

THE BUSINESS OF RACING STARTS HERE

# EXHIBITOR KIT 2022

**PRI**

PERFORMANCE RACING INDUSTRY  
TRADE SHOW & MEDIA COMPANY

DECEMBER 8-10, 2022 • INDIANAPOLIS, IN



# PRI IS HARDCORE RACING

## A UNIQUE AND POWERFUL MARKET

The racing market delivers some of the world's most motivated buyers. And they are looking for the best technology to keep the competitive advantage. For more than 30 years, PRI has brought together all forms of racing, all under one roof. In fact, racing professionals benefit by discovering new ideas from other segments of motorsports at PRI. As a trade-only event, PRI targets the racing industry's distribution pipeline.

### RACING REPRESENTATION

MODIFIEDS

STOCK CAR

MARINE PERFORMANCE

**STREET/STRIP**

TRUCK /  
TRACTOR  
PULLING

OPEN  
WHEEL  
SHORT  
TRACK

**DRAG  
RACING**

**ROAD RACING**

OFF-ROAD

**DIRT LATE MODELS**

KARTING

MOTO

**EV**

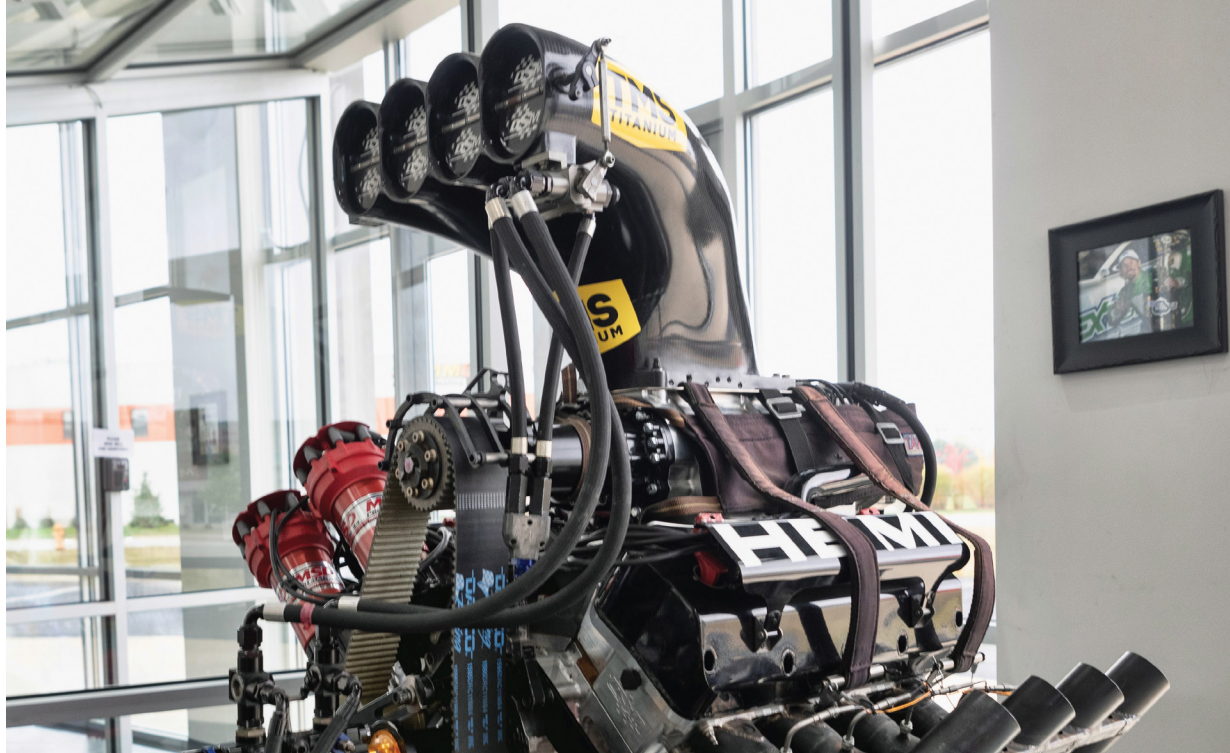
RALLY RACING

**UTV**

DIESEL

DRIFT

**COMPETITION DRIVEN  
MARKET**



# PRI IS THE GLOBAL MARKETPLACE

## FOR NEW RACING TRENDS AND PRODUCTS

PRI attendees come from all 50 states and 70 countries, conducting business as volume buyers of racing products, technology, shop equipment and services. PRI is the source for new racing trends and products.

**PRI IS TRADE ONLY.** Attendees must provide identification confirming that they are members of the racing trade. At PRI, you're selling to a prequalified, targeted market. This is where the motorsports industry meets to conduct business.

**BUYERS FROM ALL  
50 STATES  
AND MORE THAN  
70 COUNTRIES**



## TOP COUNTRIES

### 1. UNITED STATES



### 2. CANADA



### 3. AUSTRALIA



### 4. UNITED KINGDOM



### 5. MEXICO



### 6. ITALY



### 7. SWEDEN



### 8. CHINA



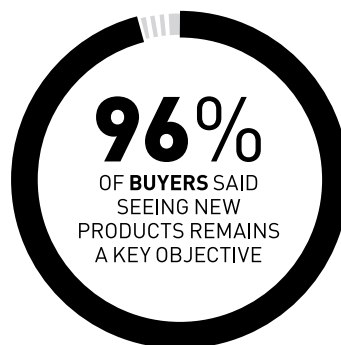
### 9. NEW ZEALAND



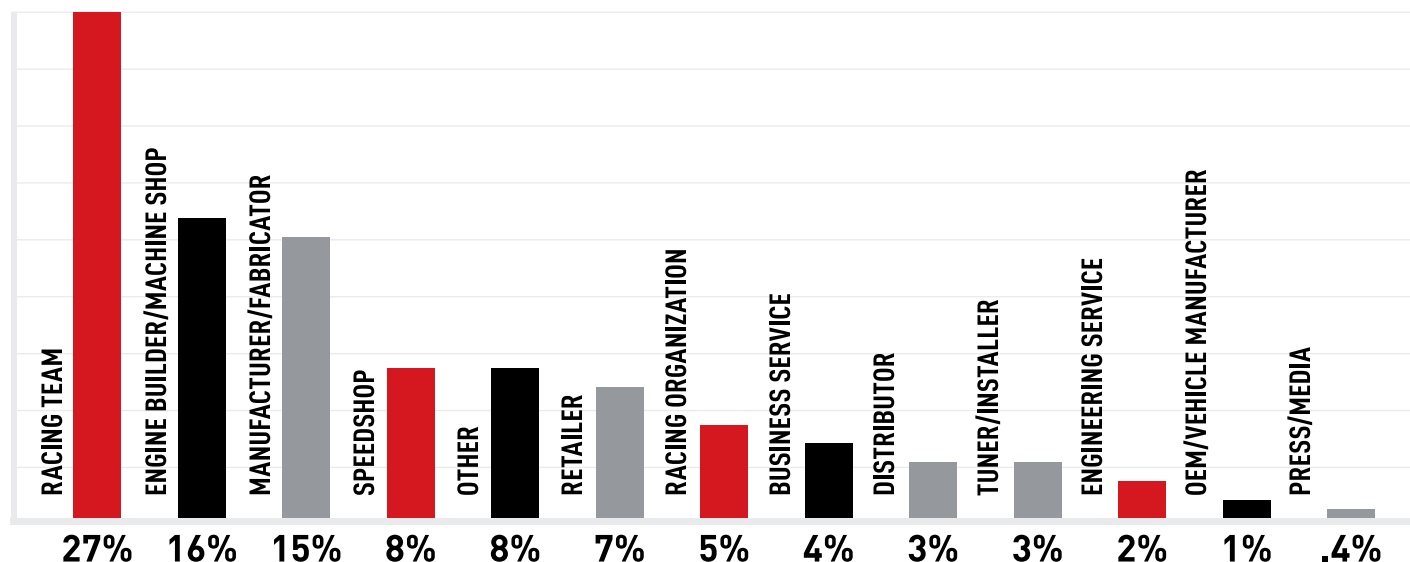
### 10. NETHERLANDS



## PRI DELIVERS QUALITY BUYERS



## BUYERS BY BUSINESS TYPE



\*Statistics from 2019 PRI Trade Show registration and Show Survey results.

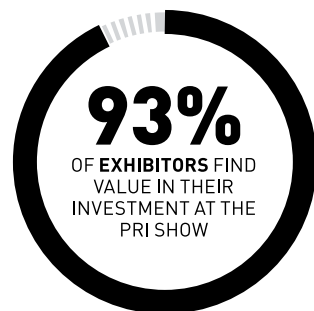
# SPECIAL PRODUCT SECTIONS

**THESE SPECIAL SHOW SECTIONS PROVIDE ADDED VALUE EXCLUSIVE TO THE PRI TRADE SHOW**

**MACHINERY ROW:** More than 100 race shop machining manufacturers all in one place, side by side & fully operational for live demonstrations on actual race parts.

**INDOOR TRAILER EXHIBITS:** The indoor trailer area on the field at Lucas Oil Stadium provides ample space for PRI's large-scale display of state-of-the-art race trailers, haulers, RVs and accessories.

**FEATURED PRODUCTS SHOWCASE:** The best way to highlight your top products and direct buyers to your booth. Take advantage of the 96% of PRI attendees looking for new products! Learn more or submit products at [pri2022.com/fps](http://pri2022.com/fps).



\*Statistics from 2019 PRI Trade Show registration and Show Survey results.

# SPONSORSHIPS

PRI PROVIDES EXTENSIVE MARKETING OPPORTUNITIES

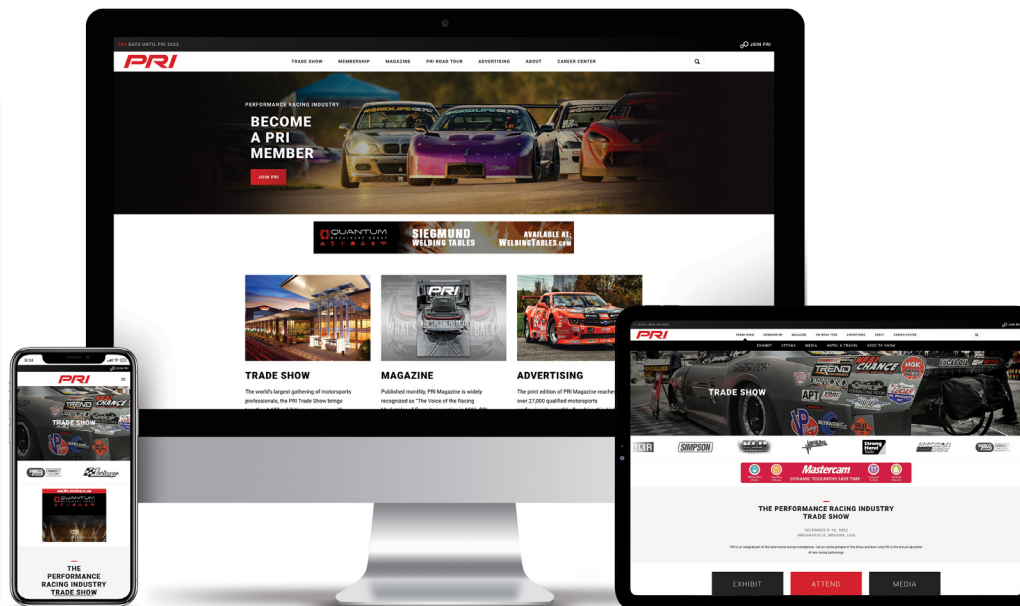
- **DRIVE TRAFFIC**
- **CREATE BRAND AWARENESS**
- **COMMUNICATE YOUR MESSAGE OUTSIDE OF THE BOOTH**



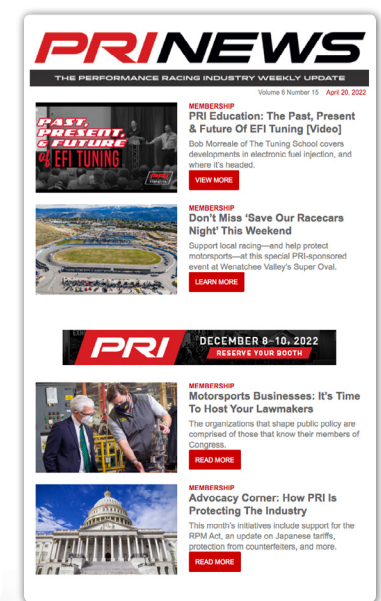
**SIGNAGE**



**PRI MAGAZINE**



**WEBSITE**



**eNEWSLETTER**

# NETWORKING

- **GRAND OPENING BREAKFAST**
- **EDUCATION**
- **INDUSTRY RECEPTIONS**
- **AFTER HOURS EVENTS**



# BUSINESS MEMBERSHIP

**PRI FUELS THE PASSION FOR MOTORSPORTS. WE BUILD, PROMOTE, AND PROTECT THE RACING COMMUNITY.**

Become a member of Performance Racing Industry and join the first-ever membership of its kind. PRI Membership is designed to protect racing by advocating on behalf of the industry, and to provide exclusive member benefits to motorsports businesses.

The easiest way to sign up to become a PRI member is within the PRI booth application.

## **BENEFIT YOUR BUSINESS BENEFIT YOUR INDUSTRY**

### **PRI BUSINESS MEMBER BENEFITS:**

- Save Our Racecars
- Legislative Advocacy
- Legal Counsel
- Legal Support Hotline
- PRI Education
- Market Research Reports
- PRI Jobs Board
- 10% Discount on PRI Trade Show Booth Space
- Plus more

*PRI Business Membership ranges from **\$295** to **\$995** (annually)*

### **PRI FOUNDING MEMBERS:**

As a Founding Member of PRI, you will receive all PRI Business Membership benefits and:

- Recognition for your leadership and commitment to the racing community
- Exclusive access to the Founding Members network
- An invitation to the annual PRI President's briefing for Founding Members only
- An invitation to the PRI President's event held exclusively for Founding Members at the annual PRI Trade Show
- Your corporate name displayed on the Wall of Champions at PRI Corporate Headquarters
- Your company logo displayed prominently in a dedicated area of the PRI website
- Entrance to the PRI Show for Qualified Attendees

*Cost for PRI Founding Membership: **\$2,500** annually over 10 years*

Learn more at [performanceracing.com/membership](http://performanceracing.com/membership)





**PERFORMANCE RACING INDUSTRY**

## **PRICING**

10x10 ————— \$1,800  
MULTIPLE 10x10s ————— \$1,700 each  
TRAILER EXHIBIT SPACE ————— \$1,300 per 10x10

**MAKE PLANS TO EXHIBIT!**

**PRI2022.COM • 949.499.5413**

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