Sprotsdrome |
| 4:30 PM | 6:30 PM | | Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". Hosted by: Accutime, ARCA NASCAR, MyRacePass.com, PJH Trackbite, Professional Motorsports Solutions, RaceTrack Wholesale, RPM Promoters Workshop & Sportsman Racing League | | |

## ROOM C (243)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:00AM | 9:50 AM | | Making Your Big Event Bigger Roundtable Discussion | Roundtable discussion on the little and big things to make your Event Special and "Must See" | Moderator: Jeff Hachmann - WRG, Panelist: Chris Kearns, WWSO, Matt Curl - Fairbury, Jim Stannard - IMCA, Dave Schultz - Pulltown USA, Chris Blair - Belle Clair |
| 10:00 AM | 10:50 AM | | 4th Annual Go-Kart Racing Industry Gathering | Oval Track - DIRT and PAVED and Race Series panel discussion | Moderator: Larry Boos, Panelists: Tony Knorr - Stewart Speedway, Bear Tamasovich - Bear Trax Raceway |
| 11:00 AM | 11:50 AM | | 4th Annual Go-Kart Racing Industry Gathering | Road Course Karting Tracks / Concession Karting Panel | Moderator: Larry Boos, Panelists: Eli Bearden - AMS, Joe Janowski - NKA, Michael Cummings - CMP, Dan Breuer - Trackhouse Motorplex, Mark Dismore - New Castle |
| 12 NOON | 1:00PM | StubHub | Stub Hub LUNCH and LEARN - - Complimentary Race Track Lunch in T.O.P.S. HQ. Open Distribution: Putting Your Tickets in Front of More Fans | | StubHub |
| 1:00 PM | 1:50 PM | | 4th Annual Go-Kart Racing Industry Gathering | Rules, Technical, Scoring, and building a stronger future. | Moderator: Larry Boos, Panelists: Joe Janowski - NKA, Zach Holcombe - MRP, |
| 2:00 PM | 2:50 PM | | Tactics and Tools to Keep and Grow Your Sponsorship | Discover practical strategies and proven tools to attract new sponsors, strengthen partnerships, and deliver lasting value that keeps sponsors coming back year after year. | Moderator: Doug Bresnahan, Panelists: Ken Unger - Charge, Jesse Harris - ARCA, Maddie Gordon - Capps Racing, JP Hyden - PRI, Chris Blair - WWTR, Carson Becker - IMCA |
| 3:30 PM | 4:30 PM | | Successful Auto Racing Promotion - Panel of master promoters discussion of the things learned. | | Moderators: Chuck Deery and Gregg McKarns. Panelists: Ron Drager - Flat Rock & Toledo, Bill Bader - Summit MP Park, Bob Sargent - TRACK ent., Chris Blair - WWTR |
| 4:30 PM | 6:30 PM | | Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". Hosted by: Accutime, ARCA NASCAR, MyRacePass.com, PJH Trackbite, Professional Motorsports Solutions, RaceTrack Wholesale, RPM Promoters Workshop & Sportsman Racing League | | |

## ROOM H

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:40 AM | 10:20 AM | | Kentucky Tracks, Promoters and Businesses State Legislative update | Creating a Motorsports Coalition for your state | Tierra Hubbard, Christian Robinson, Coby PRI/SEMA Washington Office |
| 10:30 AM | 11:20 AM | | Pennsylvania Tracks, Promoters and Businesses State Legislative update | Creating a Motorsports Coalition for your state | Tierra Hubbard, Christian Robinson, Coby PRI/SEMA Washington Office |
| 11:20 AM | 12 Noon | | Florida Tracks, Promoters and Businesses State Legislative update | Creating a Motorsports Coalition for your state | Tierra Hubbard, Christian Robinson, Coby PRI/SEMA Washington Office |
| 12 NOON | 1:00PM | StubHub | Stub Hub LUNCH and LEARN - - Complimentary Race Track Lunch in T.O.P.S. HQ. Open Distribution: Putting Your Tickets in Front of More Fans | | StubHub |
| 1:00 PM | 2:15 PM | | DIRTcar Racing Technical Director Workroom - (Invite only) | Technical Rules Review and Discussion for DIRTcar Sanctioned facilities. Contact Larry Kemp for details - 317-416-6854, larrykemp1959@yahoo.com | Moderator: Larry Kemp, Panelists: Greg Clayton, Jonathon Clayton, Jimmy Bell, Rodney Standerfer, Host: Sam Driggers |
| 2:30PM | 3:50 PM | | 360 Sprint Cars Stakeholder Session - (Invite only) | 360 Sprint Car gathering of stakeholders in sprint car racing. Contact Peter Turford for information - pturford@southernontariosprints.com | Moderator: Peter Turford, Panelists: Bill Wright, Sam Hafertepe Jr., Wade Heisman, Clinton Geoffrey, Barry Marlow |
| 4:00 PM | 4:50 PM | | Ohio Motorsports Network | All Ohio Motorsports Facilities and Businesses invited. Open discussion. | Tierra Hubbard, Christian Robinson, Coby Lobaugh - PRI Washington Office |
| 4:30 PM | 6:30 PM | | Join your fellow track operators and peers for beer, snacks and a bunch of "Big Stories". Hosted by: Accutime, ARCA NASCAR, MyRacePass.com, PJH Trackbite, Professional Motorsports Solutions, RaceTrack Wholesale, RPM Promoters Workshop & Sportsman Racing League | | |

# SATURDAY DEC. 12

## ROOM A (245)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 10:00 AM | 10:50 AM | | Off Road Racing PRI Show Meet- UP | Open to Tracks - Series - Promoters; Networking and Open Discussion on the Growing Off-Road Business | Moderator: Jason Smith - Open Forum Discussion |
| 11:00 AM | 11:50 AM | | | | |
| 12:00 noon | 1:15 PM | | Announcers Panel | At track - On the Stream - Podcasts - Social... Connecting with the fans | Moderator: Chris Grainer - Speed Sport, |
| 1:30 PM | 2:25 PM | | Online Advertising Basics for your Track and Events | Where to Start and Steps to Success | Moderator: Bryan Robb, Digital Throttle |
| 2:30 PM | 3:00 PM | | Anything Goes Discussion | Help PRI Learn what we can do to help your business. What did TOPS miss? How can we help you? | Moderator: Tom Deery |

## ROOM B (244)

Track Operations Breakout by RPM Promoters Workshop

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 9:45 AM | 11:15 AM | | Technical Inspectors Roundtable | Roundtable discussion on the Tools, Tips, Procedures and process of controlling the race car technical operation. | Moderator: Panelists: Adam Stewart - Talladega, Melvin Welch - WoO, Joe Balish - Anderson |
| 11:30 AM | 12:50 PM | | Managing and Staffing the Competition Event - Race Directors - Pit Directors - Officials | Running an efficient show, Practical tactics for an entertaining event - Managing the event, making the tough calls and tips to succeed. | Moderator: Joe Skotnicki, Panelists: Mike Hess- High Limit, Kirk Sprigedon - USAC, Kelly Carlton - , Steve York - NASCAR, Don O'Neal - Southern Georgia MP, |
| 1:00 PM | 1:50 PM | | Building a Safety Crew | Ideas on finding, managing and scheduling all things safety. | Moderator: Kelley Carlton - Kelcarms, Panelists: |

## ROOM C (243)

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 10:00 AM | 10:50 AM | | Making "Merch" part of the Event - Merchandise and Souvenirs | Merchandise, Souvenirs, Bling - where and what to buy?, what sells? What is working for you? | Moderator: Chuck Deery, Panelists: Gerald Newton - Arizona SS, Dennis Paul - Race Track Wholesale, Mike Glover - Pit Box, |
| 11:00 AM | 12:30 PM | | Making Concessions and Food Service profitable | Fulfilling the event experience at the refreshment stand. | Moderator: Austin Wells - LaCosse, Panelists: Crystal Hetkoop - Crystal, Will Britt - Old Dominion, Bert Johnson - Grays Harbor, Jared Owen - Anderson |
| 1:00 PM | 2:00 PM | | The Back Room - Keeping Track, Staying Safe and New Technology | The heartbeat of every tack - the "office" a peer to peer discussion of - records, deposits, tickets, credit cards, cash management, phone calls and keeping calm. | Moderator: Angie McKarns - Madison I.R., Panelists: |

## ROOM H

| START | END | HOST | SESSION | TOPIC | PANELIST / MODERATOR |
|---|---|---|---|---|---|
| 10:00 AM | 11:30 AM | | Heartland Vintage Racing Annual Corporate Meeting | INVITE ONLY - Corporate Meeting for Members of Heartland Vintage Racing. | For information: Contact: Jeff Givens 816-769-9048 |
| 12:00 noon | 12:50 PM | | TBA | TBA | |
| 1:00 PM | 2:30 PM | | "Crate" Engine Update | The latest news, trade tricks, new ideas, and outlook for SPEC and Crate Engines. | Host: Don Blackshear Panelists: TBA |