

■ ACCELERATE YOUR SALES BY EXHIBITING AT THE 2011 PRI TRADE SHOW! ■

EXHIBIT SPACE OPTION RESERVATION FORM

**NEW ISLAND
EXHIBIT OPTION
AVAILABLE!**



THURSDAY | FRIDAY | SATURDAY
DECEMBER 1-3, 2011

ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA

Dear Returning PRI Exhibitor:

The 24th Annual PERFORMANCE RACING INDUSTRY Trade Show will be held at the Orange County Convention Center, December 1-3, 2011. As an exhibitor in this year's PRI Trade Show, you have the "option" to reserve your exhibit location now for the 2011 PRI Trade Show by completing the attached Exhibit Space Option Reservation Form.

New for 2011

A special new "value added" element! PRI to offer Island Exhibit Space with 360 degree exposure at no extra charge.

- **By Completing & Returning** the attached Option Reservation Form, this allows your company to reserve exhibit space in the 2011 PRI Trade Show. All 2010 PRI exhibitors have the first option on their existing booth space for the 2011 Show.
 - Every effort will be made to plot 2010 PRI exhibitors in a similar location and retain the relationship to fellow exhibits from the previous trade show on the 2011 PRI Trade Show floor plan.
 - Same booth rates will apply for 2011, \$1,700 per single booth or \$1,600 per booth for two or more booths.
No rate increase in 5 years!
- **Important: All Option Reservation Forms must be received at the PRI offices by February 4, 2011.** If your Option Reservation Form is not received in the PRI office by February 4, 2011, you will not take part in the initial plotting of the 2011 floor plan.

Thank you for exhibiting this year. I look forward to your participation in next year's PRI Trade Show. If you have any questions, please feel free to call your PRI Sales Representative at 949/499-5413.

Steve Lewis
Producer

RESERVE YOUR 2011 BOOTH SPACE!



DECEMBER 1-3, 2011

ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA

EXHIBIT SPACE OPTION RESERVATION FORM

Please complete this form and return it to the PRI Trade Show Department or Sales Representative. To exercise your exhibit space option, this form must be received in the PRI office by **February 4, 2011**. After February 4th, all non-optional exhibit space will be sold based upon the 2011 PRI expansion and placement policy.

PLEASE NOTE THIS IS NOT A CONTRACT, NOR A GUARANTEE, IT IS A BOOTH RESERVATION FORM.

Please print or type

Company _____ Date _____

Exhibitor Website _____

Products to be displayed: _____

2010 Booth Number(s) _____

YES, I would prefer the same number of booths, configuration, and location for the 2011 PERFORMANCE RACING INDUSTRY Trade Show.

NO, I request a different location, configuration or quantity of booths:

Size: Configuration: _____ Linear Island (20X20 or larger) Peninsula (20X20 or larger)

Quantity of Booths: _____

Desired Location: _____

THIS IS NOT A CONTRACT

Company Contact Name _____ (Please print)

Email _____

Cell Phone _____

FOR PRI USE ONLY	
Org #:	_____
Seniority:	_____ Sales Rep: _____
2011 Booths:	_____

IF YOU HAVE ANY QUESTIONS REGARDING YOUR 2011 BOOTH SPACE, PLEASE CALL YOUR PRI SALES REPRESENTATIVE AT 949/499-5413.

Please email, fax or send form to:

Tammy Naylor (Trade Show Department)
PERFORMANCE RACING INDUSTRY
31706 S. Coast Hwy • Laguna Beach, CA 92651
Email: tammyn@performanceracing.com
Fax: 949/499-6399

IMPORTANT—CUSTOMER KEEP YELLOW COPY FOR YOUR RECORDS!

24TH ANNUAL Performance Racing Industry TRADE SHOW

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ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA

UNIVERSAL BLVD

↑ GRAND OPENING BREAKFAST ↑

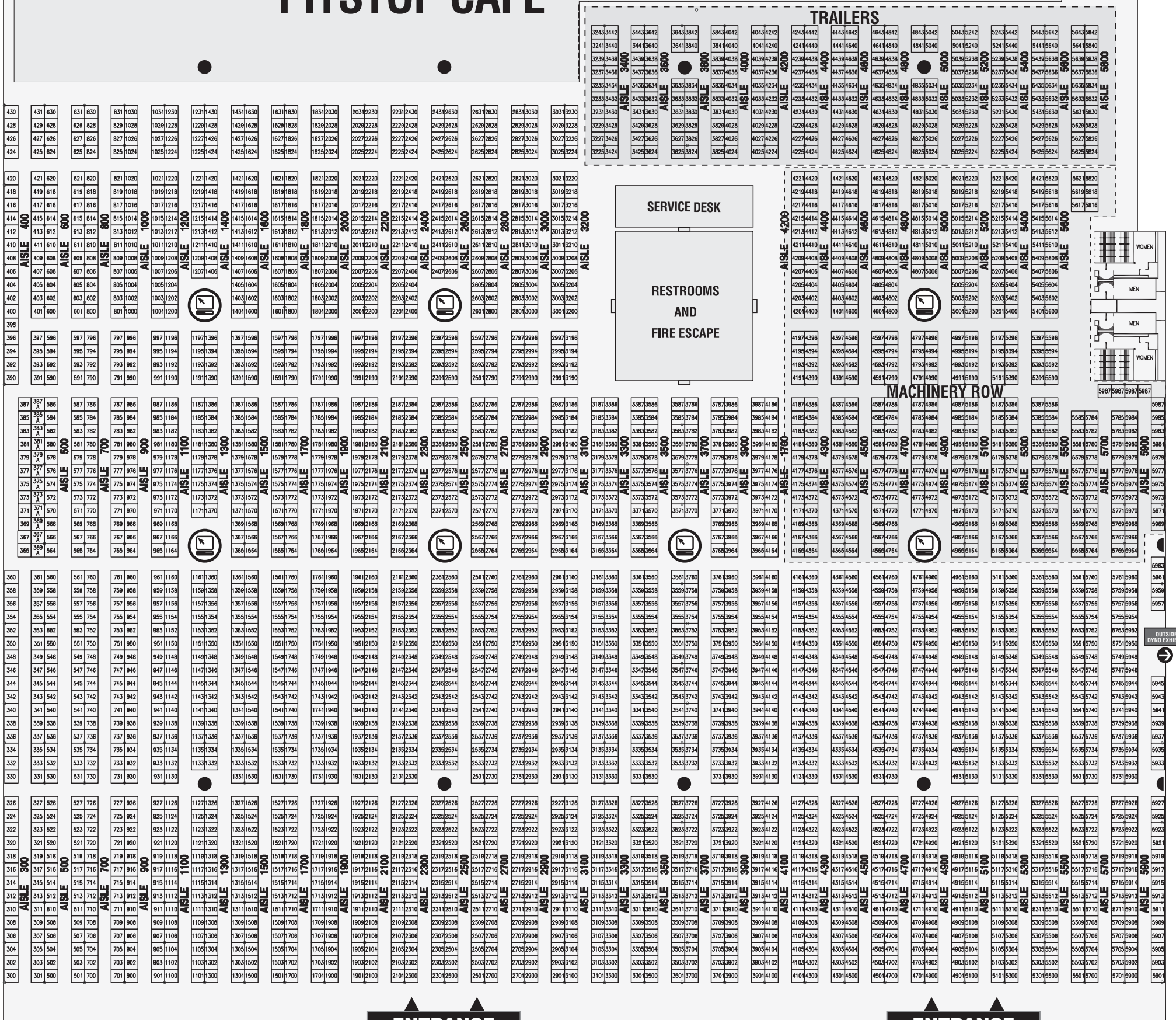
STAGE

IMAGE CENTER

DISPLAY VEHICLES

PRESS ROOM
INT'L LOUNGE

PITSTOP CAFE



ENTRANCE

ENTRANCE

INTERNATIONAL DRIVE