

THE BUSINESS OF RACING STARTS HERE

2021

SPONSORSHIP
OPPORTUNITIES

PRI

PERFORMANCE RACING INDUSTRY
TRADE SHOW

DECEMBER 9-11, 2021 • INDIANAPOLIS, IN

FLOOR PLAN UPGRADES

STAND OUT PRIOR TO THE SHOW.

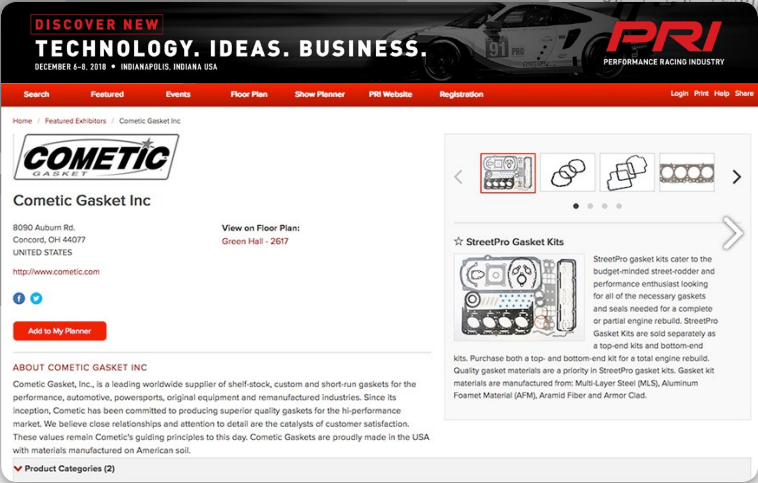
Enhance your online floorplan listing by adding photos and video to engage buyers ahead of the PRI Show.

FLOOR PLAN: UPGRADE

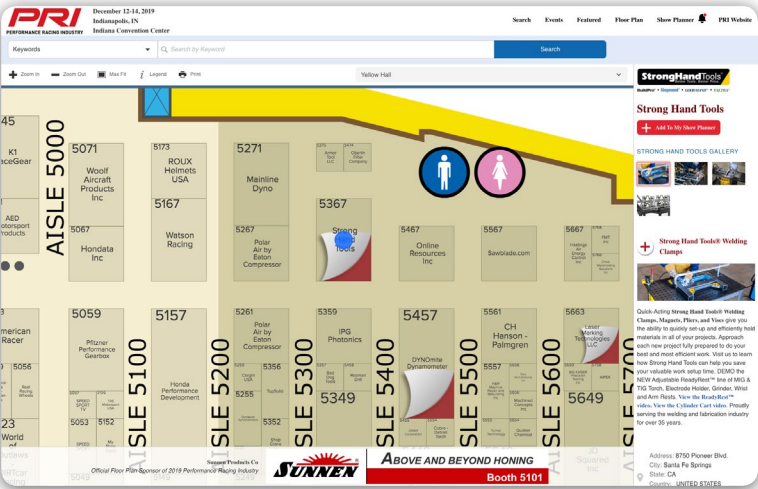
PRICE: **\$495**

INCLUDES:

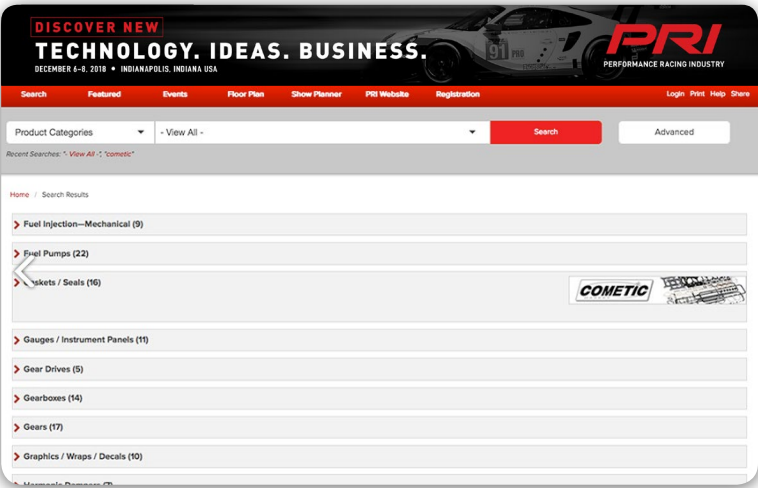
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Floor Plan
- Links to press releases
- Floor plan “corner peel graphic”
- Listing as “Featured Exhibitor”



Online Showroom (Photos)



Floor Plan View



Exhibitor Listing

PRODUCT CATEGORY SPONSOR

PRICE: **\$800**

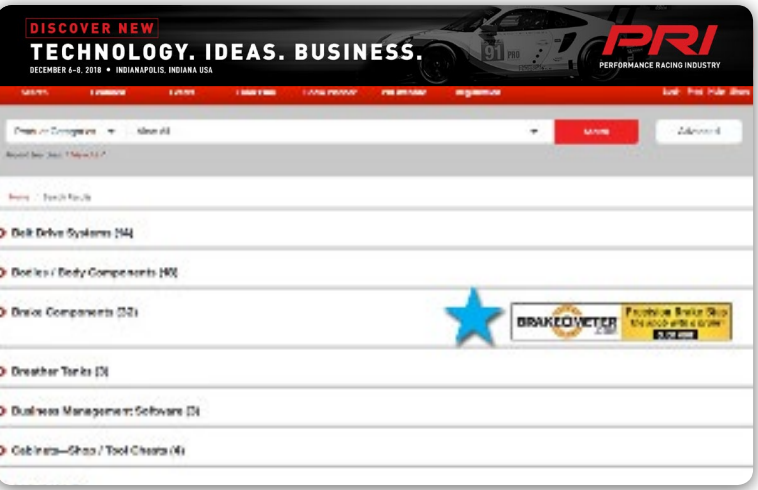
INCLUDES:

PRODUCT CATEGORY SEARCH RESULTS:

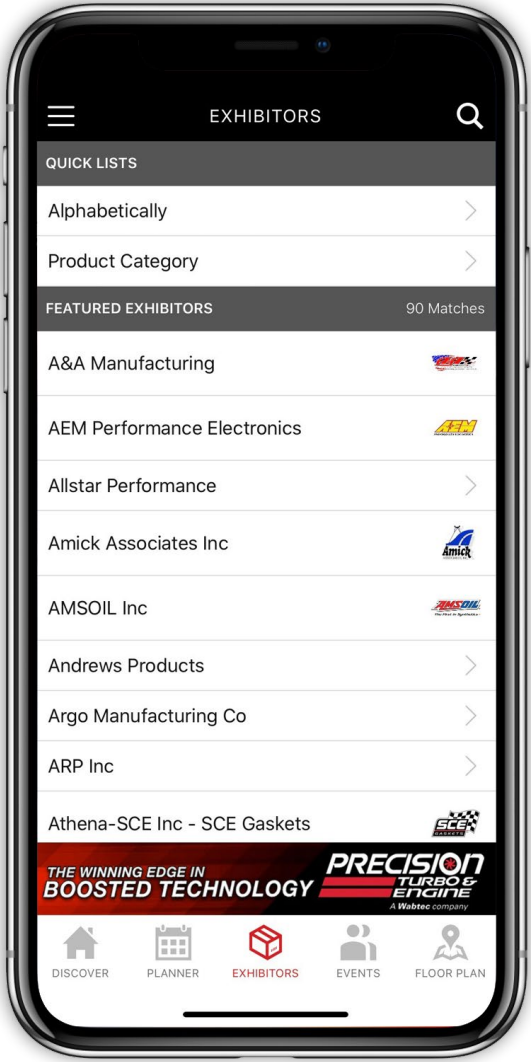
- 640 x 100 pixel banner ads (No animation)
- Displays on the right side of category directory listing
- Displays on the right side of purchased category search
- Links to sponsor listing on the floor plan
- Priority-listing as Featured Exhibitors on floor plan
- Statistics are available for tracking on exhibitor dashboard

MOBILE PRODUCT CATEGORY SEARCH PAGE:

- 1080 x 169 pixel banner ads (No animation)
- Displays on the bottom of purchased category screen



Product Category Sponsor Page



Mobile Product Category Sponsor Page

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.



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:

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

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Meterboard Sample

OWN THE AISLE PACKAGE

PRICE: **\$4,500**

INCLUDES:

- (2) Double-sided aisle signs
- Carpet ad
- Full-page ad November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



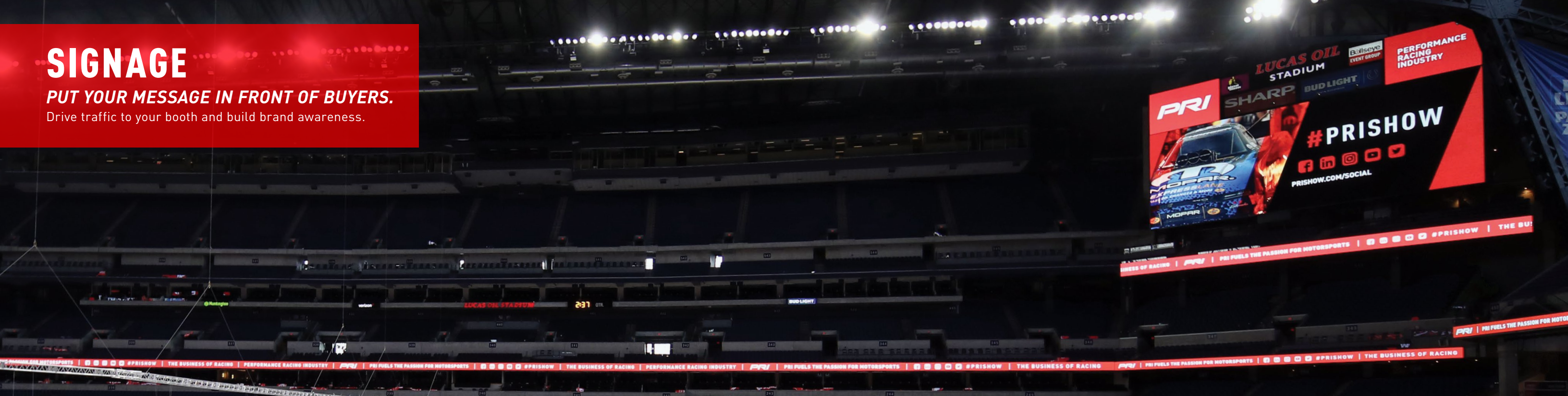
Aisle Sign Sample



Aisle Sign Sample

SIGNAGE

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



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

WINDOW CLINGS
PRICE: **INQUIRE**

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

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

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Window Cling Sample

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

STAIRS
PRICE: **INQUIRE**
VARIES ON STAIR RISER, SOME LARGER THAN OTHERS



Meterboard Sample



Aisle Sign Sample



Stairs Sample

SIGNAGE

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



HANGING BANNERS

PRICE: **INQUIRE** FOR LOCATIONS & EXACT PRICING



Hoosier Lobby Sample
20' W x 18' H



Crossroads Lobby Sample
13' W x 6' H



Crossroads Lobby Sample
20' W x 7' H



Crossroads Lobby Sample
15' W x 10' H

COLUMN BANNERS

PRICE: **\$5,000**

8 LOCATIONS AVAILABLE - INSIDE LOBBY AREAS
INCLUDES:

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



Column Banner Sample

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 header banners above concession stands
Finished size: 120" W x 144" H

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

Location E

- (1) Banner over top railing of food court
Finished size: 192" W x 60" H

PRICE: **\$3,500**



Locations A–D



Location E

FOOD COURT - MARYLAND

Location F

- (9) Window clings
Finished size: 80" W x 26" H

PRICE: **\$5,000**

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**

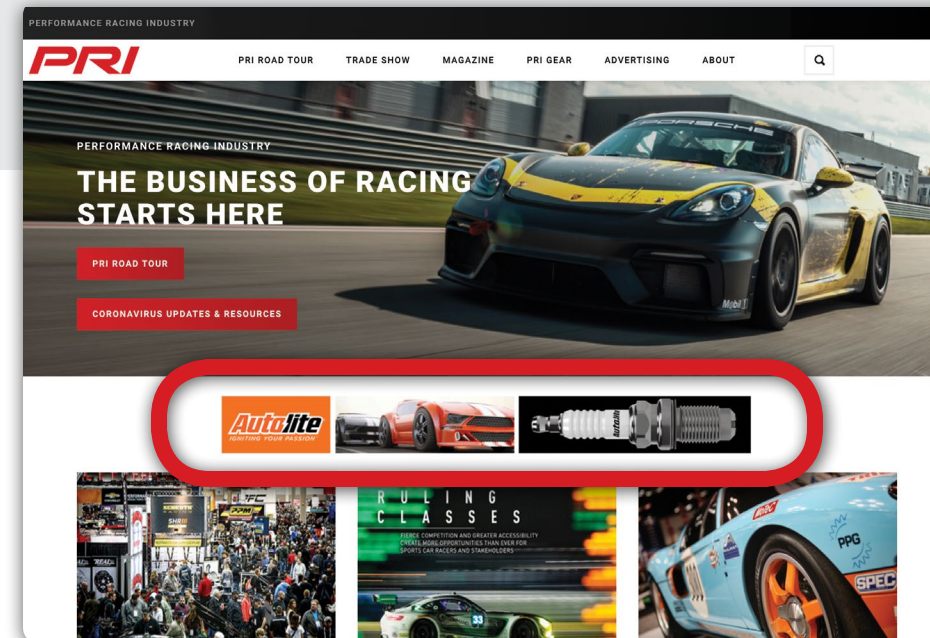
- (1) Large mural along back wall
Finished size: 25.5" W x 60" H
- (12) Footer laminate clings to food court
Finished size: 18" W x 18" H
- (3) Wall boards across from concession stand
Finished size: 71" W x 42" H
- (12) Foam core wall images
Finished size: 32" W x 41" H
- Concession stand table top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



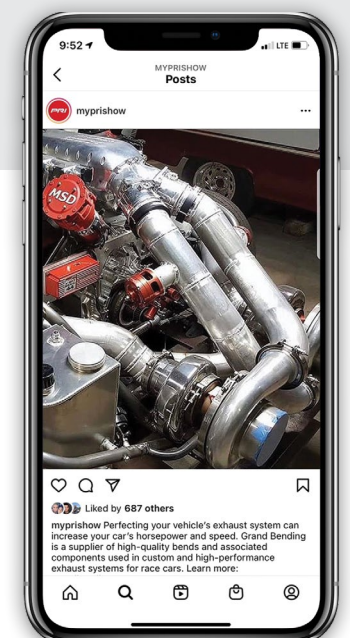
DIGITAL SPONSORSHIP

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

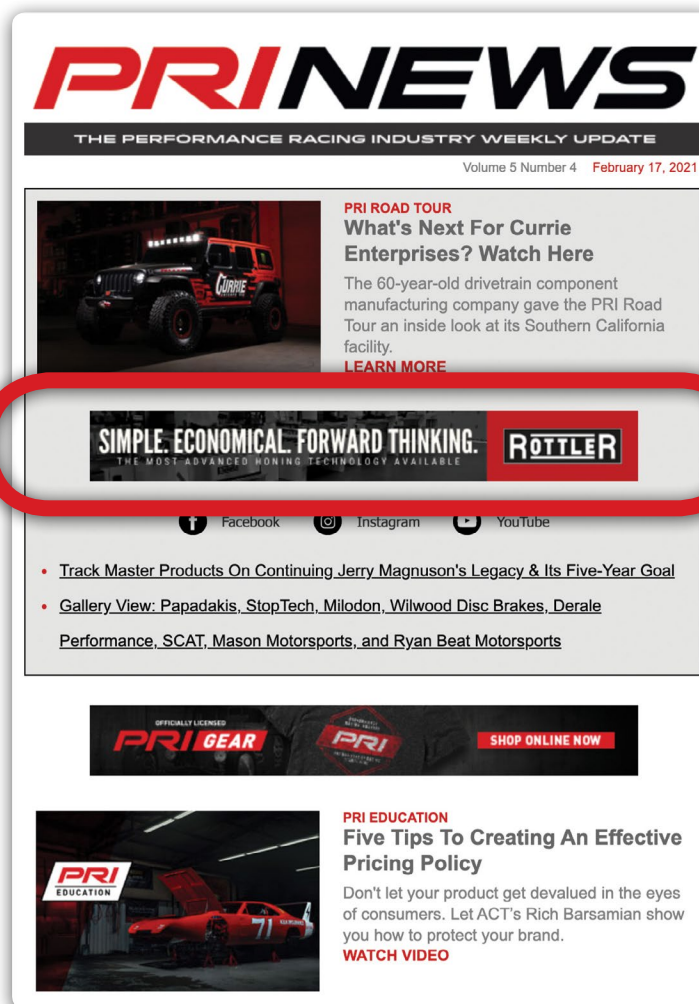
WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625** PER eNEWSLETTER

PREMIUM SHOW eNEWSLETTER BANNERS

PRICE: **\$2,500** PER DAY

Four special edition eNewsletters are published during PRI. One eNewsletter is sent per day, Wednesday through Saturday. Banner ad in 1 eNewsletter on the PRI Show Day of your choice (pending availability).



PRI eNewsletter Ad Sample

WEB BANNERS

PRICE: **\$580-\$760** PER MONTH
BASED ON FREQUENCY, CONTACT
SALES REP. FOR DETAILS

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

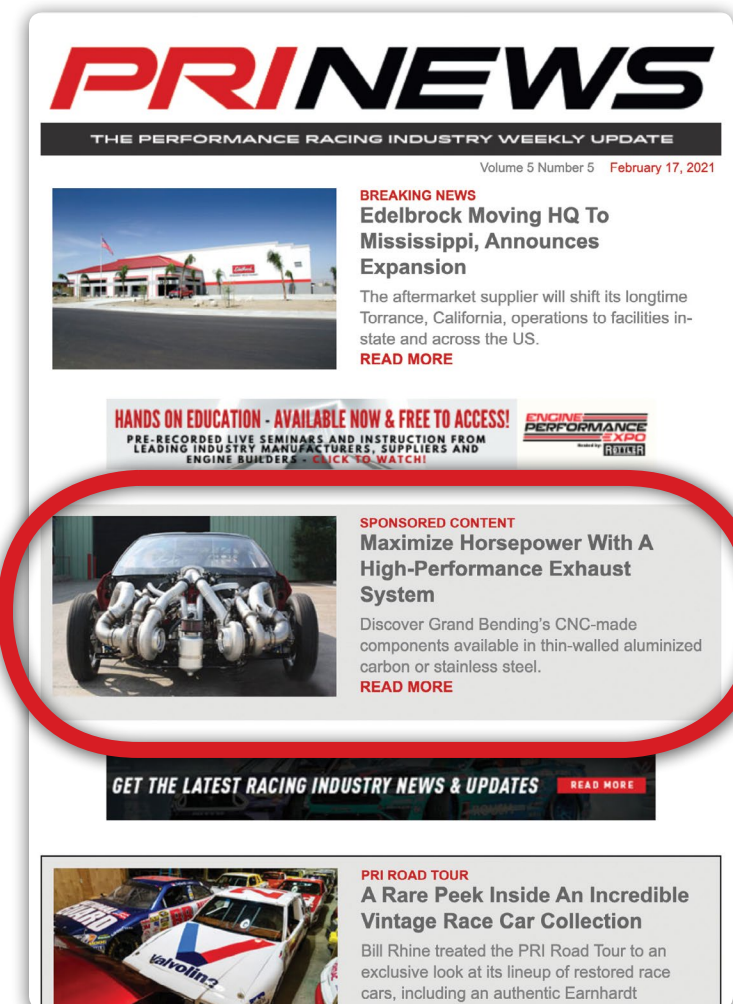
PRI eNEWSLETTER SPONSORED CONTENT

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, Twitter, LinkedIn)



PRI eNewsletter Sponsored Content Sample

PREMIUM SPONSORSHIPS

GAIN MAXIMUM EXPOSURE.

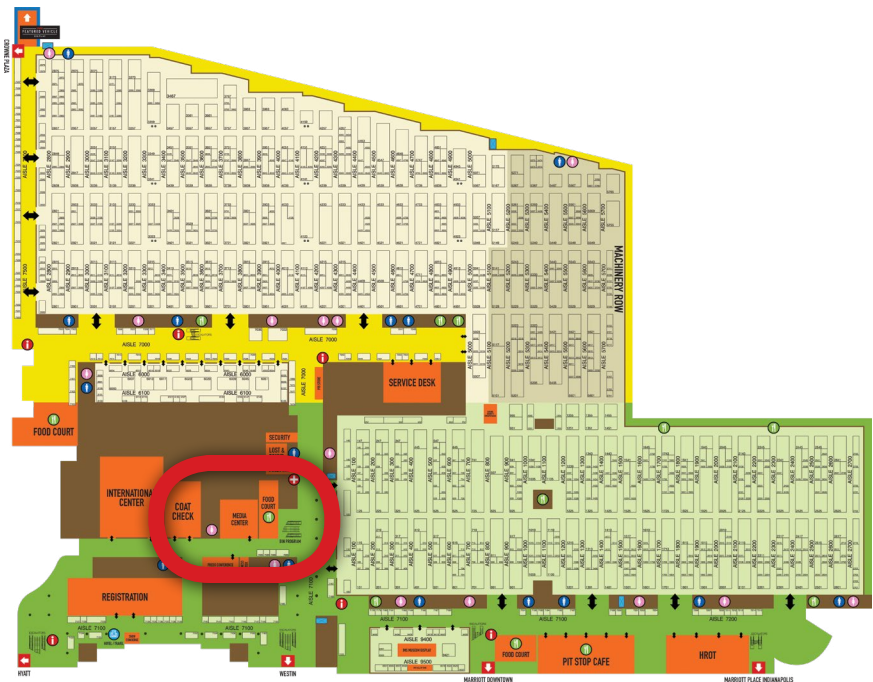
The most innovative ways to reach attendees of the PRI Show.

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

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

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 20, 2021
- 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 24**
Bonus distribution at the SEMA Show.

NOVEMBER PRI TRADE SHOW DIRECTORY

ARTWORK DUE: **SEPTEMBER 21**
Bonus distribution at the PRI Trade Show.

DECEMBER PRI DIRECT BUYERS GUIDE

ARTWORK DUE: **OCTOBER 19**



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 digital floor plan upgrade.

*Complimentary ad must run in September 2021 or January 2022. Must be of equal or lesser value.

SEPTEMBER ARTWORK DUE: **JULY 20** JANUARY ARTWORK DUE: **NOVEMBER 21**

SPECIAL BIG 3 ADVERTISING RATES PRICE PER ISSUE

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

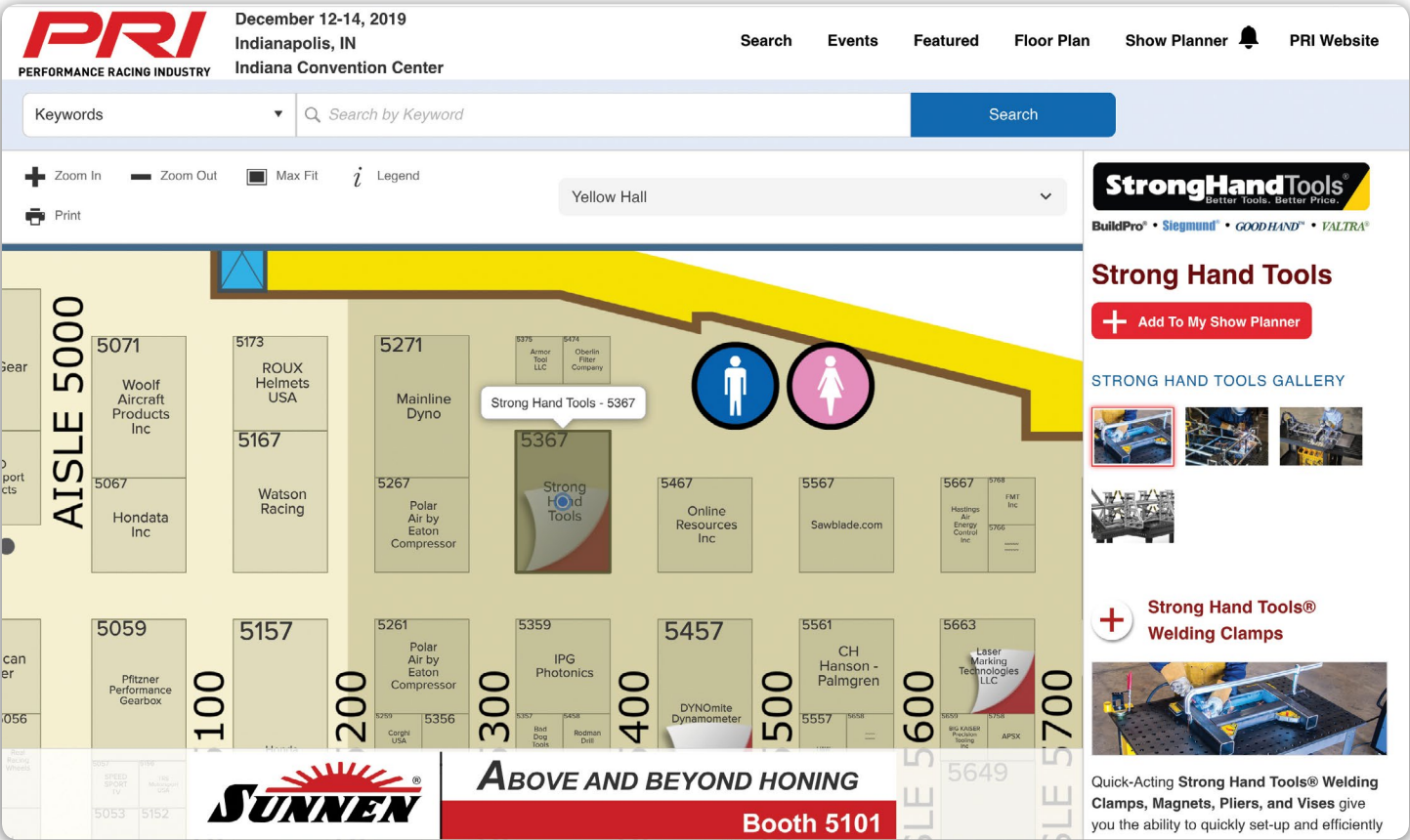
2/3-PAGE
PRICE: **\$2,363.00**

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

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

1/4-PAGE
PRICE: **\$994.50**

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



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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