

PRI

THE BUSINESS OF RACING **STARTS HERE**

2026



PRI SHOW
DECEMBER 10-12, 2026 | INDIANAPOLIS

EXHIBITOR KIT

PRI IS HARDCORE RACING

A UNIQUE AND POWERFUL MARKET

The racing market delivers some of the world's most motivated buyers. And they are looking for the best technology to keep the competitive advantage. For more than 30 years, the PRI SHOW has brought together all forms of racing, all under one roof. In fact, racing professionals benefit by discovering new ideas from other segments of motorsports at the PRI SHOW. As a trade-only event, the PRI SHOW targets the racing industry's distribution pipeline.

RACING REPRESENTATION

MODIFIEDS

STOCK CAR

MARINE PERFORMANCE

STREET/STRIP

TRUCK /
TRACTOR
PULLING

OPEN
WHEEL
SHORT
TRACK

**DRAG
RACING**

ROAD RACING

OFF-ROAD

DIRT LATE MODELS

KARTING

MOTO

EV

RALLY RACING

UTV

DIESEL

DRIFT

**COMPETITION DRIVEN
MARKET**



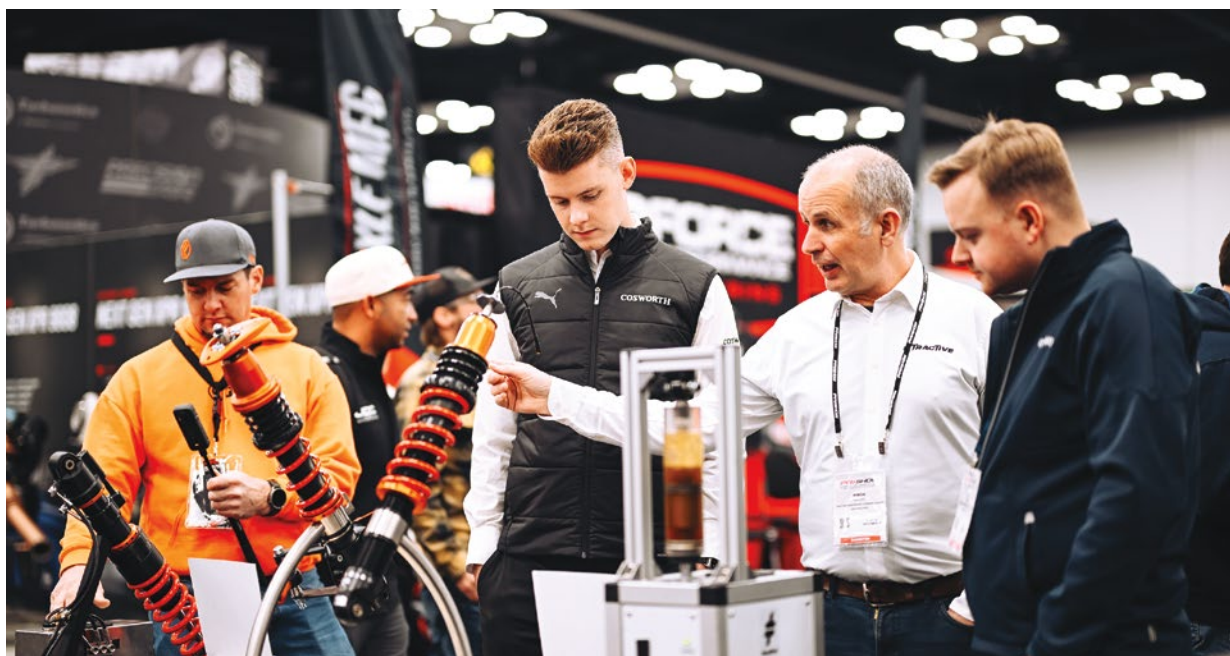
PRI SHOW IS THE GLOBAL MARKETPLACE

FOR NEW RACING TRENDS AND PRODUCTS

PRI SHOW attendees come from all 50 states and more than 35 countries, conducting business as volume buyers of racing products, technology, shop equipment and services. The PRI SHOW is the source for new racing trends and products.

PRI SHOW IS TRADE ONLY. Attendees must provide identification confirming that they are members of the racing trade. At the PRI SHOW, you're selling to a prequalified, targeted market. This is where the motorsports industry meets to conduct business.

**BUYERS FROM ALL
50 STATES
AND MORE THAN
35 COUNTRIES**



TOP COUNTRIES

1. UNITED STATES

2. CANADA

3. AUSTRALIA

4. UNITED KINGDOM

5. NEW ZEALAND

6. CHINA

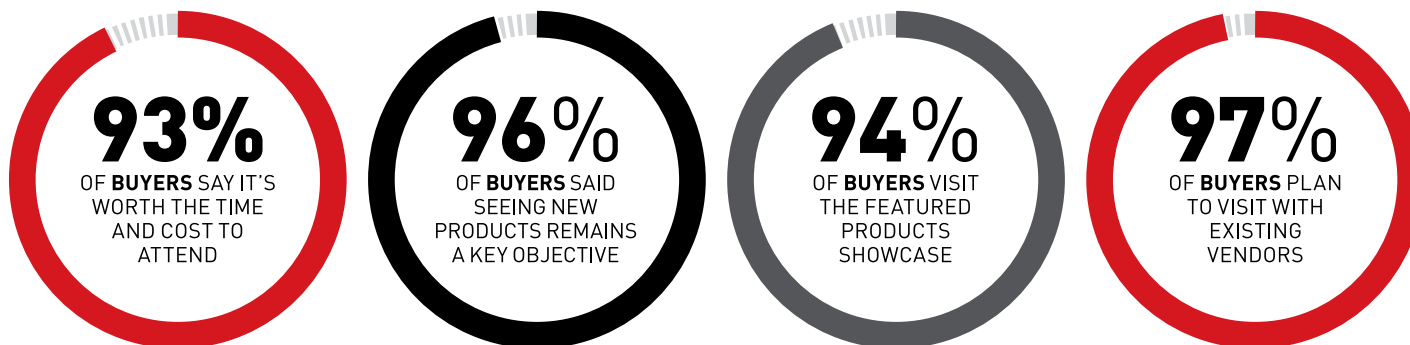
7. ITALY

8. MEXICO

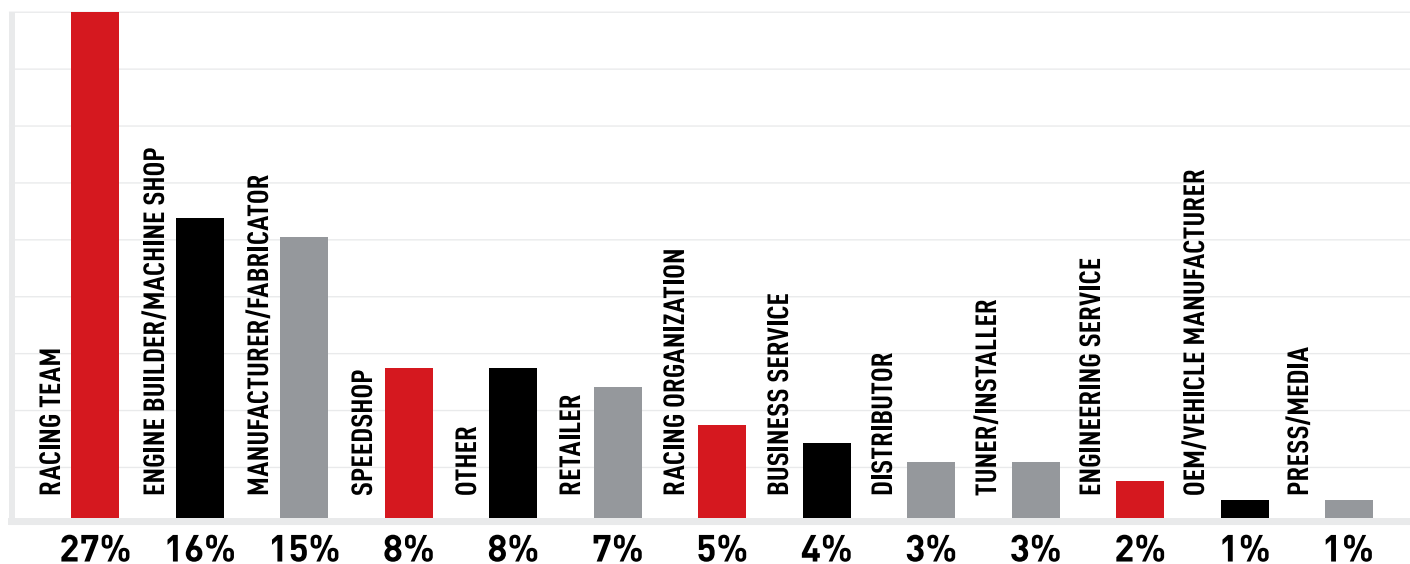
9. SWEDEN

10. BRAZIL


PRI SHOW DELIVERS QUALITY BUYERS



BUYERS BY BUSINESS TYPE



*Statistics from 2019 PRI SHOW registration and Show Survey results.

SHOW FEATURES

MACHINERY ROW: More than 100 race shop machining manufacturers all in one place, side by side and fully operational for live demonstrations on actual race parts.

INDOOR TRAILER, MOTORCOACH AND RV EXHIBITS:

The indoor trailer area on the field at Lucas Oil Stadium provides ample space for PRI SHOW's large-scale display of state-of-the-art race trailers, haulers, RVs and accessories.

FEATURED PRODUCTS SHOWCASE: The best way to highlight your top products and direct buyers to your booth. Take advantage of the 96% of PRI SHOW attendees looking for new products!

Learn more or submit products at pri2026.com/fps.

SIM RACING ARENA: A portion of the Lucas Oil Stadium transforms into the vibrant PRI SIM Racing Arena, bringing together world-class companies from across the SIM Racing/Esports world. It will feature daily invitational SIM races and live-action demonstrations.

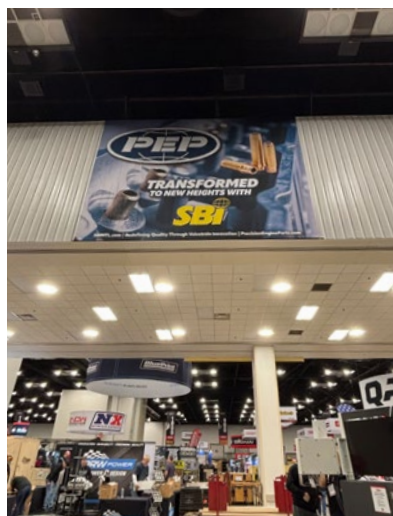
T.O.P.S. (TRACK OPERATORS, PROMOTERS AND SANCTIONING BODIES) H.Q.: This dedicated space features three interconnected meeting areas hosting over 30 targeted presentations, roundtables, and panel discussions specifically geared towards track operators, promoters, and sanctioning bodies. Topics span operations, marketing, competition, promotion, and more providing a dynamic environment for TOPS attendees to network, exchange ideas, and engage in valuable educational sessions.



SPONSORSHIPS

PRI SHOW PROVIDES EXTENSIVE MARKETING OPPORTUNITIES

- **DRIVE TRAFFIC**
- **CREATE BRAND AWARENESS**
- **COMMUNICATE YOUR MESSAGE OUTSIDE OF THE BOOTH**



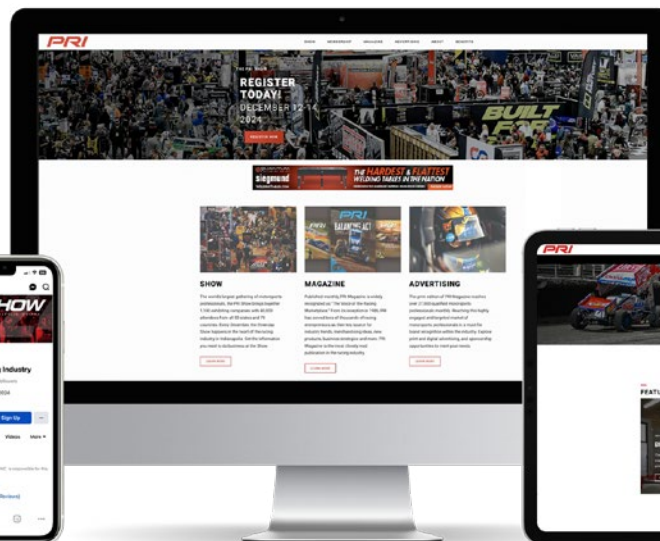
SIGNAGE



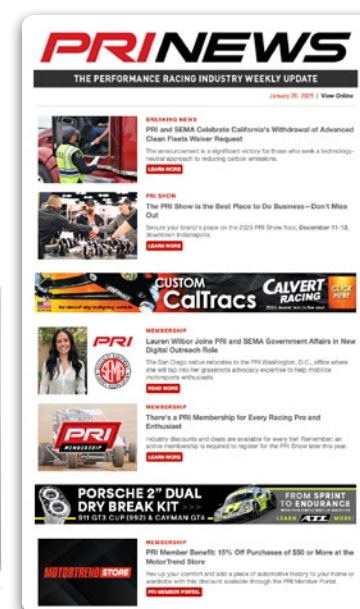
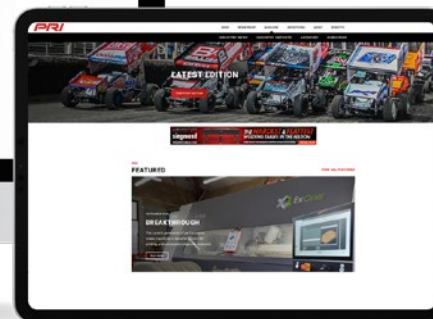
PRI MAGAZINE



SOCIAL



WEBSITE



eNEWSLETTER

NETWORKING

- **GRAND OPENING BREAKFAST**
- **EDUCATION**
- **INDUSTRY RECEPTIONS**
- **AFTER HOURS EVENTS**



BUSINESS MEMBERSHIP

Join your peers and become a PRI Business Member today! By joining PRI, we will advocate together to unite the racing industry. This is our best chance to overcome the challenges our industry faces now and in the future.

Business Members who exhibit at the PRI SHOW receive a discount on booth space and will also gain access to exclusive discounts and benefits.



To learn more about PRI Business Membership, visit
www.performanceracing.com/membership
or contact **membership@performanceracing.com**





MEMBERSHIP PRICING	\$20.00 SQ. FT.
NON-MEMBERSHIP PRICING	\$22.00 SQ. FT.
MEMBERSHIP PRICING FOR TRAILERS, RVs & MOTOR COACH	\$16.00 SQ. FT.
NON-MEMBERSHIP PRICING FOR TRAILERS, RVs & MOTOR COACH	\$17.50 SQ. FT.
PENINSULA PREMIUM	\$750

EXHIBITING COMES WITH MANY BENEFITS!

- All exhibitors receive 8-ft. drape backdrop (except island exhibits)
- All linear exhibitors receive 3-ft. divider drapes

BUILD YOUR BRAND:

- Company listing in the official PRI Show Directory
- Company and product listing throughout the year in the official PRI Show online floorplan and directory
 - Company listing in the official PRI Mobile App
- Listings are for booth assignments confirmed by September 17, 2026
- 1st time exhibitors receive 1 free entry into the Featured Products Showcase

DEVELOP YOUR TEAM AND NETWORK:

- Access to PRI Grand Opening Breakfast on Thursday morning
 - All-access to PRI Show Education sessions
- Access to PRI Full Throttle Social networking event Thursday evening in Lucas Oil Stadium

MAKE PLANS TO EXHIBIT!

PRI SHOW

PRI2026.COM 949.499.5413 ADVERTISE@PERFORMANCERACING.COM