

# 2017 PRI TRADE SHOW PRESS CONFERENCES



DAY/TIME	LOCATION	EXHIBITOR	DESCRIPTION
<b>Thursday, December 7</b>			
10-10:30 a.m.	Media Center	MAHLE Original Gaskets	Performance gasket announcement
11-11:30 a.m.	Booth #3501	Renegade Racing Fuels & Lubricants	New Valor Oil products announcement
11:30-noon	Media Center	GET'M GARAGE	New product announcement
1-1:30 p.m.	Media Center	Hot Shot's Secret	Hot Shot's Secret line of oil announcement
1:30-2 p.m.	Media Center	American Electronics	Company/product announcement
2-2:30 p.m.	Media Center	Indianapolis Motor Speedway	Indianapolis Speedrome Entitlement Sponsorship Unveiling, plus Motorsports Announcements involving multiple divisions
<b>Friday, December 8</b>			
10-10:30 a.m.	Media Center	MPT Industries	Announcing partnership with North American Formula 1000 Championship, 2018 schedule for NAF1000 & 2018 prize fund
10:30-11 a.m.	Media Center	PFC Brakes	Launch of annual #SponsorMePFC18 campaign
11-11:30 a.m.	Media Center	HPD-Honda Performance Development	Company/product announcement
11:30-noon	Media Center	PennGrade Motor Oil-brand of D-A Lubricant Company	Ken Tyger to discuss critical topics such as engine oil additive technology/chemistry, additives systems and base oils
1-1:30 p.m.	Booth #3828	MR. RACE OIL-Cam-shield Lubricants	Introducing new, full line of MR. RACE OIL racing oils for drag, oval track, road course & performance/powerboat racing
1:30-2 p.m.	Media Center	HPD-Honda Performance Development	Announcing F4 U.S. Championship schedule, details for 2018 season
2-2:30 p.m.	Media Center	Drag Illustrated	Announcing Drag Illustrated 2017 30 Under 30
2:30-3 p.m.	Media Center	Drag Illustrated	Drag Illustrated World Series of Pro Mod Championship Ring Presentation
3-3:30 p.m.	Media Center	Aeromotive, Inc.	Product/company announcement

\* All events in Indiana Convention Center

\*\* Schedule as of 12/1/17