

THE BUSINESS OF RACING STARTS HERE

2023

SPONSORSHIP
OPPORTUNITIES

HEADQUARTERS

PRI

HEADQUARTERS

PRI

PRI

PERFORMANCE RACING INDUSTRY
TRADE SHOW

DECEMBER 7-9, 2023 • INDIANAPOLIS, IN

FLOOR PLAN UPGRADES

STAND OUT PRIOR TO THE SHOW.

Enhance your online floorplan listing by adding photos and video to engage buyers ahead of the PRI Show.



TURNKEY SPONSORSHIP PACKAGES

DRIVE TRAFFIC TO YOUR BOOTH.

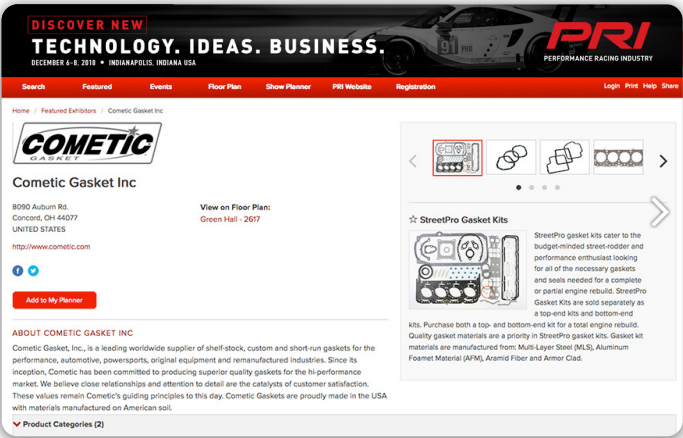
Drive traffic to your booth. Integrated marketing packages combining print and onsite signage guide buyers to your booth and build brand awareness.

FLOOR PLAN: UPGRADE

PRICE: **\$545**

INCLUDES:

- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Floor Plan
- Links to press releases
- Floor plan “corner peel graphic”
- Listing as “Featured Exhibitor”



Online Showroom (Photos)

EXHIBITOR ESSENTIALS PACKAGE

PRICE: **\$4,500**

INCLUDES:

- Double-sided aisle sign
- Double-sided meterboard
- 1/2 page ad November PRI Magazine (Show Issue)
- 1/2 page ad December PRI Magazine (Buyers Guide)

FLOORED PACKAGE

PRICE: **\$4,000**

INCLUDES:

- (2) Double-sided meterboards
- (2) Carpet ads
- 1/2 page ad November PRI Magazine (Show Issue)

OWN THE AISLE PACKAGE

PRICE: **\$4,500**

INCLUDES:

- Double-sided aisle sign
- Carpet ad
- Full-page ad November PRI Magazine (Show Issue)
- Full-page ad December PRI Magazine (Buyers Guide)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



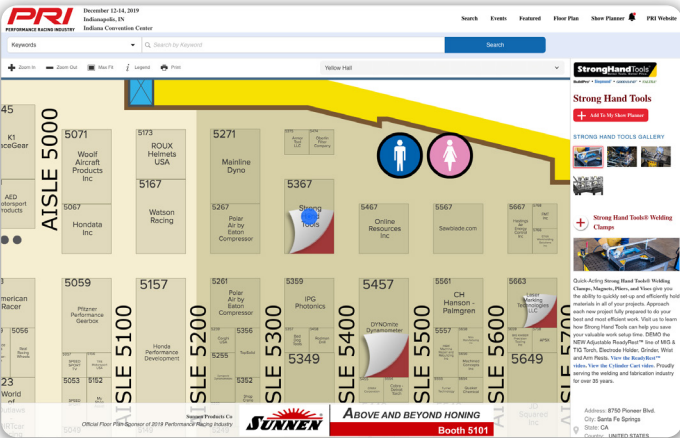
Carpet Ad Sample



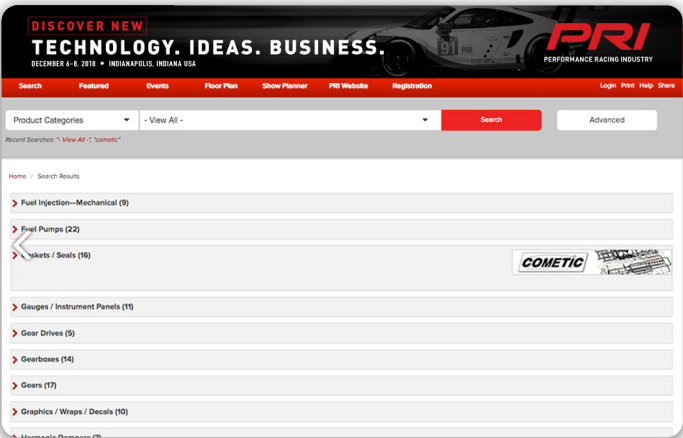
Meterboard Sample



Aisle Sign Sample



Floor Plan View



Exhibitor Listing

SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.
Drive traffic to your booth and build brand awareness.



CARPET ADS

PRICE: **\$1,000** EACH

- Finished size: 48" W x 48" H



Carpet Ad Sample

WINDOW CLINGS

PRICE: **INQUIRE**

- Finished size: 18" W x 18" H



Window Cling Sample

METERBOARD

PRICE: **\$2,500** EACH

- Finished size: 38" W x 90" H



Meterboard Sample

AISLE SIGN

PRICE: **\$1,500** EACH

- Finished size: 60" W x 27.5" H
- Includes 1/4 page ad



Aisle Sign Sample

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install

LUCAS OIL STADIUM SCOREBOARDS & RIBBONS

PRICE: **INQUIRE**

ONLY (5) SPONSORSHIPS AVAILABLE

All (5) sponsors will display on all screens for 2 minutes on a rotating schedule

**Does not run during the Happy Hour events.*

STAIR RISERS

PRICE: **INQUIRE**

VARIES ON STAIR RISER, SOME LARGER THAN OTHERS



Stairs Riser Sample

LUCAS OIL STADIUM HAPPY HOUR SPONSORSHIP

PRICE: **\$2,500**

- Branding on Lucas Oil Stadium scoreboards & ribbons (branding does not run during show hours)
- Happy Hour events: Wednesday, Dec. 6, 2023 and Thursday, Dec. 7, 2023
- Scoreboard branding runs for 2 hours during happy hour. All (5) sponsors will display on all screens for 2 minutes on a rotating schedule.
- Limit 5 sponsorships per happy hour

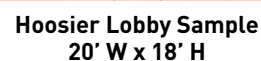


Happy Hour

Drive traffic to your booth and build brand awareness.



PRICE: **INQUIRE** FOR LOCATIONS & PRICING



PRICE: **\$5,500**

**8 LOCATIONS AVAILABLE - INSIDE LOBBY AREAS
INCLUDES:**

- (1) Column banner – sizes vary
- (1) 1/2 page ad in PRI Magazine



FOOD COURT SPONSORSHIPS

INCREASE BRAND AWARENESS.

Make an impact by putting your brand in front of attendees in these high traffic areas.



FOOD COURT - MARYLAND

Locations A–D

- (4) Opportunities for LED screens above concession stands
Finished size: 690px W x 1188px H

PRICE: **\$5,000** EACH

Location E

- (12) Window clings custom fit to all 12 panes

PRICE: **\$7,500**



Locations A–D



Location E

FOOD COURT - MARYLAND

Location F

- (12) Window clings custom fit to all 12 panes

PRICE: **\$10,000**

Location G

- Concession stand table top clings
Finished size: 20" W x 20" H

PRICE: **\$4,000**



Location F



Location G

FOOD COURT SPONSORSHIPS

INCREASE BRAND AWARENESS.

Make an impact by putting your brand in front of attendees in these high traffic areas.

FOOD COURT - CAPITOL LOCATION A

PRICE: **\$11,500**

- (3) Vertical banners along back wall of seating area
Finished size: 84" W x 216" H
- Concession stand table top clings
Finished size: 20" W x 20" H
- (4) Large window ad clings
Finished size: 49.5" W x 41" H
- (20) Regular window clings
Finished size: 18" W x 18" H
- (1) Full-page ad November PRI Magazine (Show Issue)



FOOD COURT - CROSSROADS LOCATION B

PRICE: **\$10,500**

- (1) Large mural along back wall
Finished size: 25.5" W x 60" H
- (12) Footer laminate clings to food court
Finished size: 18" W x 18" H
- (3) Wall boards across from concession stand
Finished size: 71" W x 42" H
- (12) Foam core wall images
Finished size: 32" W x 41" H
- Concession stand table top clings
Finished size: 20" W x 20" H
- (1) Full-page ad November PRI Magazine (Show Issue)



LOCATION A

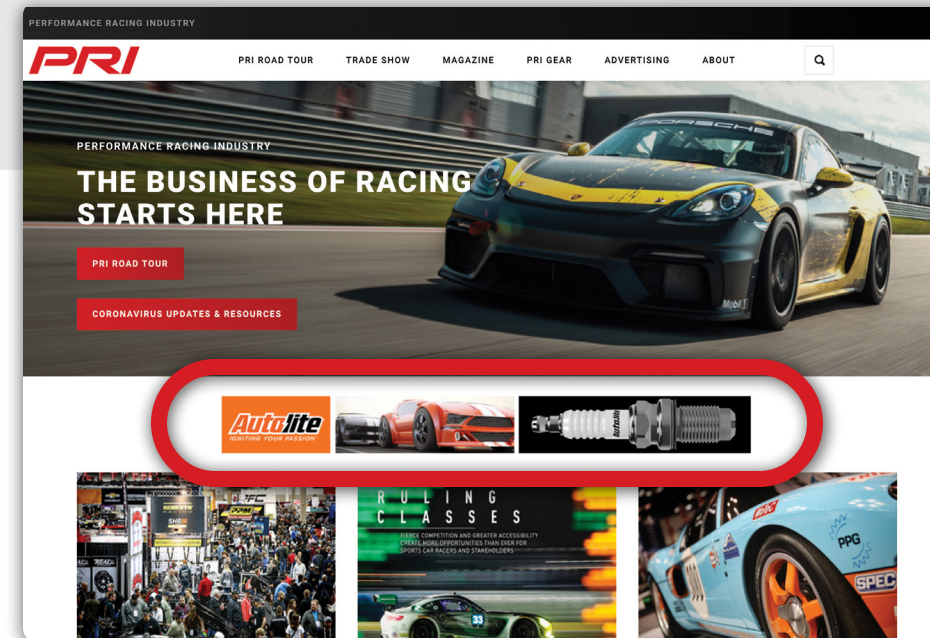
LOCATION B



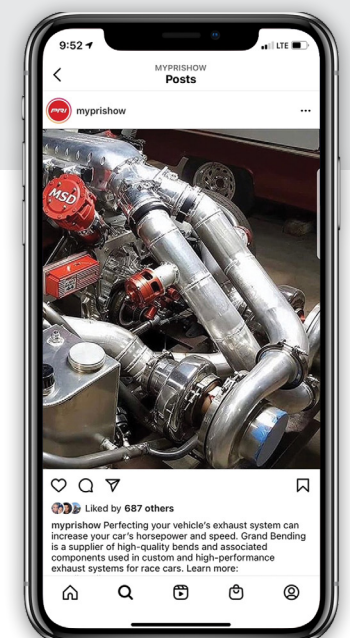
DIGITAL SPONSORSHIP

EXPAND YOUR REACH.

Reach members of the PRI community year-round outside of the PRI Show through digital sponsorship.



Webpage Ad Sample

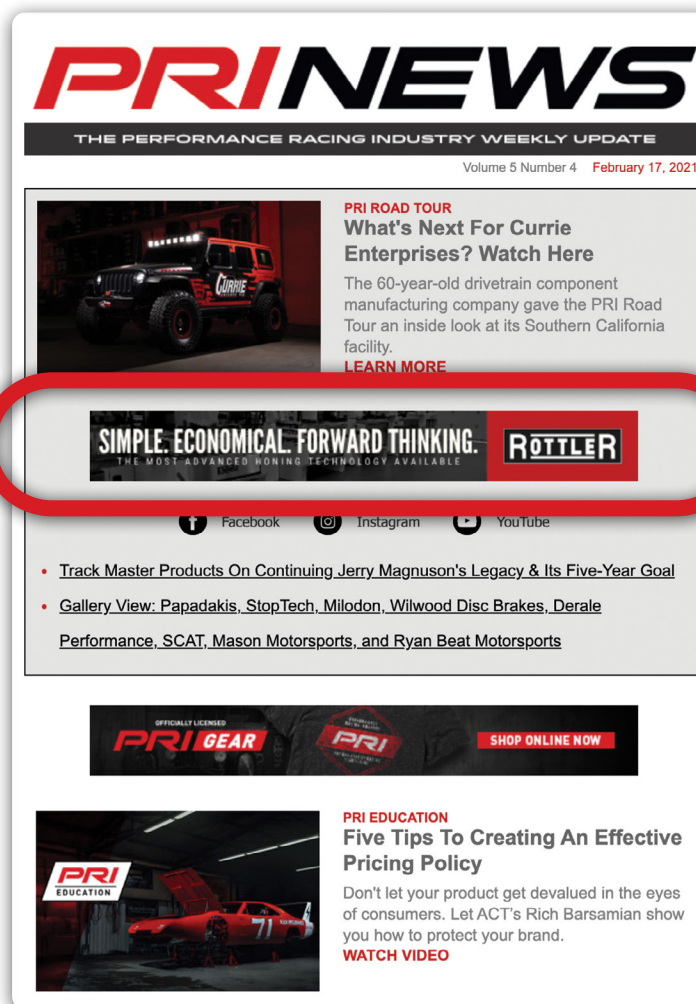


Social Media Sample

WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625** PER eNEWSLETTER,
\$1,250 PER eNEWSLETTER
OCTOBER 25TH–DECEMBER 9TH
(PREMIUM PRI SHOW LEAD UP)

Advertisers who purchase four or more regular PRI eNewsletter banner ads qualify to keep their pricing for premium weeks.



PRI eNewsletter Ad Sample

WEB BANNERS

PRICE: **\$580–\$760** PER MONTH
BASED ON FREQUENCY

- Banner ads rotate with other advertisers on landing pages of performanceracing.com

PRI eNEWSLETTER SPONSORED CONTENT

PRICE: **\$2,500** EACH

Custom article featured prominently in the eNewsletter of your choice.

INCLUDES:

- Featured position in PRI eNewsletter
- Includes photo and article summary with link to full article
- Complete article (maximum 1000 words) hosted on performanceracing.com
- Website content can include photo slideshow with captions
- Shared on PRI's social media accounts (Facebook, Instagram)



PRI eNewsletter Sponsored Content Sample

PREMIUM SPONSORSHIPS

GAIN MAXIMUM EXPOSURE.

The most innovative ways to reach attendees of the PRI Show.

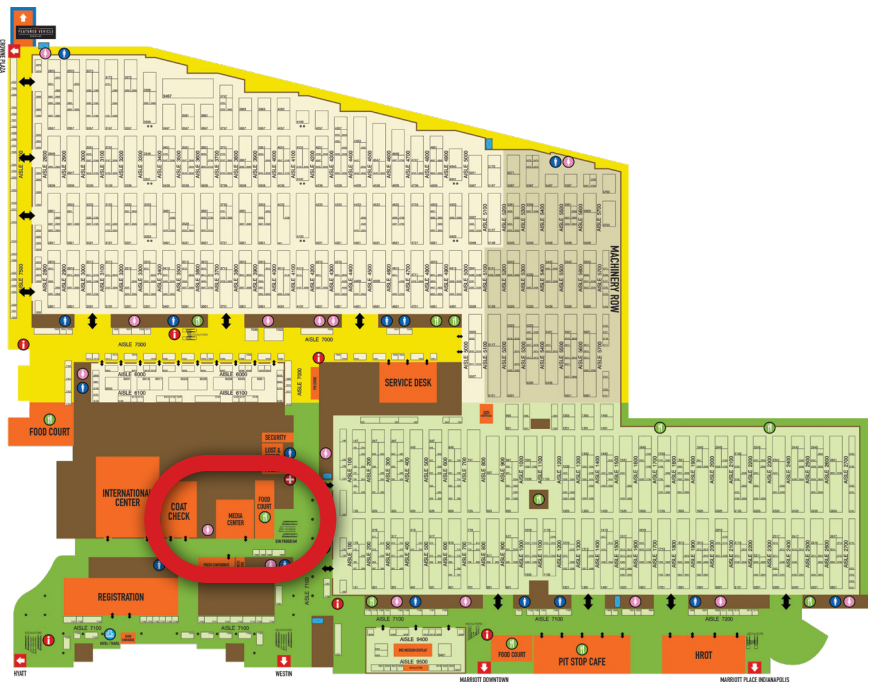


MEDIA CENTER

PRICE: **\$15,000**

INCLUDES:

- Company logo on the entrance unit to Media Center
- (2) Double-sided meterboard panels with company logo and information inside the Media Center
- (1) 4' x 8' banner inside Media Center
- Logo on media back drop
- Placement of sponsor's literature in the Media Center
- Recognition of sponsor on signage outside the Media Center and on all double-sided meterboard directional signage
- Placement in all printed and web-based PRI Trade Show Media Center marketing efforts
- (1) Full-page ad October PRI Magazine (Pre-Show Issue)
- (1) Full-page ad November PRI Magazine (Show Issue)



LANYARDS

SPONSOR TO SUPPLY

PRICE: **\$7,500** EACH

Quantity: 16,250 lanyards for each sponsor

(4) SPONSORSHIPS AVAILABLE

INCLUDES:

- Single color image prints on both sides of the lanyard
- (1) Full-page ad in PRI Magazine



Lanyard Sample

SHOW BAGS

SPONSOR TO SUPPLY

PRICE: **\$10,000** EACH

Quantity: 7,500 bags for each sponsor

(4) SPONSORSHIPS AVAILABLE

INCLUDES:

- Distribution of sponsor bags at show
- (1) Full-page ad in PRI Magazine

ARTWORK AND DELIVERY:

- Artwork must be submitted for approval
- Must arrive on show site by November 17, 2023
- Lanyards need to have double bully clips and must be submitted to show management for approval
- Sponsor is responsible for all production and shipping expenses



Show Bag Sample

BIG 3 SPECIAL

PROMOTION BEFORE, DURING AND AFTER THE SHOW.

Promote Your Company and Products in the BIG 3 Issues of PRI Magazine.

OCTOBER
PRI TRADE SHOW PREVIEW

ARTWORK DUE: **AUGUST 23**
Bonus distribution at the SEMA Show.

NOVEMBER
PRI TRADE SHOW DIRECTORY

ARTWORK DUE: **SEPTEMBER 27**
Bonus distribution at the PRI Trade Show.

DECEMBER
PRI BUYERS GUIDE

ARTWORK DUE: **OCTOBER 26**
Bonus distribution at the PRI Trade Show.



MAXIMIZE YOUR EXPOSURE - BUY 3 GET 1 FREE

When you purchase an ad in each of the BIG 3 issues, you will receive a complimentary ad* and a PRI Show digital floor plan upgrade.

*Complimentary ad must run in September 2023 or January 2024. Must be of equal or lesser value.

SEPTEMBER ARTWORK DUE: **JULY 21** JANUARY ARTWORK DUE: **NOVEMBER 22**

SPECIAL BIG 3 ADVERTISING RATES
PRICE PER ISSUE

1-FULL PAGE
PRICE: **\$3,034.50**
VALUE: \$3,259.75

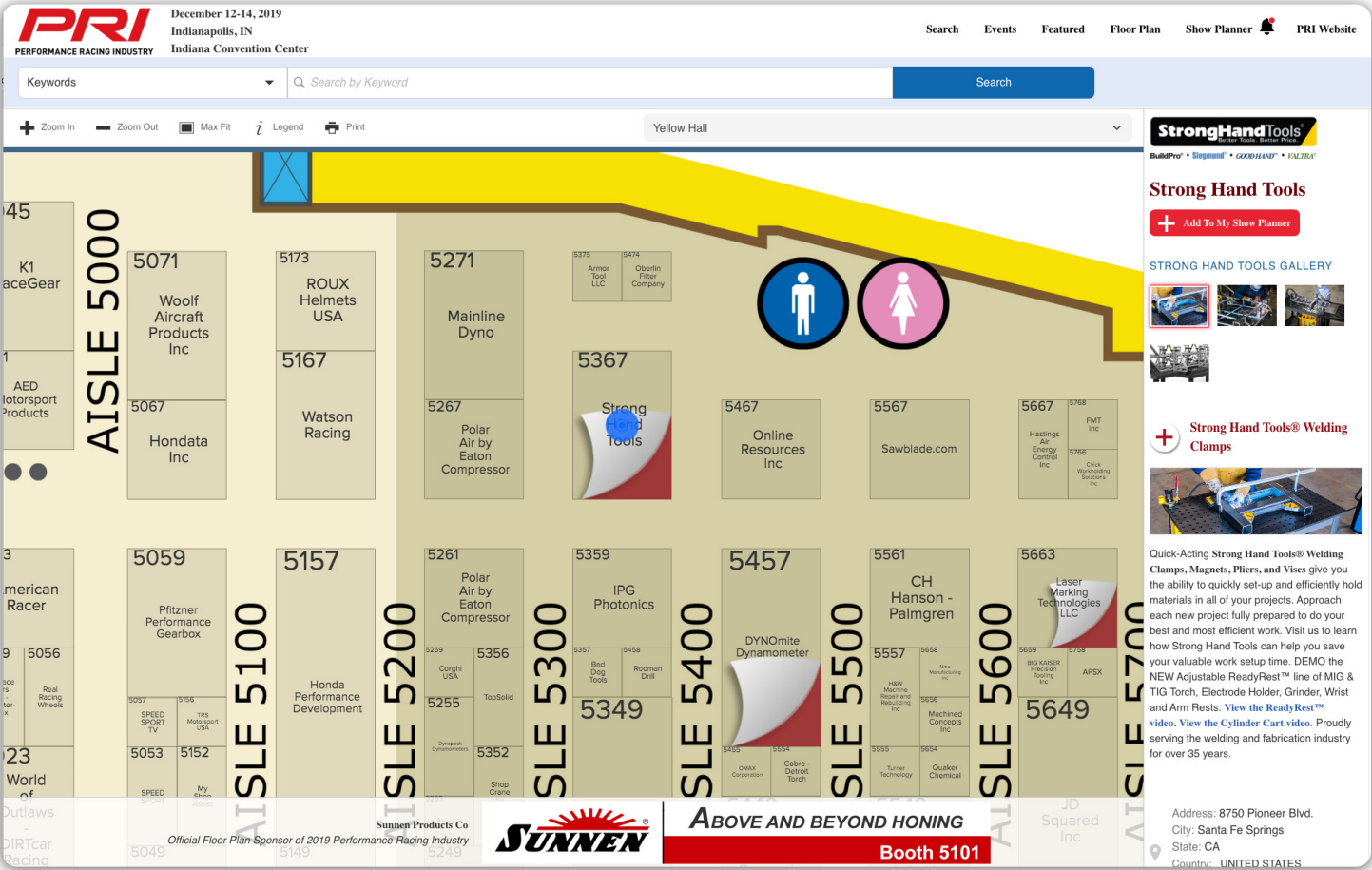
2/3-PAGE
PRICE: **\$2,363.00**
VALUE: \$2,486.25

1/2-PAGE
PRICE: **\$1,942.25**
VALUE: \$2,095.25

1/3-PAGE
PRICE: **\$1,474.75**
VALUE: \$1,619.25

1/4-PAGE
PRICE: **\$994.50**
VALUE: \$1,075.25

1/6-PAGE
PRICE: **\$824.50**
VALUE: \$901.00



RECEIVE A FREE DIGITAL FLOOR PLAN UPGRADE WITH PURCHASE OF BIG 3

- Company information
- Booth number
- Product images/video
- Links to press releases
- Access to pre-show sales leads and statistics generated from your listing on the PRI Floor Plan
- Floor plan “corner peel graphic”
- Listing as “Featured Exhibitor”



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