

PRI

THE BUSINESS OF RACING **STARTS HERE**

2026 SPONSORSHIP KIT



PRI SHOW
DECEMBER 10-12, 2026 | INDIANAPOLIS

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.

FLOORPLAN UPGRADE

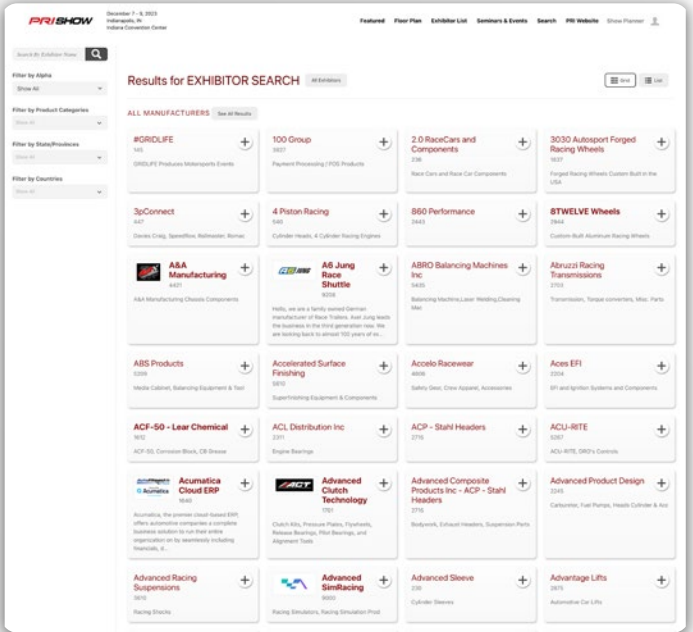
PRICE: **\$575**

INCLUDES:

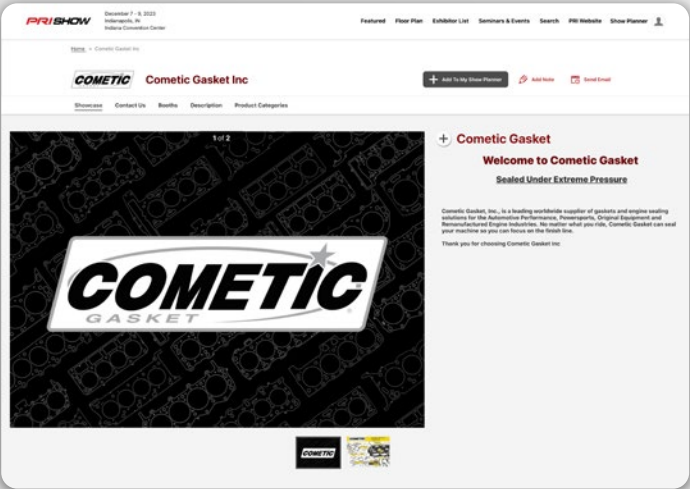
- Company information
- Booth number
- Product images/video
- Access to pre-show sales leads and statistics generated from your listing on the PRI Show Floorplan
- Links to press releases
- Floorplan “black corner with white star graphic”
- Listing as “Featured Exhibitor”



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 February/March 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

WINDOW CLINGS

PRICE: starting at: **\$30** SQ. FT.

- Finished size: 18" W x 18" H



Carpet Ad Sample



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

AISLE SIGN

PRICE: **\$1,500** EACH

- Finished size: 60" W x 27.5" H
- Includes 1/4 page ad in November PRI Magazine (Show Issue)

ARTWORK AND DELIVERY:

- Exhibitor to provide artwork
- PRI to produce and install



Meterboard Sample



Aisle Sign Sample

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 PRI Full Throttle Social event.*

STAIR SIGNAGE

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

VARIES ON STAIR RISER, SOME LARGER THAN OTHERS



Stair Signage Sample

PRI FULL THROTTLE SOCIAL SPONSORSHIP

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

- Branding on Lucas Oil Stadium scoreboards & ribbons (branding does not run during show hours)
- Full Throttle event on Thursday, Dec. 10, 2026
- Scoreboard branding runs for duration of Full Throttle Social. 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.

PRI FULL THROTTLE SOCIAL PRESENTING SPONSOR

PRICE: **\$25,000**

- Branding on Lucas Oil Stadium Scoreboard & ribbons (branding does not run during show hours)
- Branding on cups for PRI Happy Hour
- Opportunity for signature cocktail, to provide koozies to giveaway, and setup small display
- (2) PA announcements during Happy Hour
- Live Social post from Happy Hour
- (2) eNews banner ads leading up to PRI Show
- 1 Full page ad August PRI Magazine (Pre-Show Issue)
- 1 Full page ad November PRI Magazine (Show Issue)

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

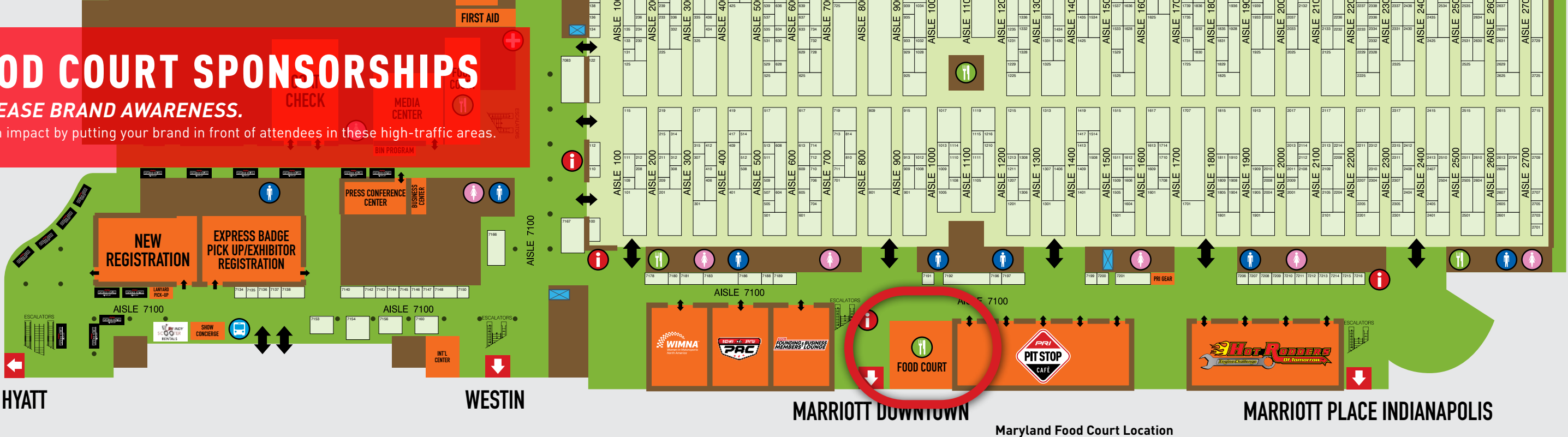


Column Banner Sample

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

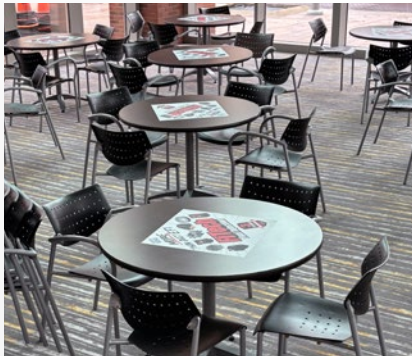
INCREASE BRAND AWARENESS.

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 82" H,
(2) 31.5" W X 82" H
- (20) Regular window clings
Finished size: 18" W x 18" H
- (1) Full-page ad in 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 in 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 6TH–DECEMBER 12TH (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

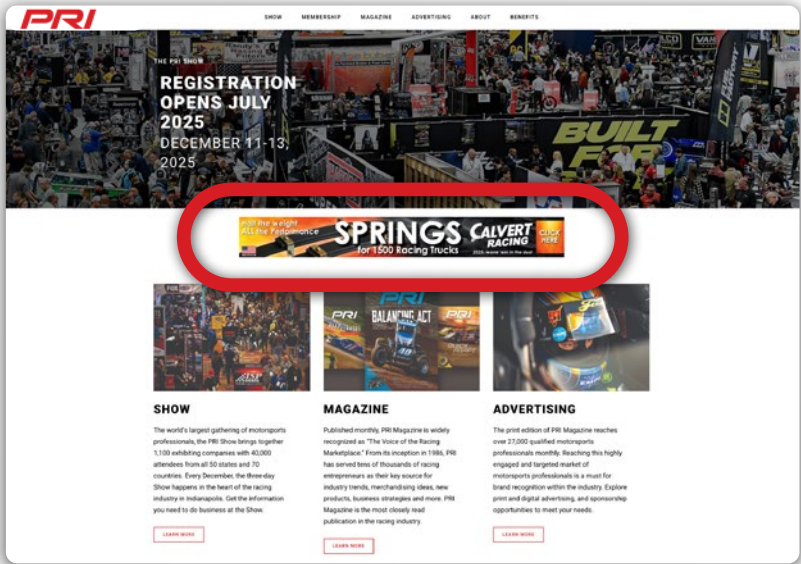
Specs:

- 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

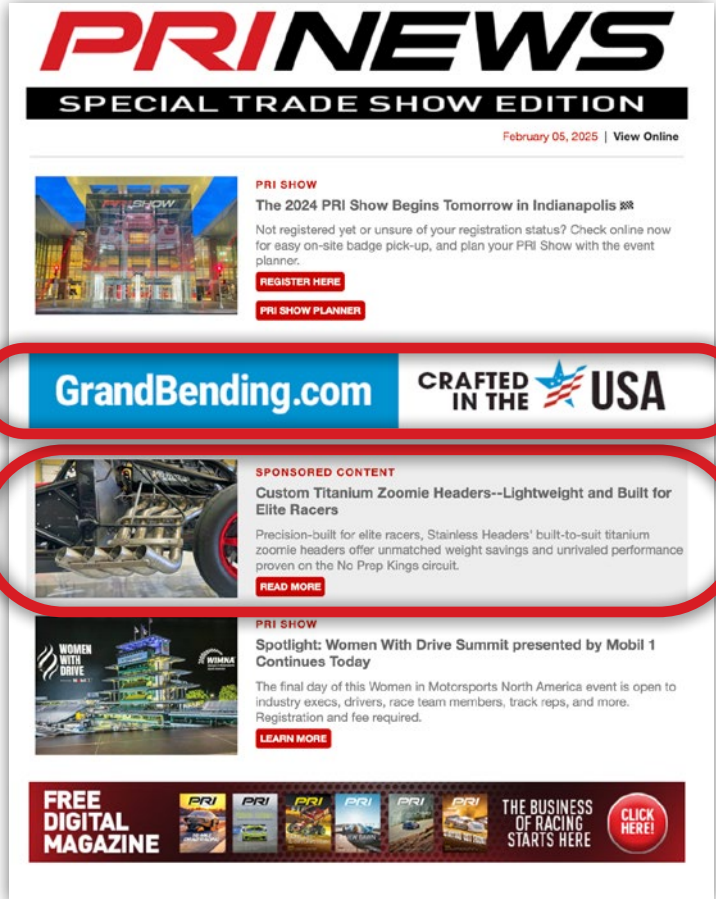
PRI eNEWSLETTER SPONSORED CONTENT

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



PRI eNewsletter Ad (top) and Sponsored Content (bottom) Samples

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



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 in August PRI Magazine (Pre-Show Issue)
- (1) Full-page ad in 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

SPONSOR VEHICLE

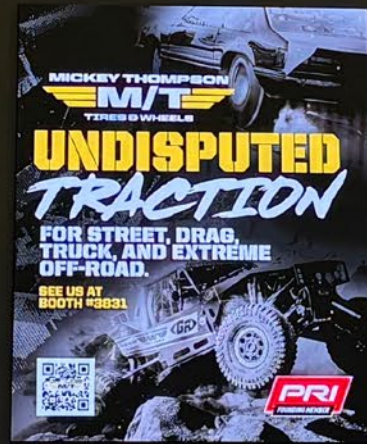
PRICE: **\$1,000** EACH



Sponsor Vehicle Sample

PREMIUM SPONSORSHIPS

(CONTINUED)



CROSSROADS DIGITAL SCREEN

PRICE: **\$5,000**

- Finished size: 1176 x 672 Pixels
- Static image or video, 10 seconds long, includes audio. Rotates with other sponsors.

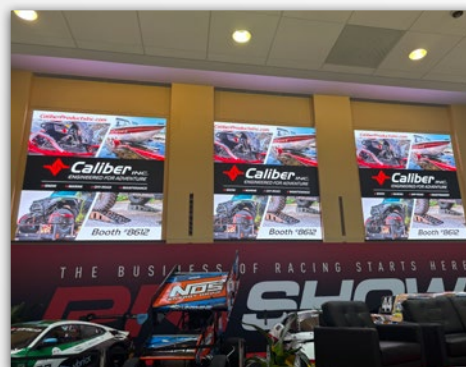


Crossroads Digital Screen

GEORGIA STREET CUBE DIGITAL SCREENS

PRICE: **\$7,500**

- All 3 screens.
- Finished size: 1760 x 1800 Pixels.
- Static image or video, 10 seconds long, includes audio. Rotates with other sponsors.



Georgia Street Cube Digital Screens

SCAN & GO SPONSORSHIP

PRICE: **\$25,000**

- Full-page ad in November PRI Magazine (Show Issue)
- (2) free-standing floorboards will be strategically placed in high-traffic locations where attendees can scan a QR code to pick up their PRI Show Badge.
- Sponsorship includes your logo, booth number and a QR code on the scan and go board and on the floorplan.

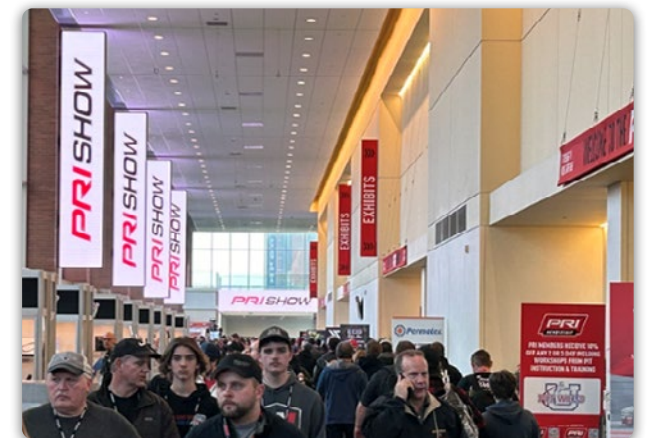


Scan & Go Sponsorship

CAPITOL CORRIDOR DIGITAL SCREENS PACKAGE

PRICE: **\$30,000**

- (8) Digital Screens, (1) Bulkhead Digital Screen
- Finished size: 400 x 2340 Pixels, 2720 x 540 Pixels
- Includes Full page ad November PRI Magazine (Show Issue)



Capitol Corridor Digital Screens

YOU ARE HERE FLOORPLANS

PRICE: **\$7,500** (5 SPONSORSHIPS AVAILABLE)

- Includes half-page ad in November Show Issue
- Multiple free-standing floorboards will be strategically placed around the show in high-traffic locations. Sponsorship includes your logo, booth number and a QR code on the board.



You are Here Floorplans

YOU ARE HERE FLOORPLANS

PRICE: **\$30,000** (FOR 1 SPONSOR)*

- Includes full-page ad in November Show Issue
- Multiple free-standing floorboards will be strategically placed around the show in high-traffic locations. Sponsorship includes your logo, booth number and a QR code on the board.

PRI SHOW

DECEMBER 10-12, 2026 | INDIANAPOLIS

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PRI