

# **PRI SHOW**

DECEMBER 11-13, 2025 | INDIANAPOLIS



**2025 SPONSORSHIP KIT**



# FLOORPLAN UPGRADE

**STAND OUT PRIOR TO THE PRI 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.**

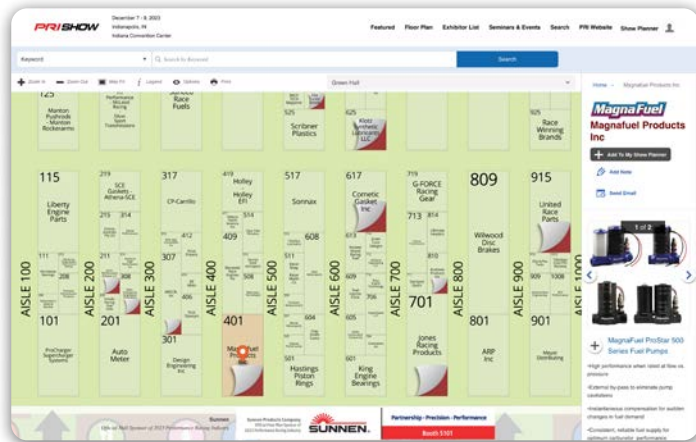
Integrated marketing packages combining print and onsite signage guide buyers to your booth and build brand awareness.

## ONLINE FLOORPLAN UPGRADE

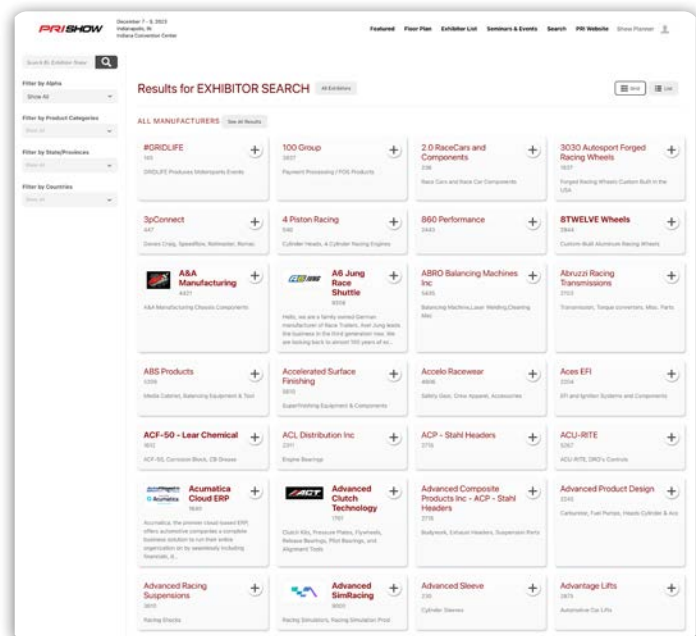
PRICE: **\$545**

### INCLUDES:

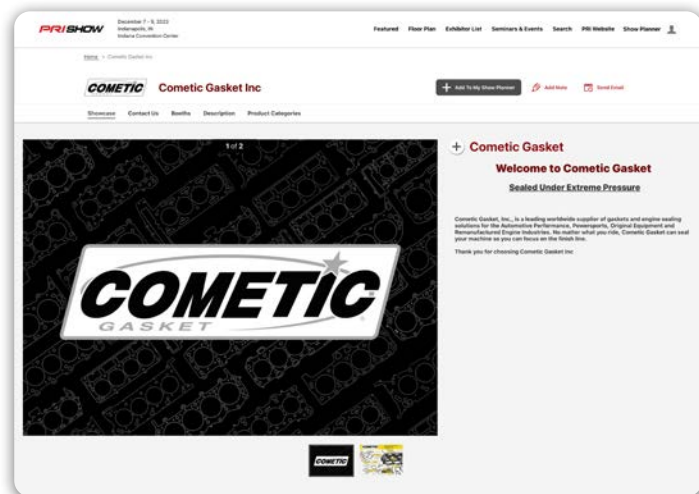
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floorplan
- Links to press releases
- Floorplan "corner peel graphic"
- Listing as "Featured Exhibitor"



Floorplan View



Exhibitor Listing



Online Showroom (Photos)

## EXHIBITOR ESSENTIALS PACKAGE

PRICE: **\$4,750**

### INCLUDES:

- 2 digital newsletter ads to run October/November pre-show
- (1) ½ page ad November PRI Magazine (Show Issue)
- (1) ½ page ad December PRI Magazine (Buyers Guide)
- (1) Online Floorplan Upgrade
- (1) Carpet Ad
- (1) Double-sided meter board

## FLOORED PACKAGE

PRICE: **\$4,200**

### INCLUDES:

- (1) Double-sided meterboard
- (2) Carpet ads
- (1) ½ page ad November PRI Magazine (Show Issue)

### ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Carpet Ad Sample



Meterboard 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

- 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 88" H  
please keep artwork 6" from bottom to avoid the base



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: **\$7,500**

### ONLY (5) SPONSORSHIPS AVAILABLE

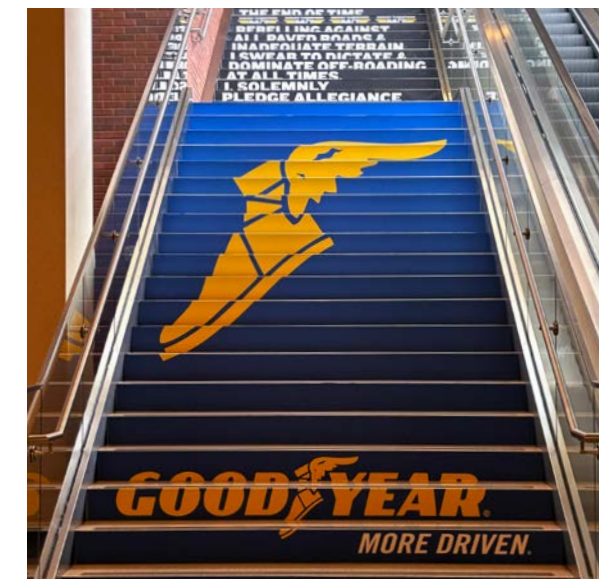
All (5) sponsors will display on all screens for 2 minutes on a rotating schedule

- (1) 1/2 page ad in November PRI Magazine (Show Issue)
- \*Does not run during the Happy Hour event.

## STAIR SIGNAGE

PRICE: starting at: **\$7,500**

VARIES ON STAIR RISER, SOME LARGER THAN OTHERS



Stair Signage Sample

## LUCAS OIL STADIUM HAPPY HOUR SPONSORSHIP

PRICE: starting at: **\$2,500**

- Branding on Lucas Oil Stadium scoreboards & ribbons (branding does not run during show hours)
- Happy Hour event on Thursday, Dec. 11, 2025
- Scoreboard branding runs for duration of happy hour. All sponsors will display on screens for 2 minutes at a time on a rotating schedule.
- Opportunity for additional branding including but not limited to: providing cups, providing koozies, on-site display to engage with attendees, etc. Inquire for custom sponsor package pricing.



Happy Hour



# SIGNAGE

PUT YOUR MESSAGE IN FRONT OF BUYERS.

Drive traffic to your booth and build brand awareness.



## HANGING BANNERS

PRICE: starting at: **\$5,000**



Hoosier Lobby Sample  
20' W x 18' H



Crossroads Lobby Sample  
13' W x 6' H



Crossroads Lobby Sample  
20' W x 7' H



Green Hall Sample  
20' W x 15' H

## COLUMN BANNERS

PRICE: **\$5,500**

8 LOCATIONS AVAILABLE - INSIDE LOBBY AREAS  
INCLUDES:

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



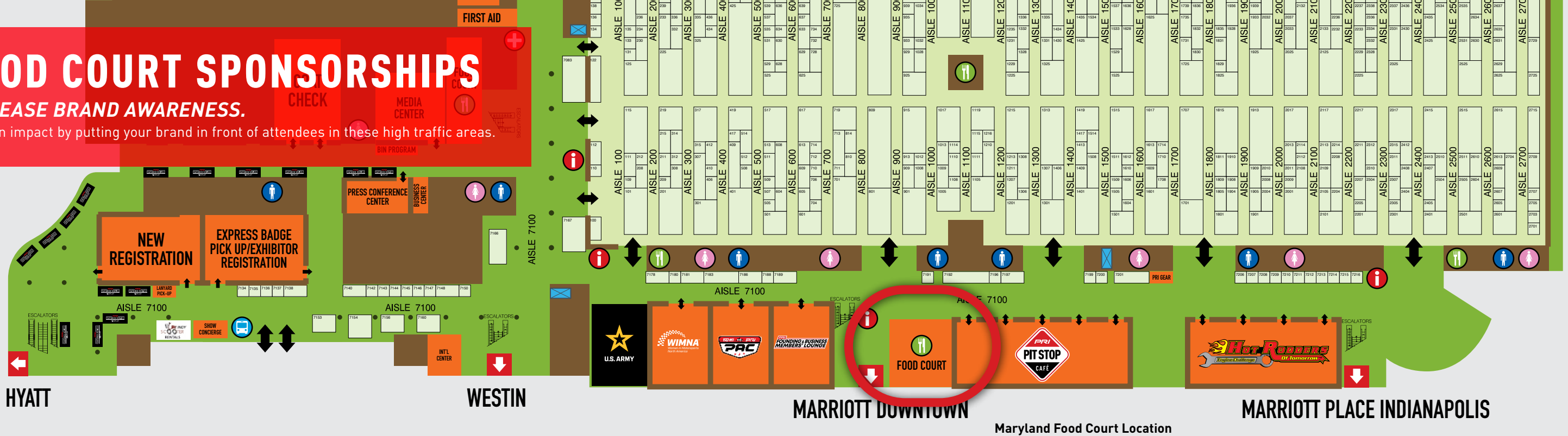
Column Banner Sample



# FOOD COURT SPONSORSHIPS

**INCREASE BRAND AWARENESS.**

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



## MARYLAND FOOD COURT

### Locations D1, D2, D3, D4

- (4) Opportunities for LED screens above concession stands  
Finished size: 960px W x 1188px H
- Static image only

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

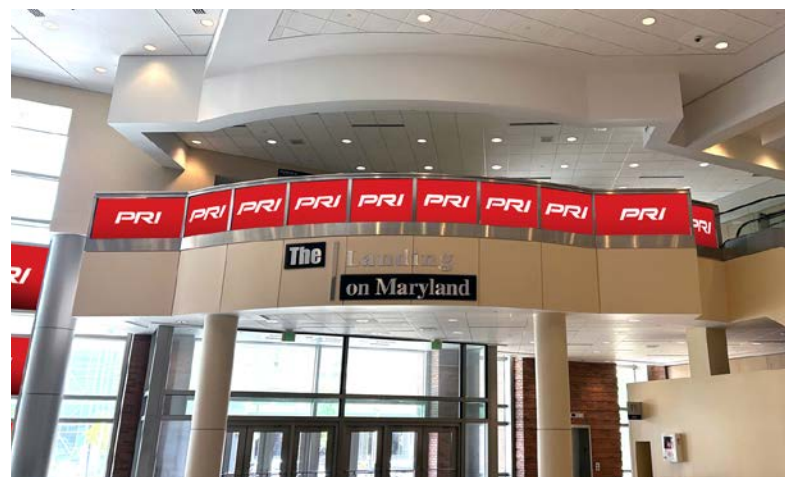
### Location 500

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

PRICE: **\$7,500**



Locations D1, D2, D3, D4



Location 500

## MARYLAND FOOD COURT

### Location 501

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

PRICE: **\$10,000**

### Location 502

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

PRICE: **\$4,000**



Location 501



Location 502



# FOOD COURT SPONSORSHIPS

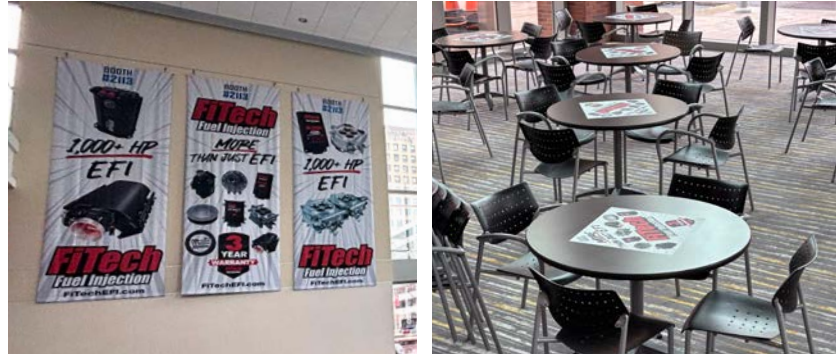
**INCREASE BRAND AWARENESS.**

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

## CAPITOL FOOD COURT

PRICE: **\$14,000**

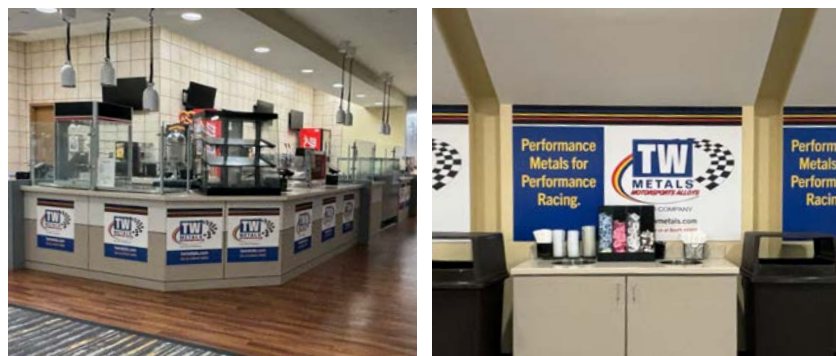
- (3) Vertical banners along back wall of seating area  
Finished size: 84" W x 216" H
- Concession stand table top clings  
Finished size: 20" W x 20" H
- (4) Large window ad clings  
Finished size: 49.5" W x 41" H
- (20) Regular window clings  
Finished size: 18" W x 18" H
- (1) Full-page ad November PRI Magazine (Show Issue)
- LED Screen, One static image - specs: 1120x720 pixels



## CROSSROADS FOOD COURT

PRICE: **\$15,000**

- (1) Large mural along back wall  
Finished size: 312" W x 60" H
- (10) 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.



### WEEKLY eNEWSLETTER BANNERS

PRICE: **\$625 PER eNEWSLETTER, \$1,250 PER eNEWSLETTER NOVEMBER 5<sup>TH</sup>–DECEMBER 13<sup>TH</sup> (PREMIUM PRI SHOW LEAD UP)**

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

Specs:

- 728 x 90 pixel banner ad.
- File format: .jpg, .png or .gif. (2mb max file size)
- Includes banner tracking (impressions and clicks).

Please provide banner and URL link for clickthrough traffic.

### WEB BANNERS

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

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

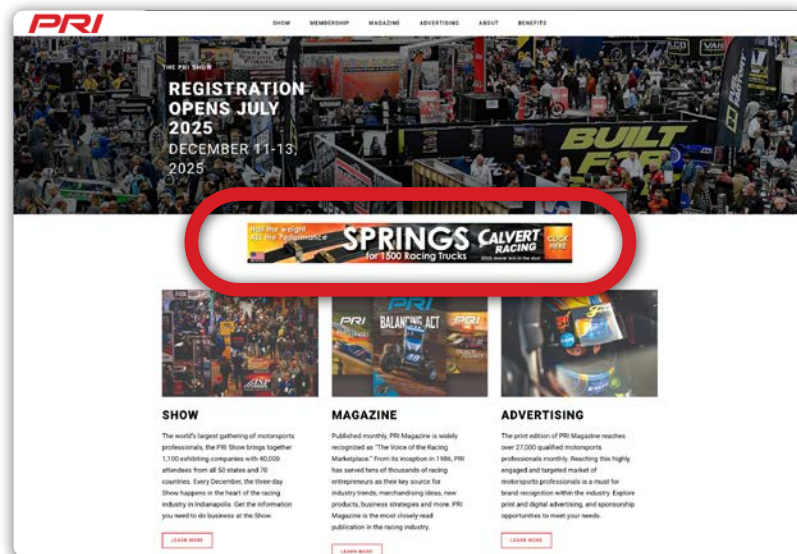
Specs:

- 728 x 90 pixel banner ad (Desktop)
- 300 x 250 pixel banner ad (Mobile)
- Includes banner tracking
- (impressions and clicks).

Please provide banner and URL link for click-through traffic.

Ad Preparation:

- File format: .jpg, .png or .gif. (40k max file size)
- Animated .gifs ok up to :15 seconds



Web Banner Ad Sample

### PRI eNEWSLETTER SPONSORED CONTENT

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

Custom article featured prominently in the eNewsletter of your choice.

INCLUDES:

- Headline (around 50-65 characters).
- Subhead/article summary (around 140-160 characters).
- Up to 1,000 word article on PRI's website.
- Up to five high-res images, including one main/lead image sized to 1410x790px.
- (Up to five captions to accompany each image, around 200 characters each).
- (Optional) One YouTube video URL to be embedded into the article body.
- One teaser/lead image sized to 322x220px for the eNews email.
- Sharing on PRI's Instagram and Facebook pages

### OFFICIAL SHOW APP SPONSOR

PRICE: **\$10,000**

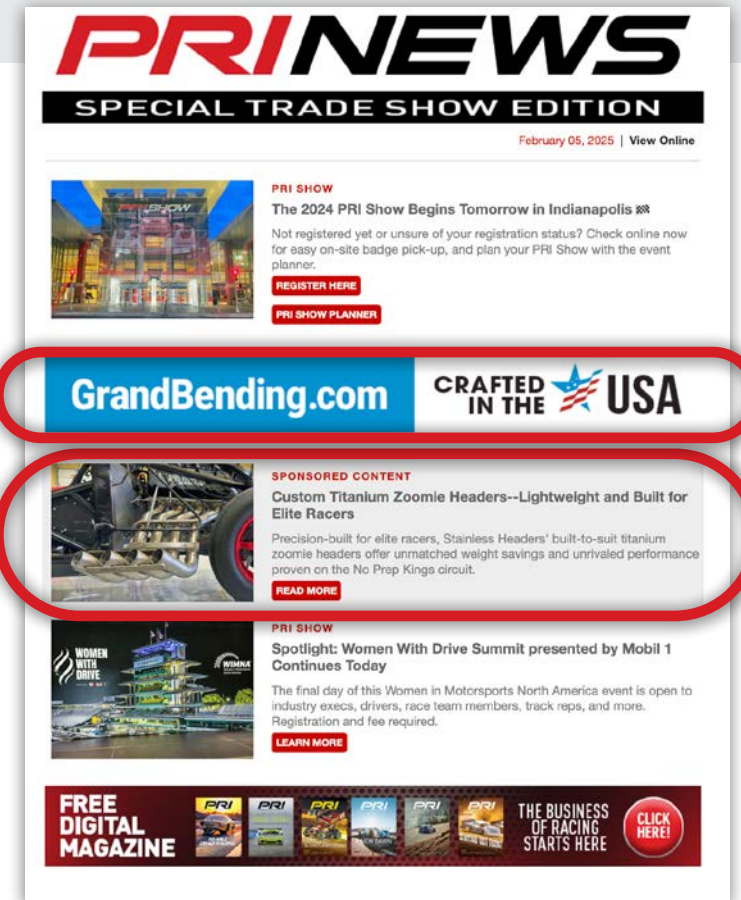
- Includes 1940x180 pixel & 600x500 pixel banner ads
- Includes link to landing page with sponsor location on floorplan.

### OFFICIAL FLOORPLAN SPONSORSHIP

PRICE: **\$5,000**

(4) SPONSORSHIPS AVAILABLE

- 1456x180 pixel banner ad on all landing pages of the PRI Online Floorplan
- Includes link to landing page with sponsor location on floorplan



PRI eNewsletter Ad Sample and Sponsored Content



Official Show App Sponsor



Official Floorplan Sponsorship



# 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 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

PRI TO SUPPLY

PRICE: **\$20,000** EACH

QUANTITY: 5,000 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



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 SHOW PREVIEW

ARTWORK DUE: **AUGUST 25**  
Bonus distribution at the SEMA Show.

## NOVEMBER PRI SHOW ISSUE

ARTWORK DUE: **SEPTEMBER 22**  
Bonus distribution at the PRI Show.

## DECEMBER PRI BUYERS GUIDE

ARTWORK DUE: **OCTOBER 24**  
Bonus distribution at the PRI 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 online floorplan upgrade.

\*Complimentary ad must run in September 2025 or January 2026. Must be of equal or lesser value.

SEPTEMBER ARTWORK DUE: **JULY 23** JANUARY ARTWORK DUE: **NOVEMBER 25**

### 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

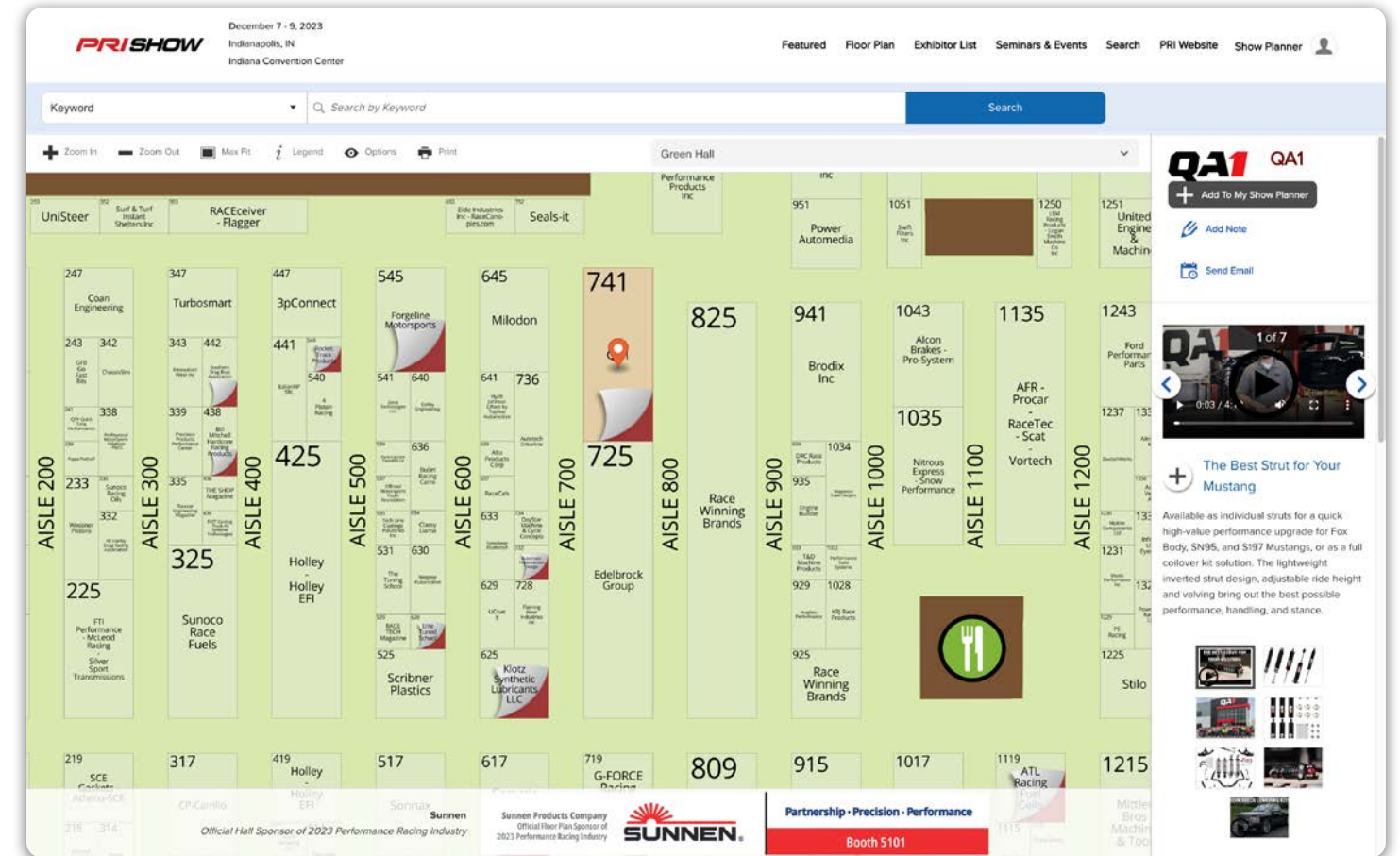
PRICE: **\$1,474.75**  
VALUE: \$1,619.25

#### 1/4-PAGE

PRICE: **\$994.50**  
VALUE: \$1,075.25

#### 1/6-PAGE

PRICE: **\$824.50**  
VALUE: \$901.00



### RECEIVE A FREE ONLINE FLOORPLAN 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 Show Floorplan
- Floorplan "corner peel graphic"
- Listing as "Featured Exhibitor"





**RESERVE YOUR SPONSORSHIP TODAY!**

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